



Morse Recounts Highlights of The Media Insights Conference



The Media Insights and Engagement Conference was held last month in advance of the advertising upfront season. This premier event brought together leading researchers who shared their observations on the latest trends and impending changes in the media landscape.

Dr. John Morse of Byron Media attended. Some of his key take-aways include the prevailing wisdom expressed by NBC that very soon “the total Nielsen audience metric will be accepted as currency.”

Trends in TV Viewing:

- More viewers set their own TV schedule:
 - 53% of episodes are time-shifted in some way
 - 42% prefer to time shift even current shows over watching them live
 - 56% binge view (watch 3+ episodes in a row) at least occasionally. This includes 72% of Netflix subs; 79% of Hulu subs; 74% Amazon Prime instant video subs.
 - **Conclusions:**
 - Viewers are creating their own DIY bundles (“Live TV is a situational option, not the default.”)
 - They’re excited about content options and use them. “People spend more time on shows they really love. They choose platforms with deeper catalogs and stacked episodes.”
 - But, at present, the options are too difficult to manage. Consumers are overwhelmed by the number of options available. A more efficient curation method is needed.
 - SVOD providers are the best value in part because, by making options easier to access, they make discovery of desired programming more straight forward.

SOURCE: HUB Entertainment Research

Binge and Platform Watching:

- 83% of viewers have binge-watched a TV show including 87% of millennials.
- 25% report having binge-watched a favorite TV show for 8+ hours.
- Many viewers in the Comedy Central audience report watching the network on multiple platforms:
 - 36% You Tube (Millennial men: 42%)
 - 35% Live/DVR TV (Millennial men: 32%)
 - 21% ComedyCentral.com
 - 21% Netflix (**BUT CC IS NOT AVAILABLE ON NETFLIX!** “Since SVOD is a core part of viewers’

media diets, nearly a quarter of the viewers incorrectly assume they've watched CC shows on Netflix." This type of error is one of the potential problems with recall survey research and why electronic measurement is preferred.)

- 14% Hulu
- 13% Facebook
- 10% Comedy Central App
- 10% Amazon Prime
- 8% VOD
- 6% iTunes
- 6% Instagram
- 3% Snapchat

SOURCE: Comedy Central

Measuring Advertising Return on Investment:

In addition **Dr. Morse** comments, "As we move into an increasingly multi-platform digital video arena, advertisers are rightly asking the question: what is the return on our ad spend and how can that be measured? This is not a new question and has been answered historically by custom ad recall studies that document awareness of brands and intention to purchase.

Our multi-platform media eco-structure has made this more complex and some "big data" options have emerged to take the measurement of ROI to new levels. For example, the geo-location tracking data from cell phone GPS devices provides information on who goes into which stores. This information may be correlated to exposure to ads on numerous platforms to create a "marketing journey map" of consumers from exposure to purchase.

Some media have even moved away from the traditional Nielsen estimating/posting of audience size and demographics to create a sales currency based on purchase behavior, guaranteeing that an ad campaign will deliver additional sales revenue." We will go in to more depth on that topic in the next newsletter.

Whether it's audience measurement, distribution or ad sales, marketing/promotion, multi-platform, or program content and scheduling, Byron Media has made the bottom-line difference for companies.

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