



Midseason Look-Back: Promo Strategies for Top Network Programs



After the airing of the season finale of NBC phenomenon *This Is Us*, Alphonso looked back at the recent on-air promo strategies the broadcast networks have taken with some of their top shows:

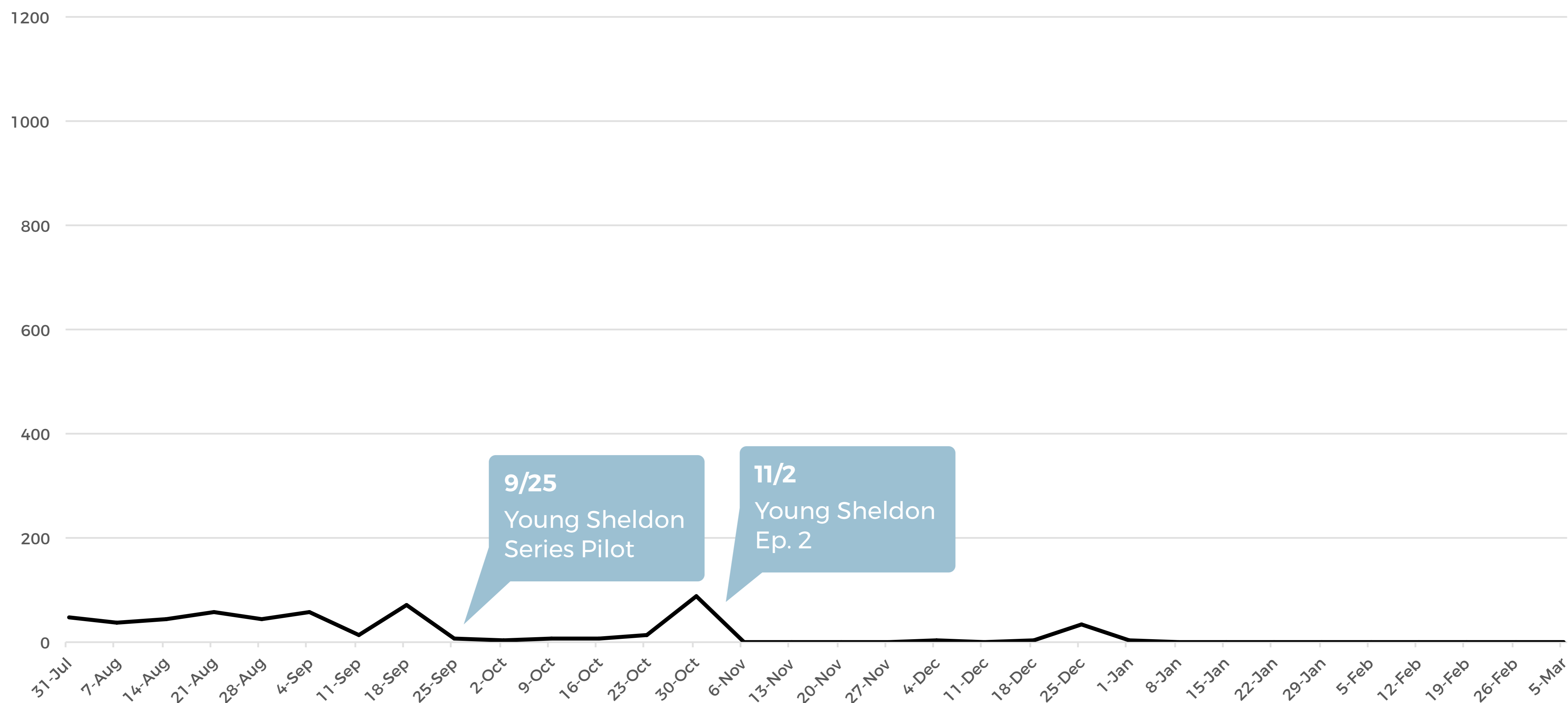




Young Sheldon

With a built-in audience, Young Sheldon explores a deep backstory set up by The Big Bang Theory. Spots consistently aired in the weeks preceding the pilot/preview on September 25. CBS picked up a full first season soon thereafter, running more spots immediately before it ran the second episode five weeks later.

