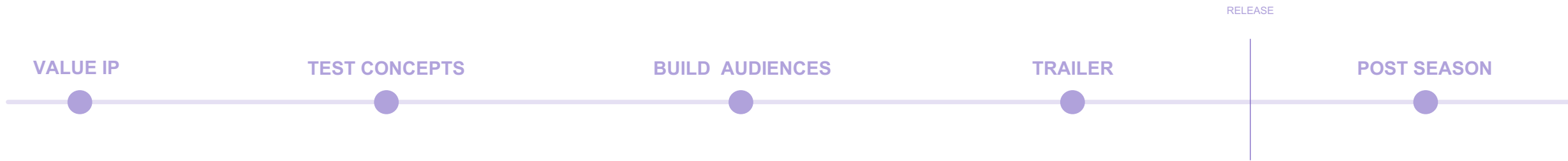**YouGov®**

April 2020

YouGov TV Capabilities

YouGov provides an emotion-driven sector specific solution for all stages of TV development, production, distribution and marketing on a global basis. Serving production companies, rights holders, streaming platforms, TV networks, cable companies and agencies.

RELEASE

VALUE IP   TEST CONCEPTS   BUILD AUDIENCES   TRAILER   POST SEASON

Our suite of integrated products can help you test concepts, value IP, understand and build target audiences, test marketing, engage and learn from fans, track marketing efficacy, analysis trailer performance (quant and qual), post season analysis, understand international demand, track the performance of non linear titles, and even track the performance of overall networks and platforms, evaluate television landscape trends

YouGov®

We do this by combining 5 different YouGov products

YouGovSignal — YouGov's entertainment specific social media and digital analytics offering, understand conversation throughout a TV shows lifecycle.

YouGovChat — Integrated survey led chatbots to build your audience pre-release and understand them better

YouGovDirect — Fast surveys which link to marketing outcomes

YouGovProfiles — Understand your TV shows prospective audience better and how to reach

YouGovBrandIndex — See the impact on your TV network or streaming platform

From an audience and digital engagement perspective, we track all major TV shows, actors, networks and entertainment brands.

Trailer-Testing Use-Case

Use AI chat bots to ask questions to audiences excited by trailer

YouGovChat

Meanwhile, track the original IP as it has evolved over time

YouGovSignal   **YouGov**Profiles

Immediately start tracking online audience reaction, themes they like and which actors are driving the most interest

YouGovSignal

Identify your key audiences and benchmark first trailer release to anticipate fanbase size

YouGovBrandIndex   **YouGov**Profiles

Ask audiences in real-time what they think about the trailer as soon as it airs

YouGovDirect

Episode or Title Drop Use-Case

Assess response to content, network effects & target audience responses

YouGovBrandIndex   **YouGov**Profiles

Build and engage your fanbase

YouGovChat

Track global demand

YouGovSignal   **YouGov**Profiles

Send Targeted In-App Surveys to see what viewers like and dislike about the content

YouGovDirect

Track popularity of talent and interest in overall show via online engagement

YouGovSignal

Real-time insights and market research to help you create and develop content inline with current consumer trends

- Existing IP analysis (comp games, books, reboots) using Profiles, Brand Index or Signal

- Pre-release & post-release benchmarking data using BrandIndex or Signal

- Understanding your audience makeup using Profiles

- Understanding size of underlying fan base using Signal

- Testing of new concepts through integrated fast turn around surveys using Direct.

- Determine international demand for sales and acquisition using Profiles or Signal

- Track talent, new or existing, at any stage of their career using Brand Index, Profiles or Signal

- Build marketing content on and offline and target personas and test this content on existing or anticipated fanbase using Profiles, Direct or Signal

