

TV Dimensions 2008

26th Edition



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About Media Dynamics, Inc.

Media Dynamics, Inc. is the publisher of:

- ❑ *TV Dimensions*, a reference annual on television viewing patterns, audience demos, ad impact, reach and frequency, CPM estimates and more
- ❑ *Magazine Dimensions*, a reference annual on all aspects of the consumer magazine industry
- ❑ *Radio Dimensions*, a reference annual on the radio industry, with a focus on audience listening patterns, demographics, commercial impact and more
- ❑ *Intermedia Dimensions*, a reference annual on the pros and cons of the five major media as advertising vehicles, including our popular intermedia CPMs comparisons, time spent and more
- ❑ *Media Matters*, a free bi-weekly e-newsletter that explores current developments in the advertising and media communities--available on our website.
- ❑ MDI also publishes one-time reports on areas of interest to advertisers, agencies and the media, including *Ad Receptivity: The Final Word*; *Targeting The Hispanic Consumers*; *How TV Commercials Communicate*; and *The Rules Of Engagement*.

Media Dynamics was founded in 1982 by Ed Papazian, the former Media Research Director and Media Director of BBDO (1960-75) and co-creator/publisher of *Ad Forum* and *The Media Cost Guide*. Both publications were sold in the mid-1980s, and continue today as *BrandWeek* and *The Marketer's Guide To Media*, respectively. MDI's first publication, *TV Dimensions*, was launched in 1982 as the reference source for data trending and insights on the medium. In 1986, *Media Matters* (now a free bi-weekly e-newsletter) was created with the goal of delving into territory often slighted by other publications and presenting a voice of reason to a frenetic and often overloaded media industry. *Magazine Dimensions*, an annual that applies the same rigorous explorations and analyses to consumer magazines, began publication in 1994, followed by *Radio Dimensions* in 2005, and *Intermedia Dimensions* this year. MDI is also the publisher of several small reports on specialized topics such as engagement, ad impact and ad receptivity.

In addition, Media Dynamics, Inc. has spent more than 20 years consulting on a variety of media issues, most notably agency/client interactions on the media function, the hiring of independent media buying services and the evaluation of agency/media buying performance. Past clients include a cross section of TV networks, cable services, magazines, TV & radio reps, advertisers, ad agencies, research companies and new media.

For more information on our products and services, visit
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SIMMONS' MEDIA ENGAGEMENT METRICS: A GREAT OPPORTUNITY FOR MINDSET MATCHING

In 2006, Simmons, a part of Experian Research Services, launched the Multi-media Engagement Study, in response to the groundswell of advertiser and agency interest in developing media engagement metrics. This study covers a huge array of nationally-aired TV shows and cable channels, magazines and Internet websites, reporting six global engagement indicators for all TV, magazine and Internet measured vehicles. Respondents who claimed recent exposure to any of the TV shows, magazines or websites were asked to rate the descriptiveness of approximately 40 statements for each of the media they used. From that battery of statements, Simmons derives the following engagement dimensions reported on a scale from 100 (lowest) to 500 (highest):

1. **Inspirational:** The media inspires consumers and connection with them emotionally.
2. **Trustworthy:** The media is trusted by consumers and it does not sensationalize things.
3. **Life Enhancing:** Consumers are learning about new things from the medium, which ultimately helps them make better decisions.
4. **Social Interaction:** The media is constantly giving consumers fodder for conversation with family and friends.
5. **Personal Timeout:** Consumers say the time they spend with the media is time just for them and don't appreciate being interrupted when using it.
6. **Advertising Attention/Receptivity:** The advertisements that run in the media are of interest to the consumer who is ultimately more likely to purchase products advertised in it.

Taking all ad-supported TV shows in aggregate as a base, viewers were most likely to bestow the highest engagement ratings in the "personal timeout" and "social interaction" dimensions, while they gave the lowest scores when rating shows as "life enhancing" or as generating "ad receptivity." As shown in the first table, these differences were quite substantial; for example, the average viewer rated a typical TV show 43% higher on the personal timeout dimension, relative to the life enhancing one.

Such contrasts dovetail nicely with the opinion of long-time observers of the TV scene, who regard most programs as primarily escapist or entertaining in nature, and hence a perfect fit with Simmons' "personal timeout" definition. Not all TV shows fit exclusively into this mold however; and though we cannot list all of the programs Simmons measured in its latest wave, we have selected a representative sample of diverse program formats to illustrate some of the basic dichotomies revealed by this engagement study.

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Simmons' Media Engagement Metrics Continued

MEAN ENGAGEMENT SCORES FOR INDIVIDUAL METRICS FOR AD SUPPORTED TV SHOWS

	MEAN SCORE	RELATIVE INDEX ¹
Inspirational	245	99
Trustworthy	266	108
Life Enhancing	207	84
Social Interaction	268	109
Personal Timeout	296	120
Ad Receptivity	205	83
<i>Average¹</i>	<i>248</i>	<i>100</i>

¹Media Dynamics, Inc. calculation.

Source: Simmons Multi-media Engagement Study, 2007.

The second table summarizes Simmons' engagement dimensions for 30 nationally-aired broadcast network, syndicated and cable programs. In order to facilitate comparisons across dimensions, Media Dynamics, Inc. has created indices using the all-TV show six-dimension average score of 248 from the first table as the base (100 index). This allows all of the individual program scores to be compared on a relative basis. For example, Comedy Central's *The Colbert Report*'s "life enhancing" index was 76, meaning that this show scored 24% below the all-show six-dimension average on this criterion. In contrast, *Oprah*'s index for the same dimension was 130, or 30% higher than the all-show/six-dimension average.