Weekly Ad Airings

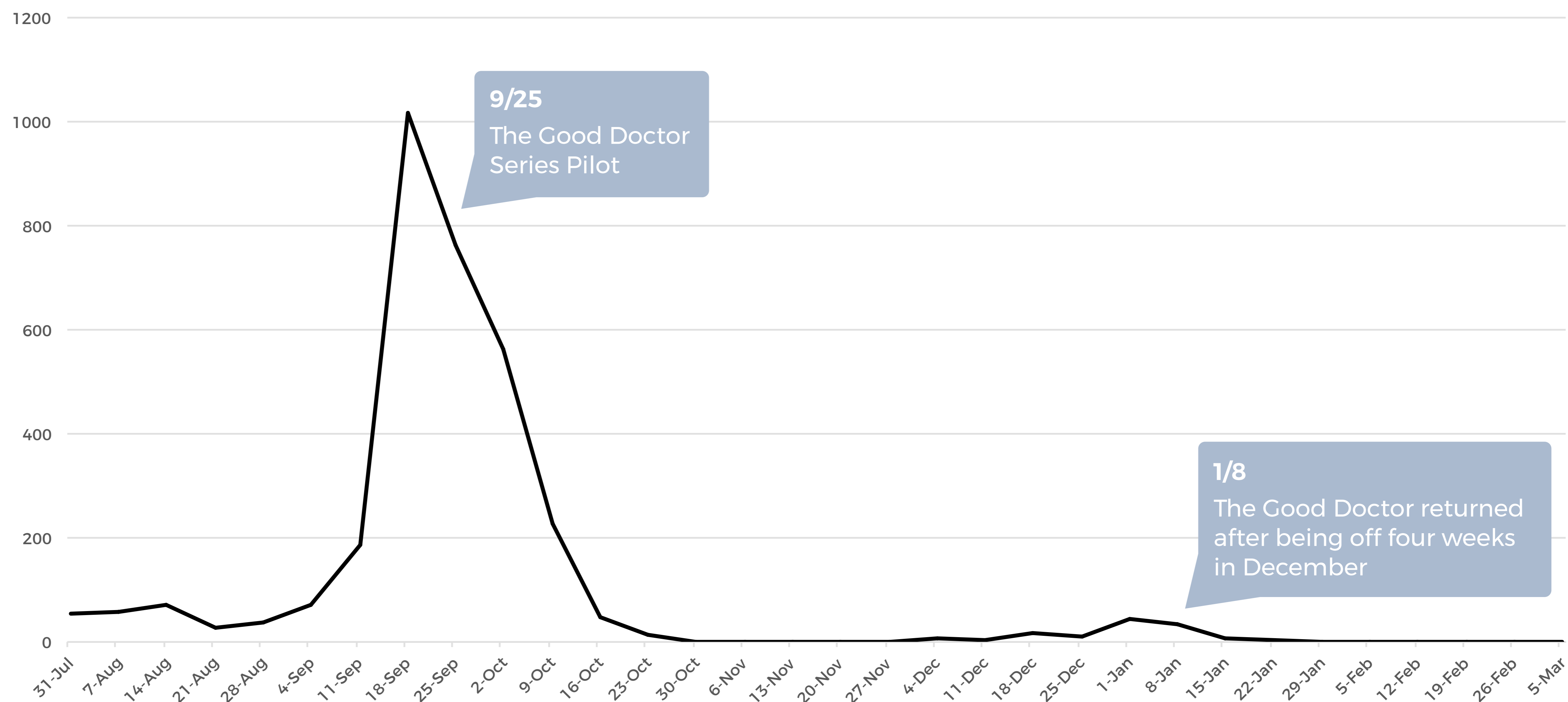




The Good Doctor

In contrast, ABC aired the most The Good Doctor spots of any of the shows highlighted in this brief leading up to the series premiere on September 25. These included a vast number of endemic spots on ABC itself. As part of the Disney family, The Good Doctor “push” extended across networks including the various ESPN iterations, Freeform, and A&E.