YouGov®

Brand & Network Partnership Success Measures

YouGovBrandIndex   **YouGov**Profiles   **YouGov**Signal
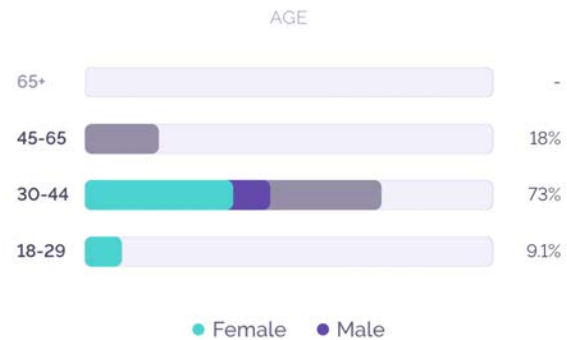
Affinities

Specifically understand which consumer brands have the highest affinity to your TV show, spec IP, or even TV network as a whole and amongst which audiences.
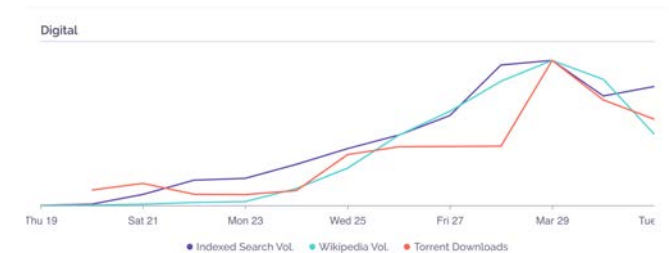

Audiences

Understand which streaming platforms audiences will be best suited to a particular TV show.

Impact

For Ad Sales, applicable (pre/post) metrics to convey how a specific TV show could create or has created the most impactful lift for a brand.
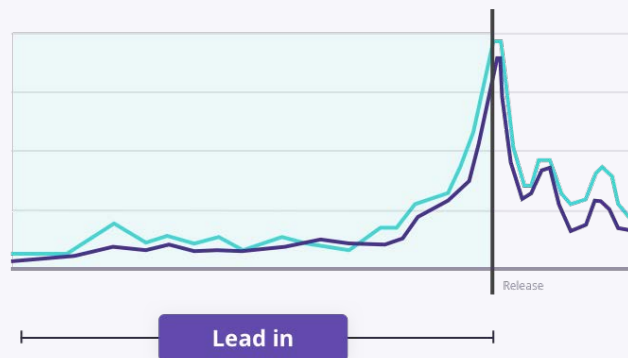
Lead In

YouGovProfiles

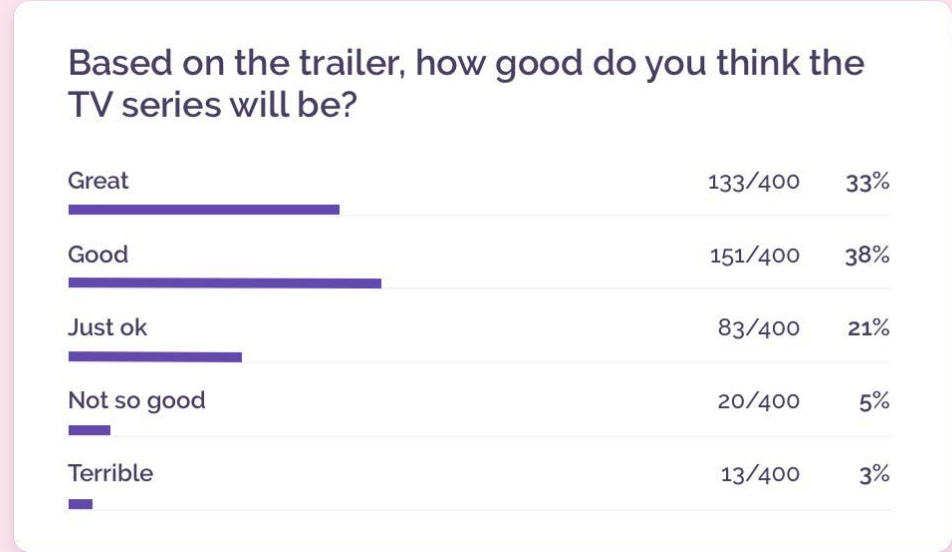**YouGov**Chat

YouGovSignal

YouGovDirect

- See the impact and benchmark your early marketing efforts

- Identity your key audience segments on and offline

- Build your core audience with native combined survey and AI chat

- See which actors or characters are driving the most interest

- See which marketing and social channels drive the highest engagement

- Understand which videos are most exciting to audiences and which videos to promote

