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The TV Data Company

TV Data Report: Time Shifting

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Introduction

Digital Video Recorders (DVRs) are as common as coffee makers in today's home.

Mobile devices and the web have made TV content ultra-accessible for viewers wanting their favorite shows on the go, but the vast majority of viewing time is still spent on the big screen – in fact, 92% of the time for U.S. adults.[1]

Yet increasingly more of that big-screen content is not watched during the live broadcast, but after the fact. DVRs or DVR-enabled set-top boxes take a large share of that time-shifted viewership. ,

Knowing the impact of time-shifted TV viewing on live TV consumption is critical to understanding TV advertising ROI. If ads air when people are less likely to watch live TV, should strategies be reconsidered?. In this report, we analyze that behavior and answer questions like:

· Are certain days of the week more likely to have shows time-shifted by their audience?
· During which dayparts do audiences time-shift the most?
· What genres are more likely to be time-shifted?
· How might time-shifting data inform my campaign plan?

We are excited to explore the depth and breadth of the unique Alphonso TV viewership dataset in ways that educate marketers and technologists alike. We look forward to sharing more with you in the months ahead.

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Methodology

Alphonso applies "time-shifted viewing" to those programs where viewing began after the show's designated end time. This report does not not include "delayed viewing" – starting the program after the start time but before the show's designated end time – in the definition of time-shifted viewing.

Instead, delayed and "live" viewing are grouped together. Differentiating between the two is intended to isolate the effect of audiences intentionally watching programs outside of their linear TV window.

The scope of this report is focused on time-shifted TV consumption via television sets. It does not include content watched online or on mobile apps provided by networks, or by multi-channel video programming distributors (MVPDs).

Data was collected in the U.S. via the Alphonso TV Data Cloud in Q4 2016.

Time-Shifting Trends for the Top 20 Networks

Daypart	Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Grand Total
Late night	12:00:00 AM	74%	81%	82%	82%	83%	79%	77%	80%
	1:00:00 AM	71%	80%	78%	73%	82%	82%	74%	77%
Overnight	2:00:00 AM	74%	79%	79%	81%	81%	79%	73%	78%
	3:00:00 AM	73%	80%	77%	81%	81%	81%	72%	78%
	4:00:00 AM	65%	72%	71%	73%	73%	73%	71%	71%
	5:00:00 AM	82%	90%	90%	89%	89%	76%	76%	84%
Early Morning	6:00:00 AM	89%	89%	89%	89%	86%	82%	79%	86%
	7:00:00 AM	86%	87%	87%	86%	86%	79%	80%	84%
	8:00:00 AM	69%	70%	70%	70%	69%	76%	82%	72%
	9:00:00 AM	70%	71%	72%	72%	70%	84%	84%	75%
Daytime	10:00:00 AM	69%	70%	71%	70%	71%	84%	82%	74%
	11:00:00 AM	81%	81%	82%	80%	80%	87%	87%	82%
	12:00:00 PM	80%	81%	82%	82%	81%	91%	92%	84%
	1:00:00 PM	71%	72%	73%	74%	74%	89%	89%	78%
	2:00:00 PM	75%	76%	75%	76%	76%	89%	87%	79%
	3:00:00 PM	66%	66%	65%	68%	70%	89%	87%	73%
	4:00:00 PM	78%	78%	78%	79%	80%	90%	93%	82%
Early Fringe	5:00:00 PM	86%	86%	86%	86%	86%	90%	92%	88%
	6:00:00 PM	82%	83%	82%	83%	82%	89%	88%	84%
	7:00:00 PM	76%	77%	76%	77%	75%	87%	87%	79%
Prime Time	8:00:00 PM	77%	74%	74%	74%	75%	82%	80%	76%
	9:00:00 PM	75%	71%	72%	76%	71%	80%	72%	74%
	10:00:00 PM	78%	72%	72%	75%	75%	81%	77%	76%
Late night	11:00:00 PM	85%	83%	79%	85%	82%	80%	77%	82%
Grand Total		76%	78%	78%	78%	78%	83%	82%	79%

