

# Curious, Confident, Captivated:

How Digital Drives Viewers to New TV Shows

## DISCOVERY...



### People discover shows in different ways:



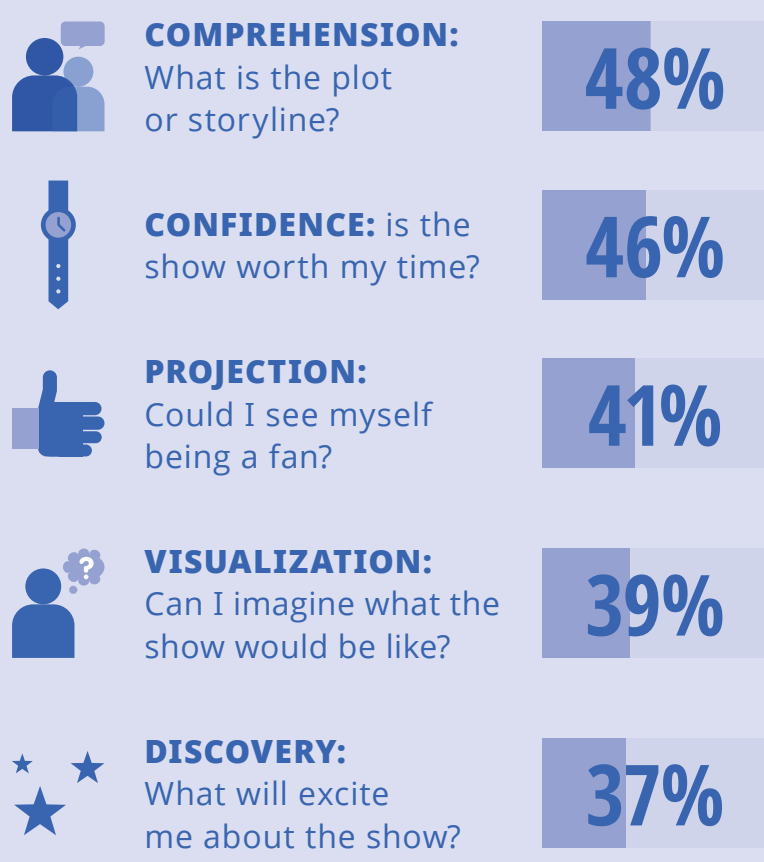
### INSIGHT #1



Online plays a critical role in helping viewers discover new shows – **58%** of viewers said online ads are particularly helpful in introducing them to shows coming out on networks they do not regularly watch. Since viewers hear about shows early on, curating a new show's online presence with information and videos can help move viewers from merely curious to confident and excited to watch.

## FAMILIARITY / CONSIDERATION...

Viewers evaluate many dimensions of a new show before deciding to watch:

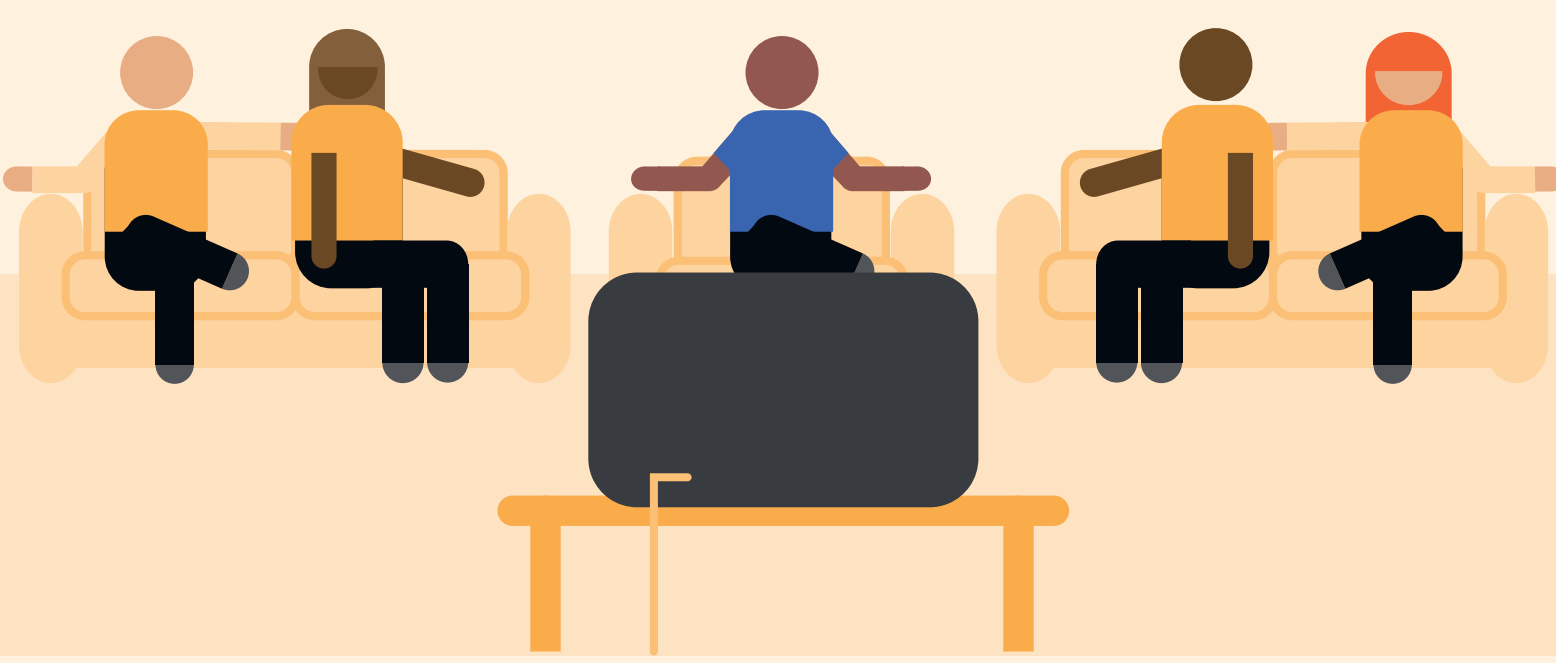


### INSIGHT #2

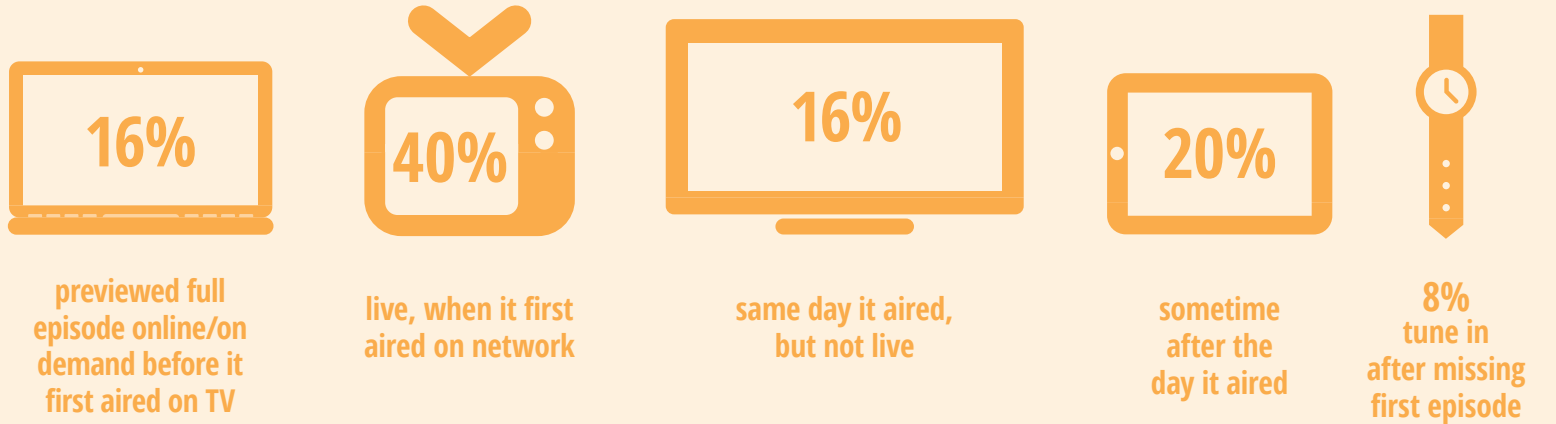
Within digital, online video is the most useful ad format in the decision to watch a new show. It helps viewers visualize the show, understand the plot and feed their interest with new content. Furthermore, **25%+** seek additional information as they consider a new show. The most common searches are for a show's plot, trailer and schedule.



