

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 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 DriverTags had the highest correlation with the adoption of new series on television. In the test, the DriverTags 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 DriverTags in an ad were similar to the DriverTags 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 DriverTags used as addressable targets and reported a 95% increase in ROAS
- Simmons found an 83% increase caused by DriverTags in the ability to create effective lookalikes across all 3833 brands they measure
- ARF Cognition Council found that the DriverTags and their macro clusters called Motivations predict 48% of IRI sales

What could the DriverTags do for a network in the programming area

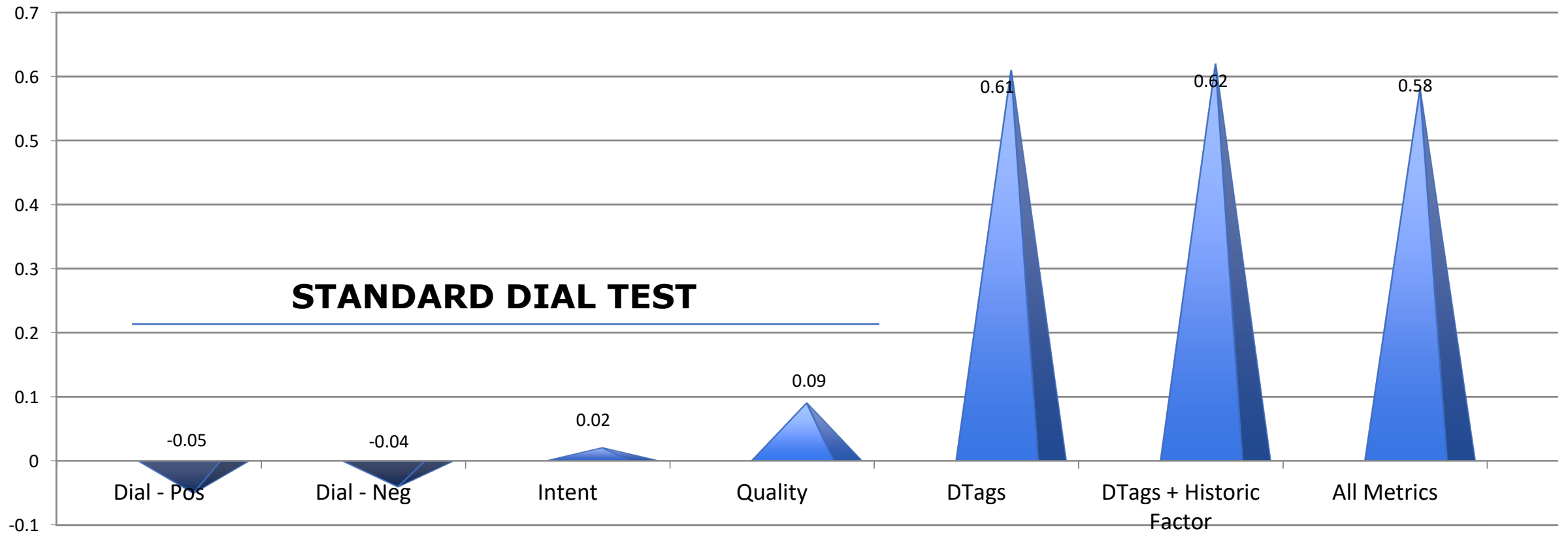
- Provide stimulus to creative ideation in programming strategy
- Add to ability to evaluate new program concepts and rough cuts
- Improve the ability to predict ratings

Rating Prediction

Sample Size: 22 new series

DriverTags 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%	HEROISM/LEADERSHIP	44.4%
NORM 20.3%	COMPETENCY	40.0%

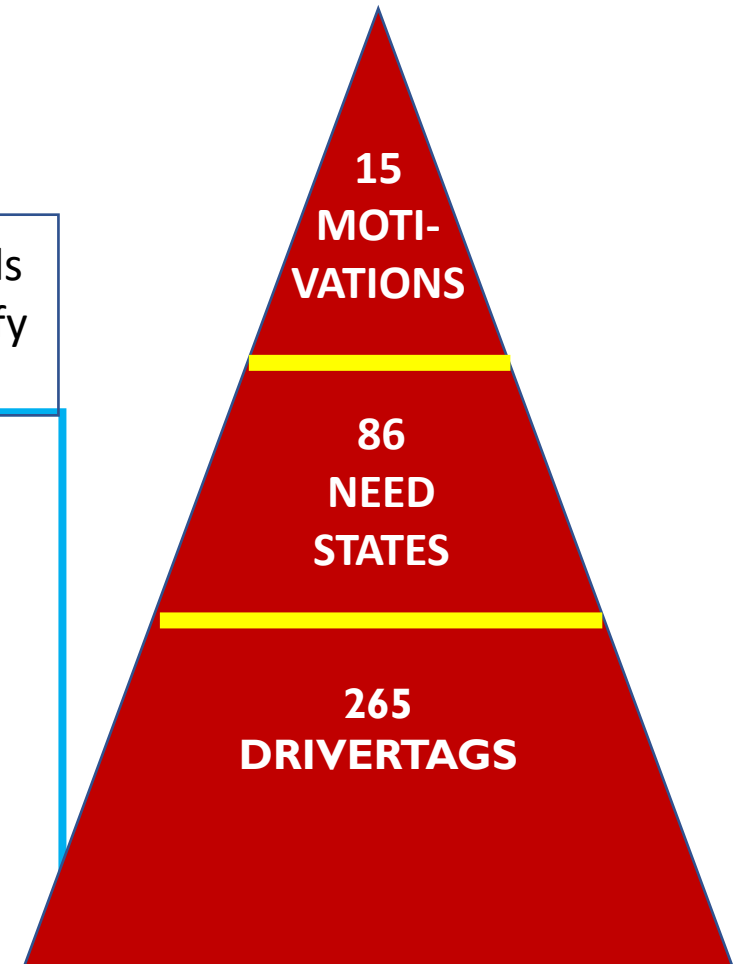
NORMS SHOWN HEREIN REFLECT DRAMAS ONLY			9/14/2020	
	Need State		NS%	