- Anticipate fanbase and global audience demand

- Test audience demand of specific themes, loglines and concepts in early-stage development

Combine survey and digital trailer analysis to gauge demand

YouGovSignal   **YouGov**Direct

- Test a trailer on a smaller target audience or multiple segments to understand messaging appetite

- Track and compare social media to understand sentiment towards a trailer post-release

- Understand specifically the key issues, characters and plot points that audiences are and are not engaging with

- Receive feedback on who your audience is both on and offline

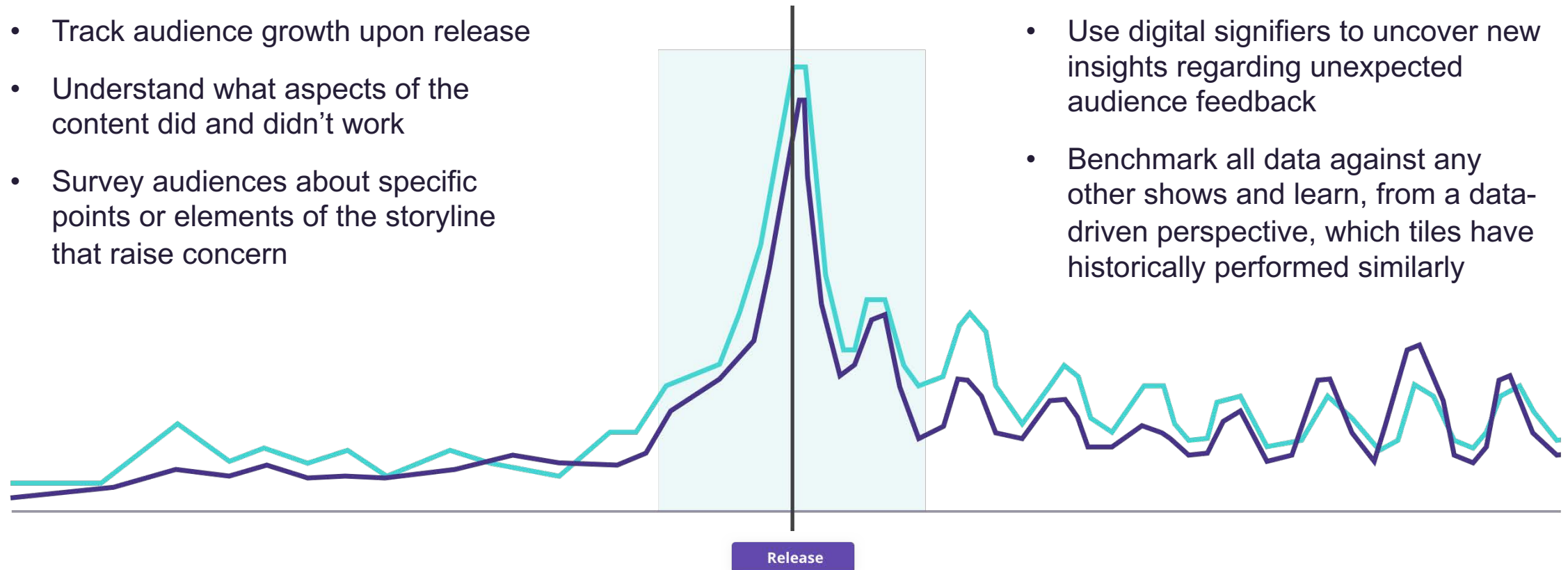- Benchmark performance of your content against other TV trailers (historical or present)

Based on the trailer, how good do you think the TV series will be?