Weekly Ad Airings

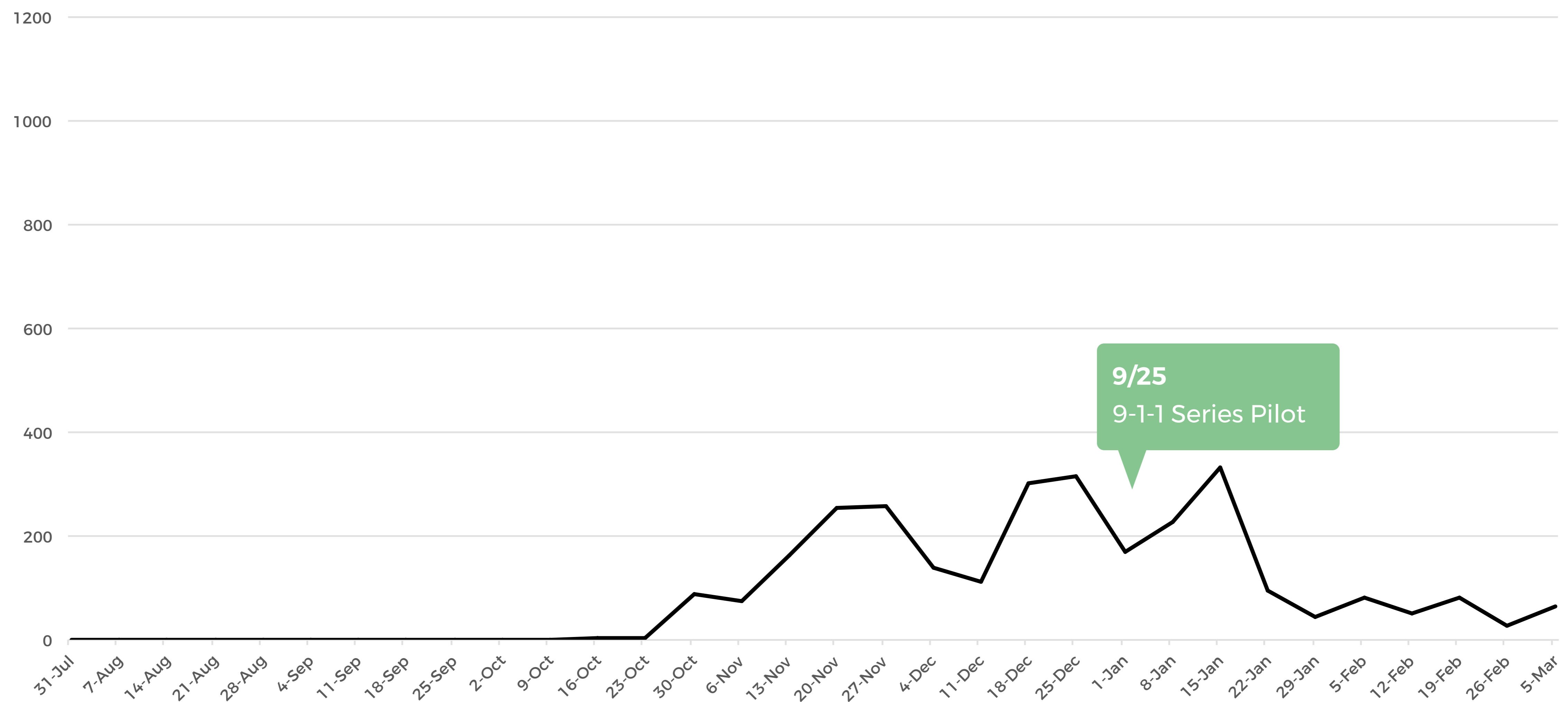




9-1-1

Fox debuted its first responder drama, 9-1-1, a core part of its winter lineup, on January 3. The network supported the pilot with a steadily growing dose of Q4 spots leading up to its premiere. This is in contrast to the concentrated spike utilized for The Good Doctor.