NORM 34.2%	DID NOT SEE THAT COMING/UNPREDICTABILITY		90.0%	
NORM 9.8%	WRATH		75.0%	
NORM 25.2%	POWERFULNESS		66.7%	
NORM 28.1%	INTELLIGENCE		66.7%	
NORM 22.1%	BRAVERY		66.7%	
NORM 14.8%	DISTRUST		60.0%	
NORM 22.5%	CHARGED UP		60.0%	
NORM 23.7%	RESOURCEFULNESS		57.1%	
NORM 21.0%	ELECTRIFICATION/ANXIETY		57.1%	
NORM 28.2%	POSITIVE/ETHICAL COMMAND/BOSS/RULER		50.0%	
NORM 20.9%	CANDOR		50.0%	
NORM 20.3%	VIGOR		50.0%	
NORM 12.3%	OPEN		50.0%	

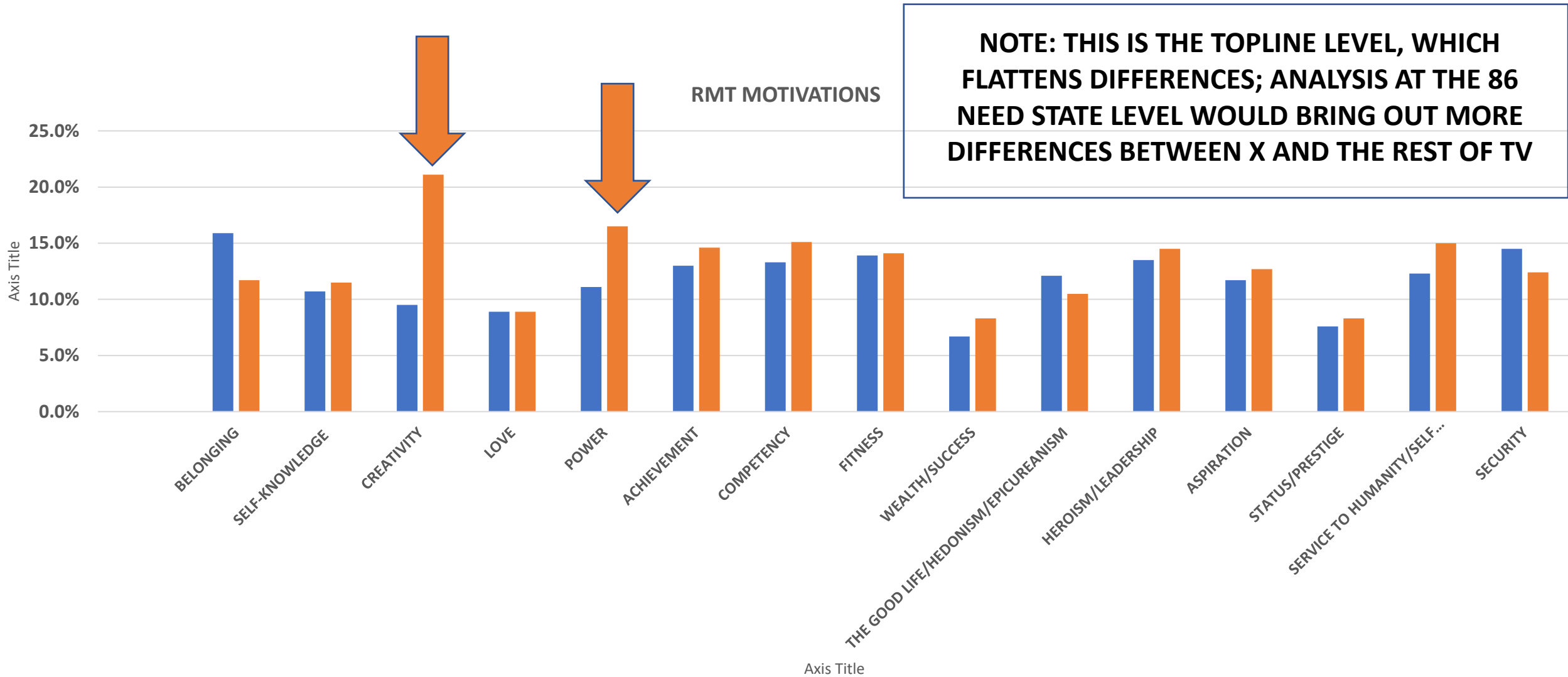
SECURITY and BELONGING are signals that the audience will tend to identify with a threatened protagonist

- SECURITY
- SECURITY
- POWER
- COMPETENCY
- HEROISM/LEADERSHIP
- SECURITY
- BELONGING
- COMPETENCY
- BELONGING
- SECURITY
- BELONGING
- FITNESS
- 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