Great	133/400	33%
Good	151/400	38%
Just ok	83/400	21%
Not so good	20/400	5%
Terrible	13/400	3%

Release

YouGovSignal   **YouGov**Chat   **YouGov**Direct

- Track audience growth upon release

- Understand what aspects of the content did and didn't work

- Survey audiences about specific points or elements of the storyline that raise concern

- Use digital signifiers to uncover new insights regarding unexpected audience feedback

- Benchmark all data against any other shows and learn, from a data-driven perspective, which tiles have historically performed similarly
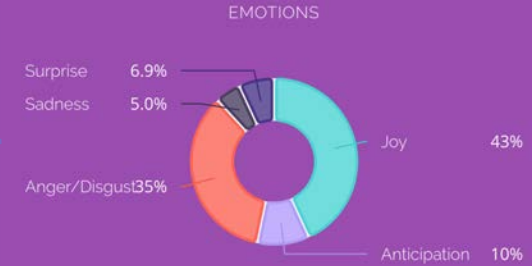
Release

Actor Analysis

YouGovProfiles   **YouGov**Signal   **YouGov**Chat

- Understand what aspects are most engaging about a particular actor/ character

- See why audiences engage with certain talent and understand audience emotive responses

- Tap into talent fanbase and use targeted content to grow interest

- Understand how to leverage the marketing potential of talent promotion of a title

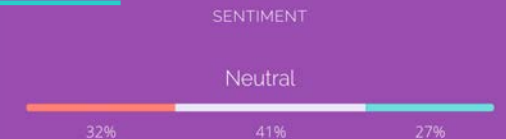*"The only thing I look forward to anymore is waking up and listening to Joe Exotic's music for hours on repeat"*

EMOTIONS

Surprise 6.9%
Sadness 5.0%
Anger/Disgust 35%
Joy 43%
Anticipation 10%

Joe Exotic

"I hate joe exotic with every fiber of my being so WHY am I still watching this show"

SENTIMENT

Neutral

32%   41%   27%

"Joe you are a true hero of mine...standing up for being a true individual is heroic in today's times"
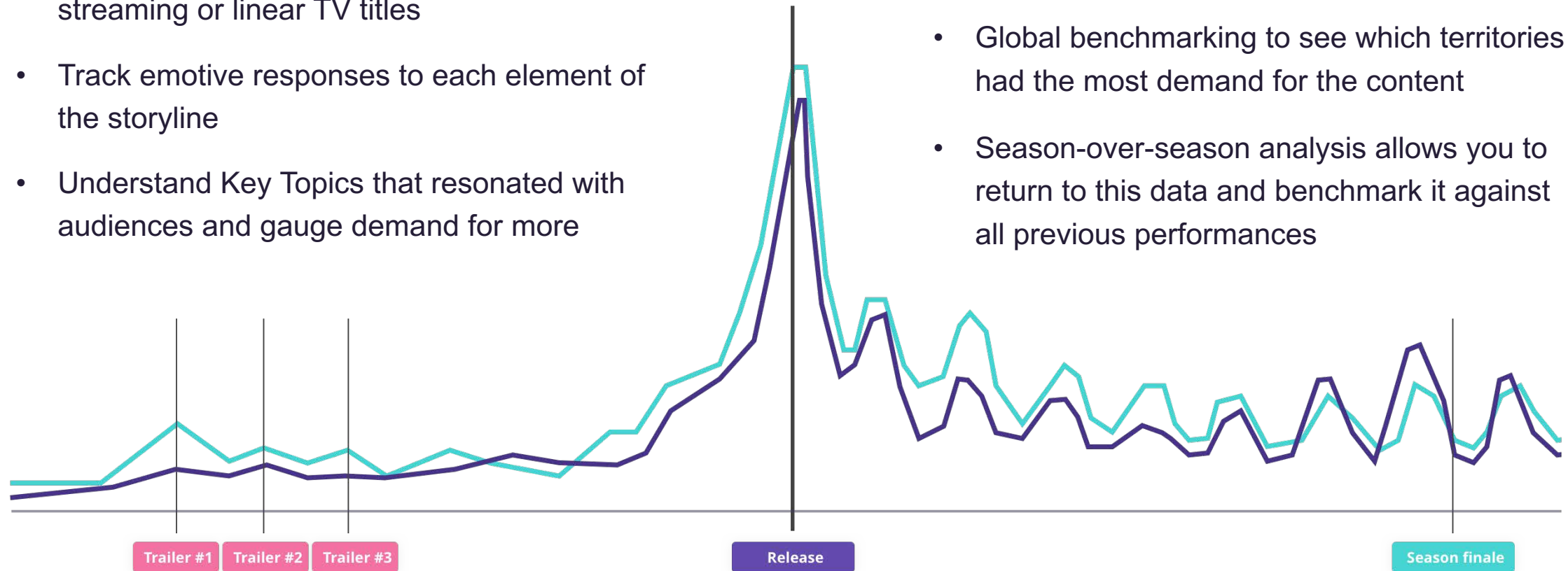
Post Season Analysis Recap

