

The Quest for Viewing Drivers



Viewing Drivers

In the late 90s, the first ~million users of digital set top boxes engaged in an experiment in which the first set top box data was used to identify the drivers of television program viewing.

265 Value Signals (formerly DriverTags) were found. These are all psychological words that can be used to describe programs or people. Human values, need states, emotions, character, personality, mindsets, moods.

The 265 Value Signals had the highest correlation with the adoption of new series on television. In the test, the Value Signals produced an 18% conversion rate to the average series tested.

Today the DriverTags have been independently proven to work in advertising

- Turner sponsored a study by Nielsen NCS which showed double digit increases in ad sales effect when the Value Signals in an ad were similar to the Value Signals in a program
- 605 did a study for a very large advertiser showing even higher effects on brand equity measures
- A major retail chain engaged Neustar to measure Value Signals used as addressable targets and reported a 95% increase in ROAS
- Simmons found an 83% increase caused by Value Signals in the ability to create effective lookalikes across all 3833 brands they measure
- ARF Cognition Council found that the Value Signals and their macro clusters called Motivations predict 48% of IRI sales

What could the Value Signals do for a network in the programming area

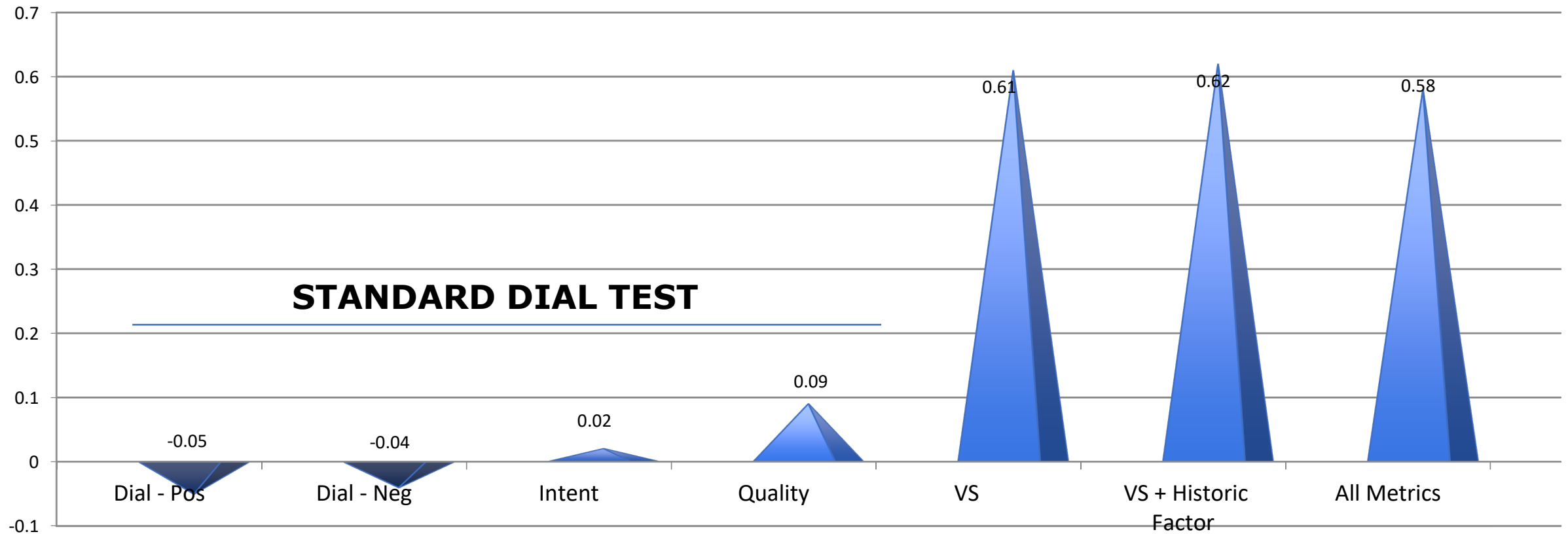
- Provide stimulus to creative ideation in programming strategy
- Add to ability to evaluate new program concepts and rough cuts
- Improve the ability to predict ratings