Weekly Ad Airings

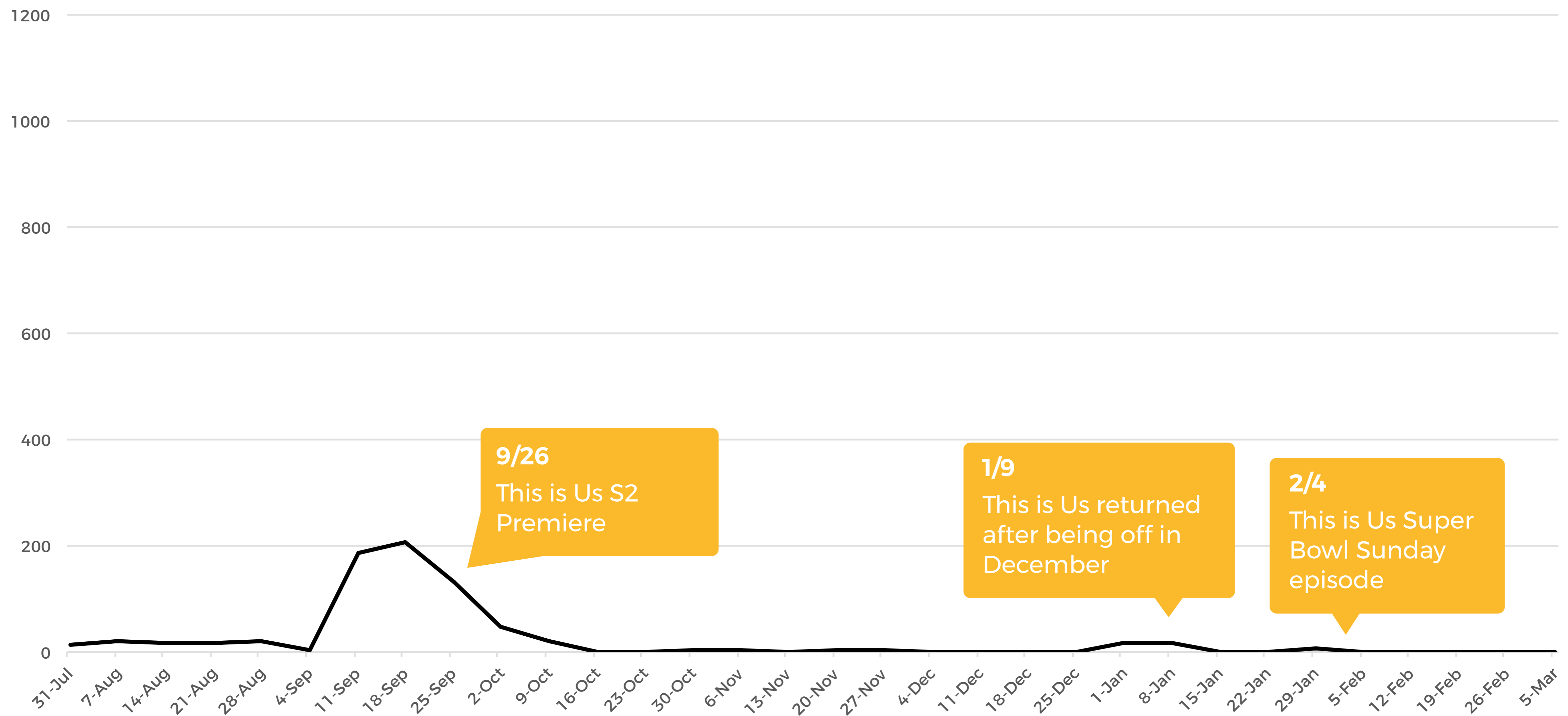




This is Us

It helps to possess an amazing scripted hit to keep audiences coming back each week. This Is Us aired a couple hundred television spots in the two weeks preceding the second season's premiere episode.

Weekly Ad Airings



Conclusion

TV ad airings tell but a small part of a much larger story of the life of a series. While ad airings and promotional mentions are used by most networks to drive tune-in, strong lead-in and lead-out programming (the shows adjacent on the schedule) also play a crucial role.

For *This Is Us*, there can be no better lead-in than the Super Bowl, generating the highest ratings for a Super Bowl lead-out program since 2012. In anticipation, NBC decided to skip its usual *This Is Us* Tuesday slot (on January 30) in favor of airing on Super Bowl Sunday. The episode was even called “Super Bowl Sunday.”

In addition, counterprogramming from competing networks (vying for the same audience during the same time slot) also factors critically into a show’s overall success. We’ll be watching to see how networks shift their show schedules and promotional mentions as the spring portion of the season continues.

About Alphonso Insights

Alphonso Insights is a software-as-a-service (SaaS) offering that enables brands and agencies to conduct real-time analysis of TV content and ad consumption at a granular level, and obtain closed-loop attribution on TV media spend. The always-on Alphonso Insights dashboard for TV ads simplifies and expedites reporting on metrics such as total airings, share of voice, estimated spend, audience reach, locations visited and purchases made.

Alphonso Insights is already used by thousands advertising experts from over 200 top brands and agencies. It is powered by one of the largest and most valuable data sets for the TV advertising industry, consisting of linear TV content and advertising catalogued automatically across over 200 broadcast and cable networks, with viewership data from 30 million U.S. households, all in real time. In other words, Alphonso Insights knows precisely what ads have aired alongside which programming, knows which viewers have been exposed to that content across its entire footprint, in real time.

About Alphonso

Alphonso is a TV data company and the market leader in providing brands and agencies with verified TV audiences on mobile devices and the web. Its Alphonso TV Data Cloud services power TV retargeting and brand insights for hundreds of the Fortune 500 brands and agencies in the U.S. The company enables its clients to amplify their TV spend with digital, and to reach targeted TV demographics across all screens.

With automatic content recognition (ACR) technology embedded in tens of millions of smart TVs, TV chipsets, mobile apps, gaming consoles, streaming devices and OTT services, Alphonso understands what programming and advertising people are watching on TV. To learn more, visit www.alphonso.tv.

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