YouGovSignal

- Benchmark your show's performance against streaming or linear TV titles

- Track emotive responses to each element of the storyline

- Understand Key Topics that resonated with audiences and gauge demand for more

- Conversation analysis to determine storylines/actors that are resonating with the audience for development of future seasons/spinoffs

- Global benchmarking to see which territories had the most demand for the content

- Season-over-season analysis allows you to return to this data and benchmark it against all previous performances

Trailer #1   Trailer #2   Trailer #3   Release   Season finale

YouGov®

Network Analysis

YouGovBrandIndex   YouGovSignal

Performance

Track the performance of the network or streaming service over time
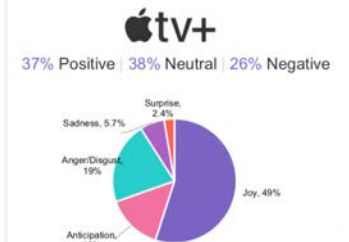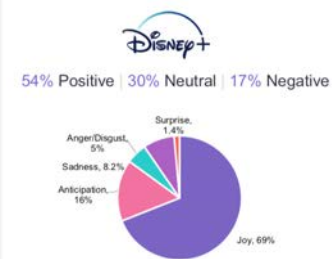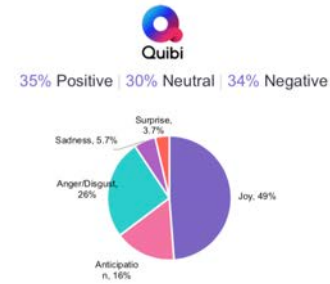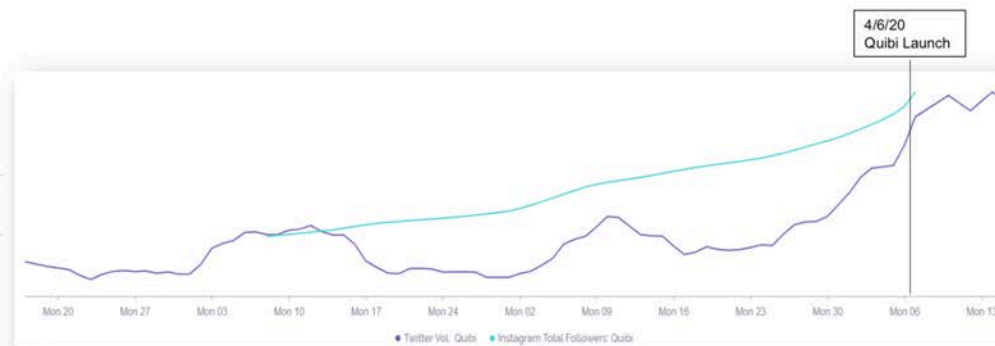
Growth

See which TV shows are driving the most growth for both the network and streaming service