Rating Prediction

Sample Size: 22 new series

Value Signals beat the standard dial measures used to test new shows

ABILITY TO PREDICT NIELSEN



Heroism/Leadership is the top Motivation of XXX's new TV series XXXXXXXXXXXX – Competency is #2

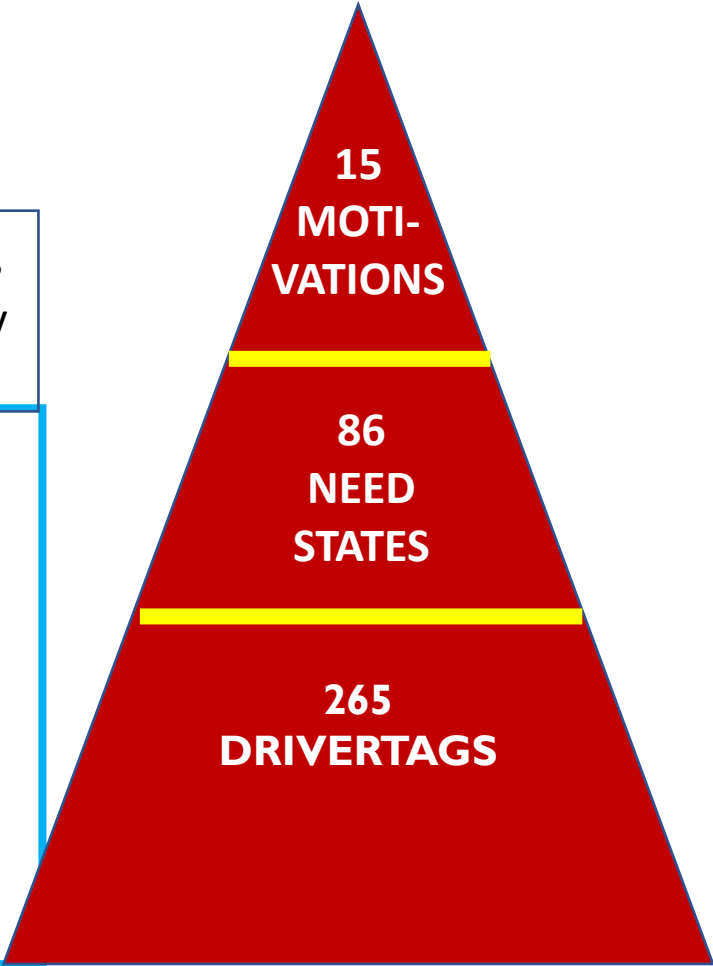
FIRST 3 EPISODES

These findings are best used in the selection of extracts from scenes to use in the tune-in ads