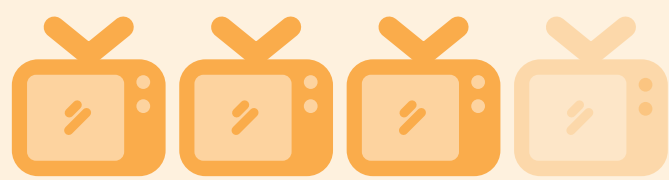
## TUNING IN...



### When do people typically first watch a new show?



### INSIGHT #3



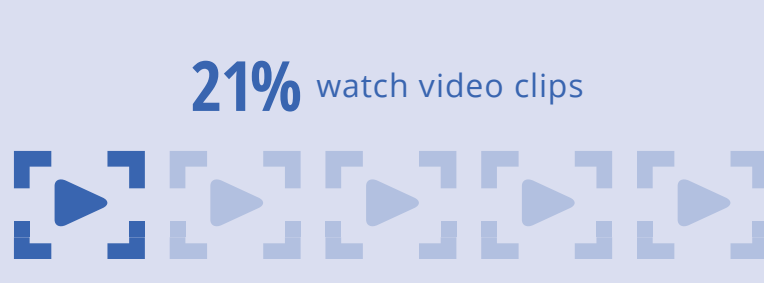
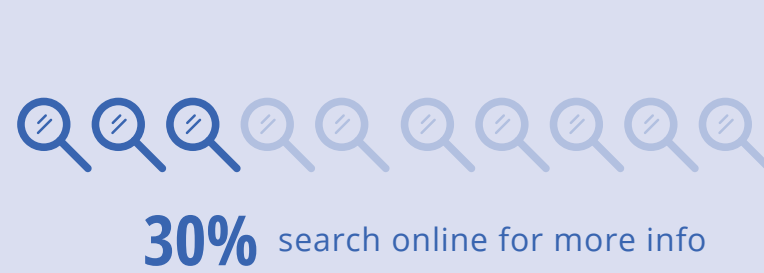
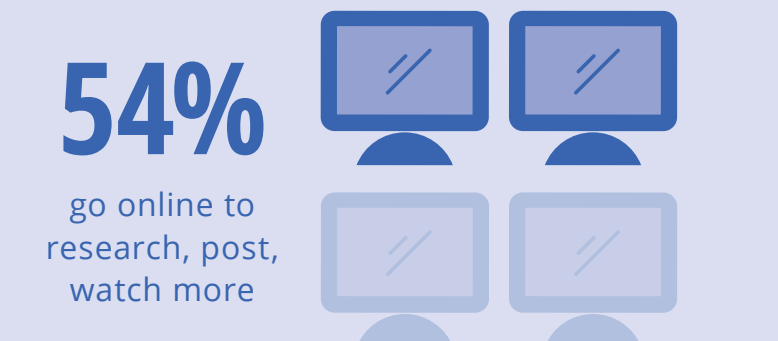
**Seventy-eight** percent of your audience said they intended to watch the show before the day it first airs. A week before the premiere, refresh viewers' top of mind awareness and remind them when and where to watch.

## COMMITMENT...

The majority of people seek more information after watching a premiere

**65%**

talk to others



### INSIGHT #4

Give late-comers a chance to catch up. **Forty-five percent** of viewers who missed the premiere look for it on-demand, or on a video website. **32%** watch the premiere in a repeat scheduled time. Only **18%** would skip it, or get an update from others or online.