Compare

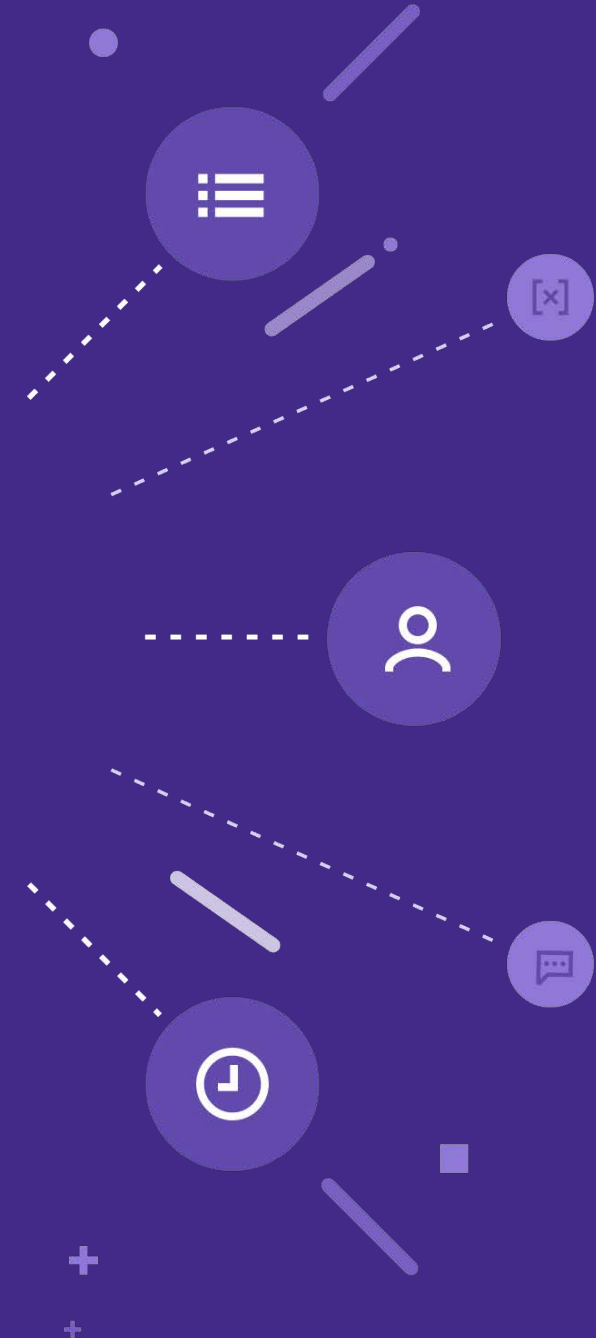Understand how the network is performing vs. all other competitors and substitutes
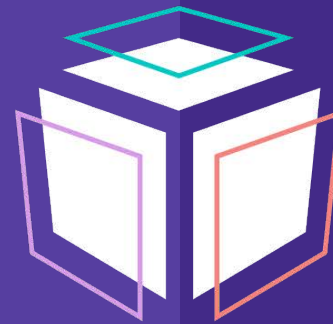
An extension of your team

- Work with our in-house team of TV industry experts to devise a research-approach that is best suited for your needs

- Request custom reports designed specifically for you to support your team's research objectives

- Build targeted custom surveys and receive answers in near real time

YouGov®

Why YouGov?

- Synergies and cross-product discounts that could save your company millions and provide you with the most customized insights

- Highly-attentive customer service & data analyst teams

- Ongoing product updates and improvements

- Most secure GDPR compliant option since we work across global markets we must follow the strictest guidelines

Appendix

Signal: Based in LA this includes our custom built entertainment focussed social and digital analytics which tracks all major TV shows, movies, talent, networks and streaming platforms.

Profiles: With a panel of 8.4 million people, these combined survey responses are able to help you understand what your audiences across a number of variables, including: what they engage with, buy, what their political opinions are, what their household income is and so much more.

Direct / Fast Turnaround: YouGov's state of the art custom survey platform with its own global panel, that can provide results in hours and also includes our TV trailer survey tracker.

Chat: YouGov has built an AI chatbot that can be plugged into clients' own websites or independently hosted to engage and grow fan bases while conducting market research.

Brand Index: A tool based off of the same 8.4 million panellists who are surveyed by asking for their opinions on all major brands across 30 markets including all the major streaming platforms, TV networks and entertainment brands.

YouGov®

Clients we work with

BBC STUDIOS

CBS

CNN

Disney

ESPN

NBCUniversal

Paramount

prime video

SONY

Turner

viacom

ENDEAVOR

A+E NETWORKS

E!

CBS Interactive

BET

YouGov®

Thank you

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YouGov®

Thank you for your attention!

The best panel, the best data, the best tools

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