Entertainment Case Study
Driving Tune-in

alphonso
The TV Data Company

TREMOR VIDEO DSP
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# Driving Tune-In with TV Viewership Data

Alphonso and Tremor Video DSP worked with a major cable network to drive tune-in to a major science fiction TV series during a post-premiere lapse in viewership.

The Challenge

Viewership for the sci-fi show had already dropped by 33 percent by episode three of a new season. The network wanted to retain viewership for the duration of the season, in addition to adding new viewers.

Viewership index by episodes - [Live]

Audience size %

100.00%

82.70%

67.40%

1

2

3
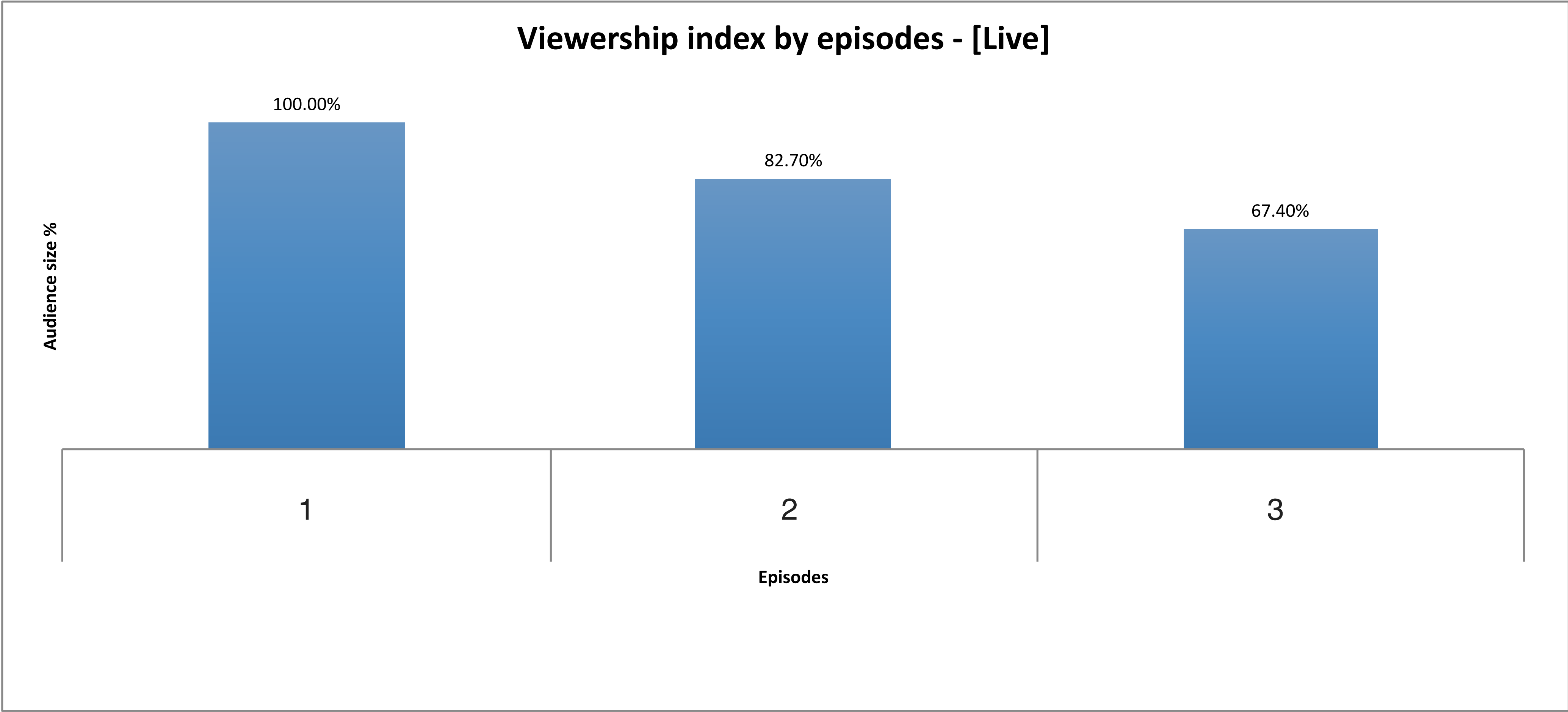
Episodes

Viewership index is relative to Episode with the highest audience

Source : Alphonso TV Audience data 11th Apr 2018 to 9th May 2018

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The Plan

To make the campaign successful, the campaign targeted individuals that watched shows on the network, similar shows on different networks, previous season viewers, and individuals that tuned into the season 2 premiere but dropped off.

