

## THE PROMAXBDA RESEARCH AND INSIGHTS COMMITTEE PRESENTS GOOGLE'S "SEARCHING FOR PRIMETIME ENGAGEMENT"

The PromaxBDA Research and Insights Committee is pleased to introduce the first in a series of quarterly industry reports provided by leading companies specializing in media research and analytics. Keeping in line with the committee's mission to gather and provide information, insights and education useful for the PromaxBDA member base and to capture relevant snapshots for the industry, each report will offer research and insight into a different industry topic.

This quarter's report, provided by Google and titled "Searching for Primetime Engagement," looks at how viewers search for TV shows and what it could mean for networks.

"At Google, we have a saying: 'Data beats opinion.' We look to answer industry-specific questions with concrete information," said Adam Stewart, industry director of media and entertainment for Google and a PromaxBDA Research and Insights Committee member. "In the television space, there are specific challenges surrounding the intense competition for viewers in an increasingly fragmented market. We analyzed search intensity, or the average number of searches per viewer, to provide insight into emerging trends in television.

These insights are actionable ones for marketers and offer the opportunity to convert online audience engagement into tune-in."

You can view the whole report **HERE**, and see the sidebar for some of PromaxBDA's takeaways regarding these findings.

The PromaxBDA Research and Insights Committee is chaired by **Gordon Ho**, president of GKH Entertainment and Media Consulting. It consists of committee members **Michael Benson**, CCO of Time Warner Global Media Group; **Steven Borden**, president of Borden Media Consulting; **Lisa Gregorian**, CMO of Warner Bros. Television Group and PromaxBDA Co-Chair; **Liz Huszarik**, SVP of Warner Bros. Media Research and Insights; **Sandep Rahi**, head of content strategy and development at Dentsu Network West; **Kent Rees**, EVP of marketing and creative services at Bedrocket Media Ventures; **Dario Spina**, EVP of integrated marketing at MTVN Music and Entertainment Group; **Adam Stewart**, industry director, media and entertainment for Google; and **Dounia Turrill**, SVP of client insights at The Nielsen Company.

## PROMAXBDA TAKEAWAYS

- **Understanding patterns of search activity of TV series across the arc of a season could help maximize effectiveness of digital marketing plans.**

"My recommendation is for marketers to 'test and apply some of the insights in the study,'" said Gordon Ho, president of GKH Entertainment and Media Consulting and PromaxBDA Research and Insights Committee Chair. "Given the search engagement differences with certain genres, age demographics and season timing, marketers can test different media levels, creative and call to action (e.g. tune-in information) to hopefully improve their ROI!"

- **Knowing which shows rank highest on Google's new Search Intensity index and why, will help networks better gauge which new series might benefit from a deeper online experience.**

"In general, I think the report provides great insights on how consumers engage with content and confirms with data several industry intuitions," Ho said. "For example, fantasy/science fiction shows will generally have higher search volume relative to procedural dramas. I also found the fact that network sites are growing audiences for their online episodes (away from aggregator sites) was particularly interesting and demonstrative of the success of their online content, windowing and marketing strategies."

- **As the search for full online episodes continues to increase, networks have an opportunity to improve their ability to drive that traffic where they want.**

"The lesson is truly making sure all marketers understand the importance of search and share," said Sandep Rahi, head of content strategy and development at Dentsu Network West. "If we don't go to where people are searching and either remind or otherwise engage them, we're going to lose them."

- **Noting Google's observations about search traffic spiking around a series' season finale, networks premiering a new show right after another series' season finale might find ways to capitalize on the search traffic of the ending series to create more awareness for the series that is premiering.**

"Those of us working at cable networks know that the content that we provide to our predominantly younger audiences drives more engagement and search," said Dario Spina, EVP of integrated marketing at MTVN Music and Entertainment Group. "Especially when it comes to season premieres and finales of our programs. The buzz that typically surrounds our programs drives high engagement and social sharing... and search for more information."

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