# Optimizing Fall TV Premieres

DEEP ROOT

Situational Analysis:

Beginning in the fall of 2014, Deep Root Analytics received weekly refreshes on TV targeting data for each of our custom clients. The refreshed data included the most recent week of TV viewing data – due to processing limitations from our data providers, the most recently available week was on a 3-week delay. Each week, we received a new week of viewing data and matched it into the target universes for all custom clients. These weekly refreshes were used to surface insights into target viewing behavior particularly as it related to Fall Premiere programming.

The capacity to do quasi-live reporting was especially important to our clients and buyers as the success of Fall Premieres is notoriously difficult to predict and they begin airing at a critical point in the election cycle. By tracking the performance of premieres from week to week, we were able to pinpoint which shows were underperforming as well as the ones that resonated best with the target audiences. Here are a few examples of the valuable intelligence that we were able to provide for our custom clients:

1 **PERFORMANCE OF NEW PREMIERES:** As a result of the quasi-live data feed, Deep Root was able to provide all custom clients with insights into how new premieres performed on their targets as each new show aired – some of the new shows we analyzed included "Madam Secretary," "The Mysteries of Laura," "How to Get Away with Murder," "Mulaney,"and "Utopia." Additionally, we were able to track how other Fall Prime Time shows performed – this included insight into returning shows like "The Blacklist," "Scandal," "The Voice," "Dancing with the Stars," etc. This allowed our clients to see exactly which shows resonated with their targets and, consequently, gave them the tools needed to be able to shift their buys as necessary.
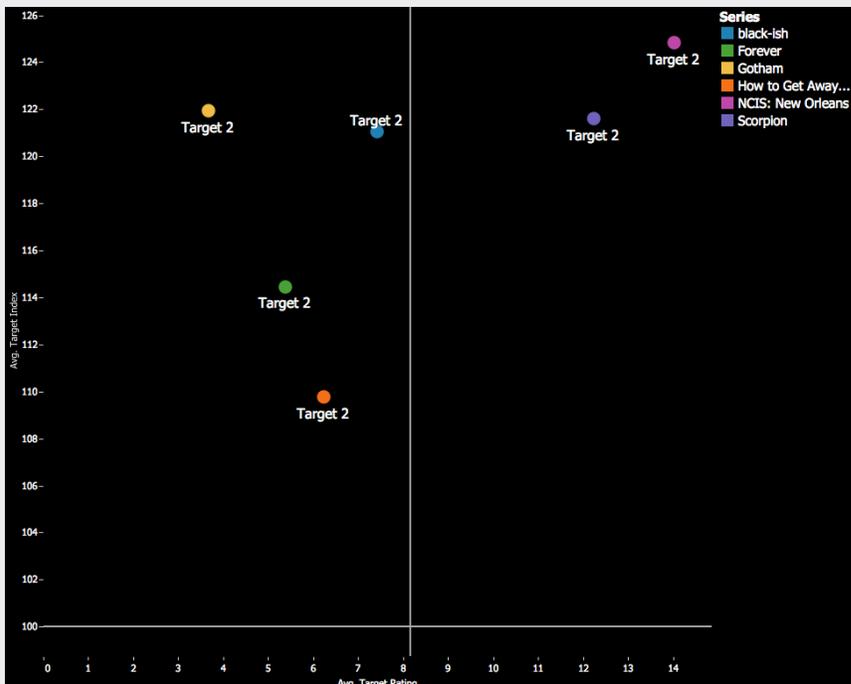
In this instance, we could see that "NCIS: New Orleans" and "Scorpion" performed particularly well among the Target 2 audience during that week of premieres, but that "Gotham," "Forever," "How to Get Away with Murder,"and "Black-ish" all had below average ratings.

2

VIEWER RETENTION: It's great to know if your target tuned in to watch the first episode of a Fall Premiere, but the real question is: will they tune in again? By tracking the performance of Fall Premieres from week-to-week in the final month of the 2014 Election Cycle, Deep Root was able to inform our clients about the viewing behavior of their targets with regard to these shows. In some instances, there were serious drop-offs in target viewership – this meant that staying on that show was going to result in wasted dollars and targeted rating points. In other instances, we saw major upticks in targeted viewership which meant that these were shows our clients needed to be advertising on. In each project, the results were entirely dependent upon the target and the DMA – so for instance, a show might have had a poor retention for a GOTV target in DMA X, but a steady or increased retention for the same target in DMA Y. These insights allowed buyers to understand where our targets were really tuning in, regardless of the picture that the Nielsen ratings were painting.
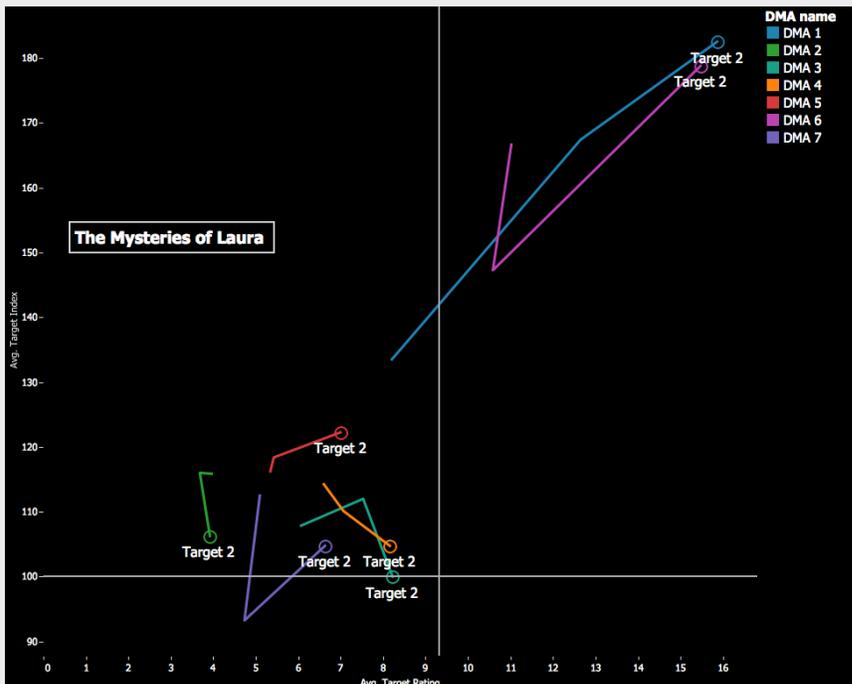
In the example below, we could see that "The Mysteries of Laura" performed consistently well in DMA 6 for the Target 2 audience and that, for the same audience, its performance greatly improved week-to-week in DMA 1. However, for the other 5 DMAs, it might not have been the best new premiere to choose for the expensive Prime Time daypart.