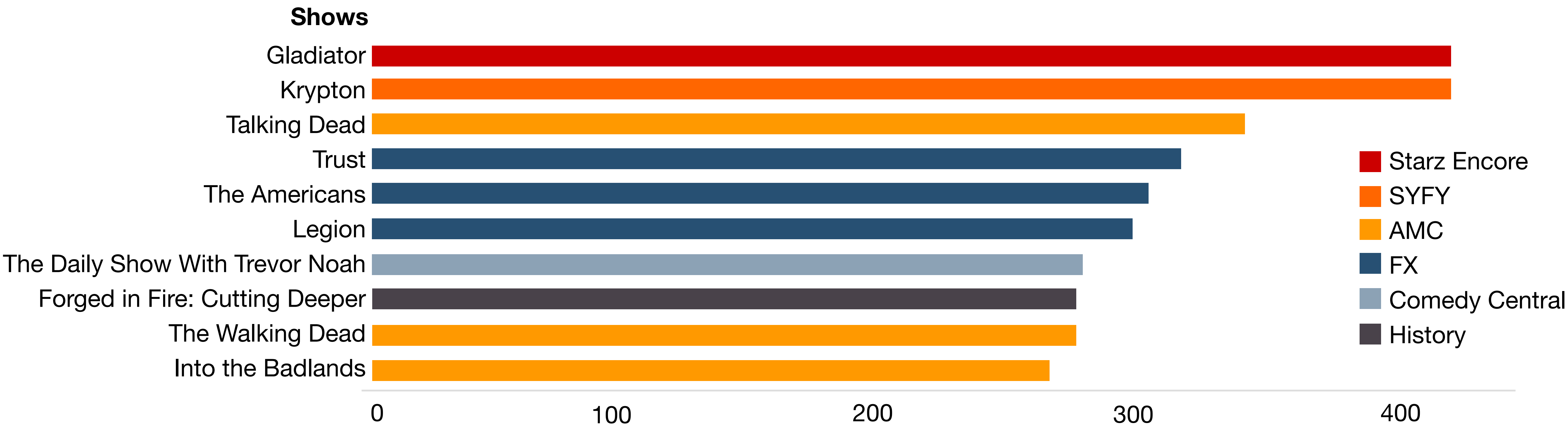| Target Audience	Network Viewers	S1 Viewers	S2 Viewers
Season 2 Premiere: Tuned in but dropped off			✔
Season 2 Premiere: Tuned in		✔	
Affinity Program Viewers	✔		
Network Shows	✔		

Results

Targeting viewers of season one was the most effective tactic, followed by targeting the dropped-off season two audience. However, targeting individuals who watched affinity (similar) programs generated the highest uniques.

Group	Uniques	Live + 3		
		Control Tune-in	Exposed Tune-in	Lift in Tune-in
Network viewers + Viewers of Affinity Programs	661,305	0.87%	1.01%	**16.09%**
Network + Individuals who did not watch the show but watched other shows on the network	511,968	0.81%	0.93%	**14.81%**
S1 viewers but did not tune into S2 premiere	444,519	4.12%	5.06%	**22.82%**
S2 premiere viewers but did not tune into episode 2 or 3	236,388	3.81%	4.54%	**19.16%**

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Audience Insights: Affinity Programs

Alphonso identified sci-fi and action shows/movies on Starz, SyFy, AMC and FX as key insights to seed audience segments for the campaign.

Shows

The Alphonso Viewership Index shows which networks and programs the target audience is more likely to be found. 100 equals average viewership, a score of 200 means that the audience is 2x more likely to watch that show or network etc.

TV Tune-in Attribution Study Methodology

To measure TV Tune-in attribution by providing TV Attribution pixels to partners participating in any given study.

Alphonso uses the impression data collected to analyze which partner was most effective in driving the most tune-ins to a particular show. Organic tune-ins are discounted by setting up a control group. This ensures that we account for people who have natural propensity to watch the show.

Control Tune-in Rate: The control group consisted of people randomly selected from the non-exposed Alphonso network target pool. The number of tune-ins to the TV Show recorded from this control group was used as the baseline control tune-in rate. Tune-in is defined as a user watching a show for over 5 minutes.

Exposed Tune-in Rate: The exposed group for each partner consists of people exposed to the TV show Campaign ad served by each partner. The data collected from the Alphonso pixel provided to the partners provides for the exposed audience. The number of tune-ins recorded from this group was used to calculate the exposed tune-in rate. This number indicates what percentage of the desirable audience each partner was able to reach.

Lift In Tune-in: We compare the Exposed Tune-in Rate to the Control Tune-in Rate to calculate the Lift in Tune-in.

Cost Per Tune-In: The cost of each new tune in (not organic) that any partner drove can be calculated when budget allocated to each partner is available.

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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 hardware and software products, including smart TVs, TV chipsets, mobile apps, gaming consoles and streaming devices, 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 help its customers understand the true impact of TV advertising. To learn more, visit www.alphonso.tv.

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