Generally speaking, comedy, reality and dramatic fare peak consistently in the "personal timeout" category, but are not always seen by their viewers as having deeper meaning or personal relevance, but there are some exceptions. Among comedies, TV Land reruns of the old sitcom, *The Andy Griffith Show* rated very highly as "inspirational" and "trustworthy" to their audiences, no doubt due to the star's perceived persona, the bucolic setting, the uplifting nature of the storylines and the general glow of nostalgia the program inspires. Among dramas, *Grey's Anatomy* also scored higher in the "inspirational" evaluation, a finding we have come to expect based on other studies, which consistently find that the life-saving and healing aspects of medical dramas generate a strong emotional response from their viewers, and hence more attentiveness.

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Simmons' Media Engagement Metrics Continued

Even sharper distinctions are evident in other program genres. As with the comedies and dramas, these tend to describe audiences' bonding—or failure to do so—with the key personality or star of the show, or the viewers' empathy with the core message of a program. For example, Fox News Channel's *O'Reilly Factor* rated very high in both the “trustworthy” and “social interaction” categories, suggesting that this show's viewers not only feel that Bill O'Reilly is presenting his views in a “fair and balanced” manner, but also that his reports are thought-provoking, implying that the viewer tends to agree with or espouses the same beliefs.

An even more powerful bonding between the star and the audience can be seen among syndicated daytime entries with *Oprah's* 141 index on “trustworthy” and a 149 index on “inspirational.” In contrast, *Judge Judy's* scores in these criteria are relatively flat, and the lowbrow and raunchy *Jerry Springer Show* received dismal evaluations in almost all of Simmons' engagement metrics.

Perhaps the most interesting aspect of the Simmons study is its ability to define various gradations of engagement and specific motivations or potential response mechanisms. As we have demonstrated, certain programs are seen by their viewers primarily as relaxing ways to pass the time, while the imprint of other shows is more finely articulated, including deeply personal responses to their perceived honesty, social impact or their ability to inspire. By examining such slants, the media planner or buyer has a unique opportunity to match the media engagement profile of certain TV shows with the corresponding appeals of a given product and its advertising message. Suppose a product and/or ad campaign relies heavily on consumer trust to make its sell—as in a health-related brand using a well known doctor as its endorser. Wouldn't these commercials perform better in TV programs with a positive “trustworthy” halo effect, than in entertaining, but not deeply involving sitcoms? On the other hand, wouldn't a light hearted fast food commercial fare better in a compatible comedic environment than if it ran during a serious newsmagazine program?

Hopefully media planners and buyers will consider matching the engagement metrics of their ad campaigns with those registered by TV shows, as a way to obtain the best possible mindset fit. In our view, this is the next logical step in engagement research, and the new Simmons studies offer an ideal platform for initiating such evaluations.

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Simmons' Media Engagement Metrics Continued

RELATIVE INDICES OF ENGAGEMENT ATTAINMENT AMONG ADULT VIEWERS OF SELECTED TV SHOWS

	INSPIRATIONAL	TRUST-WORTHY	LIFE ENHANCING	SOCIAL INVOLVEMENT	PERSONAL TIMEOUT	AD ATTENT./RECEPTIVITY
Comedy						
The Colbert Report (Comedy Central)	97	94	76	131	146	83
Seinfeld (TBS)	85	90	65	111	139	71
Sex & The City (TBS)	100	96	89	107	135	82
Andy Griffith Show (TV Land)	125	127	73	100	145	78
The Simpsons (Fox)	80	90	67	104	134	78
Saturday Night Live (NBC)	82	82	65	113	134	82
Drama						
24 (Fox)	104	84	65	115	132	77
Desperate Housewives (ABC)	76	71	59	101	135	71
Grey's Anatomy (ABC)	120	100	78	120	145	82
Law & Order (NBC)	104	97	67	98	113	68
Lost (ABC)	96	87	63	121	147	71
The Sopranos (A&E)	92	85	70	119	129	74
Stargate Atlantis (Sci-Fi)	93	92	69	95	150	73
Reality						
Dancing With The Stars (ABC)	97	105	69	115	142	73
American Idol (Fox)	100	100	69	131	134	82
News/Information						
CBS Evening News	102	121	92	123	90	82
O'Reilly Factor (Fox News)	123	134	92	148	109	79
Today Show (NBC)	108	125	115	127	106	84
60 Minutes (CBS)	117	130	91	129	101	75
Entertainment Tonight (Syndicated)	81	87	72	104	107	75
Other						
The View (ABC)	110	106	104	125	115	85
Dogfights (History Channel)	99	133	70	104	119	73
Wild Kingdom (History Channel)	125	143	100	121	134	88
UFO Files (History Channel)	85	96	70	115	113	71
Dr. Phil (Syndicated)	133	129	98	134	121	81
Oprah (Syndicated)	149	141	130	141	133	96
Jerry Springer (Syndicated)	77	73	64	108	109	71
Judge Judy (Syndicated)	100	110	71	110	112	69
Jeopardy (Syndicated)	82	140	78	111	123	66
Tonight Show (NBC)	77	86	70	107	123	69

Note: Six-metric average score for all shows=100.

Source: Simmons Multi-media Engagement Study, 2007.