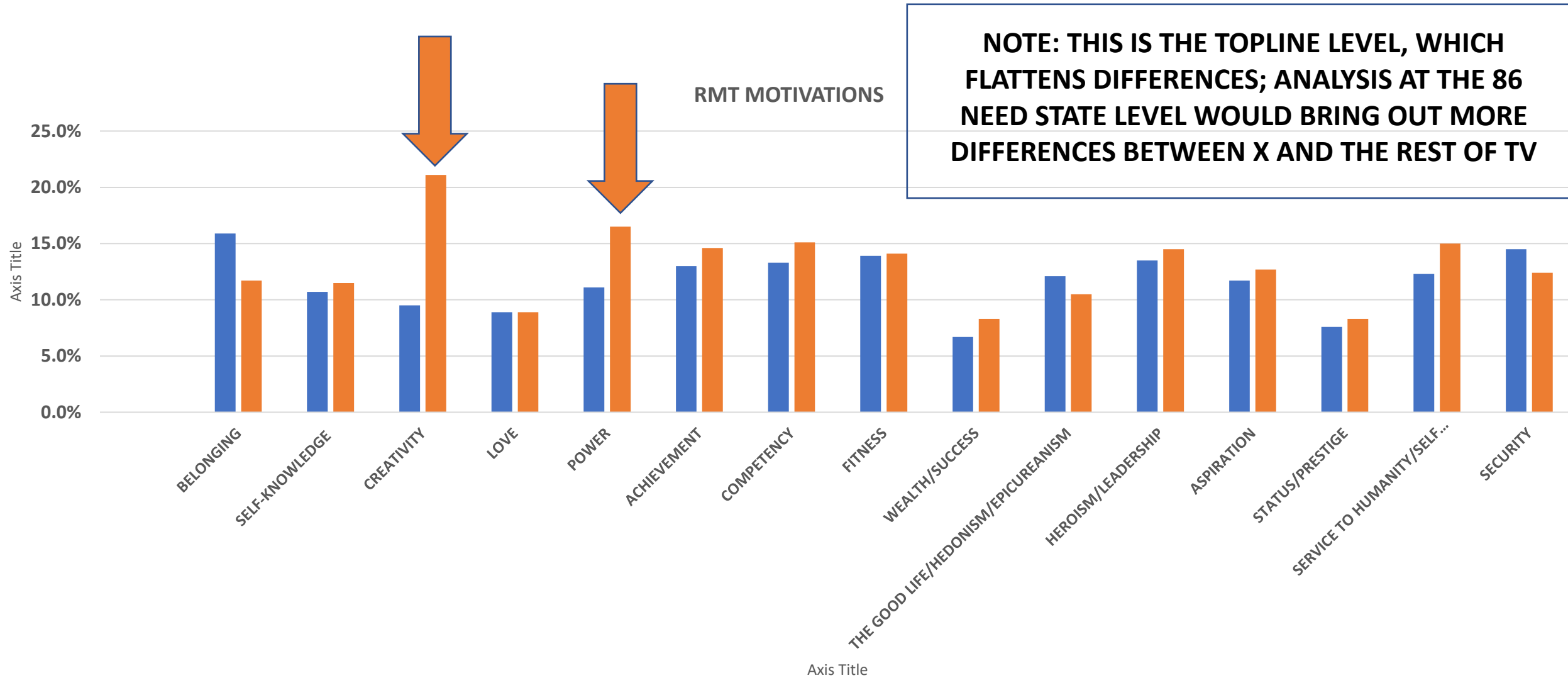
	9/14/2020
Motivational Type	MT%
NORM 18.7% NORM 20.3%	HEROISM/LEADERSHIP 44.4%
	COMPETENCY 40.0%

NORMS SHOWN HEREIN REFLECT DRAMAS ONLY	9/14/2020		SECURITY and BELONGING are signals that the audience will tend to identify with a threatened protagonist
	Need State	NS%	
NORM 34.2%	DID NOT SEE THAT COMING/UNPREDICTABILITY	90.0%	SECURITY
NORM 9.8%	WRATH	75.0%	SECURITY
NORM 25.2%	POWERFULNESS	66.7%	POWER
NORM 28.1%	INTELLIGENCE	66.7%	COMPETENCY
NORM 22.1%	BRAVERY	66.7%	HEROISM/LEADERSHIP
NORM 14.8%	DISTRUST	60.0%	SECURITY
NORM 22.5%	CHARGED UP	60.0%	BELONGING
NORM 23.7%	RESOURCEFULNESS	57.1%	COMPETENCY
NORM 21.0%	ELECTRIFICATION/ANXIETY	57.1%	BELONGING
NORM 28.2%	POSITIVE/ETHICAL COMMAND/BOSS/RULER	50.0%	SECURITY
NORM 20.9%	CANDOR	50.0%	BELONGING
NORM 20.3%	VIGOR	50.0%	FITNESS
NORM 12.3%	OPEN	50.0%	BELONGING

Motivations



Network X Viewing Drivers (at the 15 Motivation level) compared to all major series on US TV



Networks, we look forward to discussing and exploring all relevant possibilities with you.

All my best, Bill Harvey