Time-shifted viewership   Live viewership

86% Live viewership during the Daytime and Early Morning on weekends

82% Average daily live viewership during late night slot
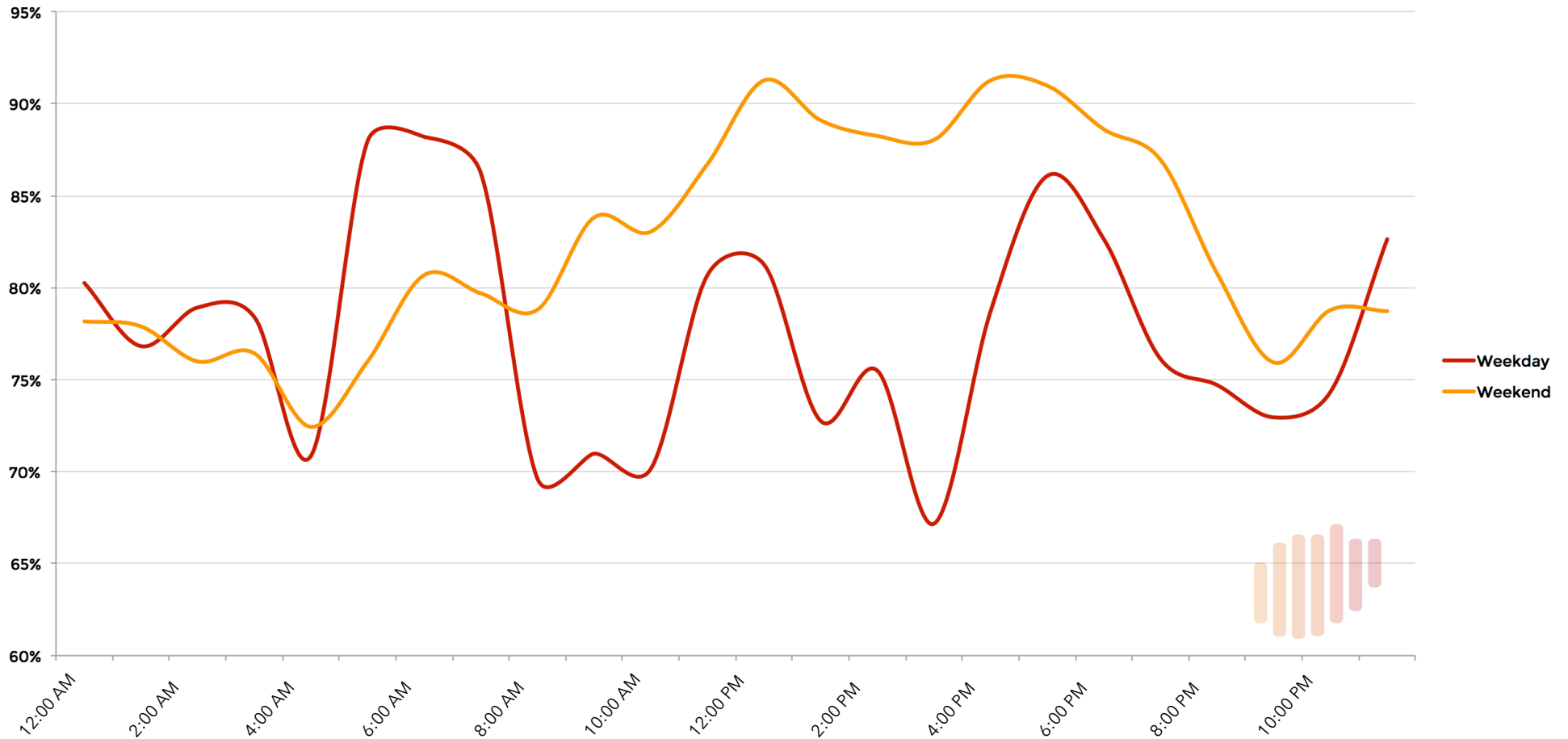
74% Average live viewership during primetime slot on weekdays

70% Live viewership between 8-11AM

Alphonso TV Data Cloud metrics showing live viewing as a percentage of all viewing during each hour and daypart. Data collected during Q4 2016.

When does live viewing occur most?

Top 20 Networks

Legend:
— Weekday (red)
— Weekend (orange)

Alphonso TV Data showing live viewing as a % of all consumption, Q4 2016

Time-Shifting Trends for the Top 20 Networks

Weekends

Q4 2016 had much higher Live viewership than Weekdays, buoyed by college football on Saturdays and NFL football on Sundays
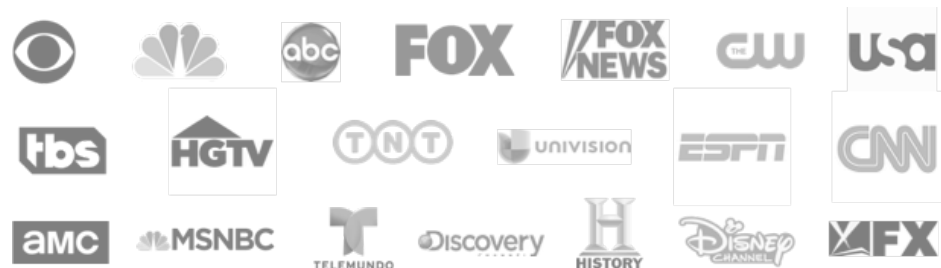
3-4PM

Viewers tend to DVR shows more in this slot on weekdays, known for daytime dramas and game shows.

5-7AM & 5-6PM

Good news for local programmers - nearly all viewing is live during this slot - 98% live viewership.

Tues & Wed

Days with fewer live viewers during primetime

Prime Time Spotlight

‣ **Fantasy is the most DVRed genre during Prime Time for big-screen viewers.**

‣ **36% of TV viewers of prime time fantasy shows watched them via DVR**

The Most DVRed Prime Time Shows for the Big 4

abc — how to get away with Murder

CBS — Together we are </scorpion>

FOX — GOTHAM and LUCIFER

NBC — TIMELESS

Time Shifting By Genre

Action/Adventure
These shows have less live viewing between 9-11 pm (**68%**).

Children
Kids shows in Early Morning slot get an average of **77%** live viewership and **75%** live viewing in Primetime.

Comedy
has the least live viewing in Daytime and Primetime.

Consumer
shows have least live viewing during Early Morning and Daytime (**64%**).

Daytime Drama Shows
between 1-2 pm and 3-4 pm have the least live viewing. Drama shows have an average of **70%** live viewing during Primetime.

Fantasy
Over one-third of Prime Time fantasy shows are watched in a time-shifted fashion. An average of **64%** are watched live.

News
shows have least live viewing (**74%**) between 3-4 pm during the Daytime slot.

Reality/Documentary
shows had the least live viewing between 9-10AM and 9-10PM.

Sci-Fi
shows have least live viewing during Primetime slot between 9-11PM.

Sporting Events
and sports-related news have an average of **96%** live viewing all day throughout the week

Shopping
genres which air mainly overnight have an average live viewing of **88%.**

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.

Through its Alphonso Insights SaaS offering, Alphonso delivers actionable insights and closed-loop attribution with offline data in real time, to helps its customers understand the true impact of TV advertising. To learn more, visit www.alphonso.tv.

Other sources in this paper:
[1]Nielsen Comparable Metrics Report Q4 2016