

**cpr 4.0**

# Content Power Ratings 4.0

May 12, 2011

**cpr 4.0**

*Optimedia*  
never settle, never stop...

# Who's on the call...

---



Antony Young, *CEO*  
*Optimedia*  
*International US Inc.*



Greg Kahn, *EVP,*  
*Business Development Director*



Maureen Bosetti, *EVP,*  
*Group Director*  
*National TV Investments*

# What is Content Power Ratings **CPR 4.0**?

---

- Provides a dynamic picture of the television marketplace that reflects how and where audiences today consume content
  - Measures TV program audiences across television, online and mobile
  - Factors in viewer 'involvement' and 'advocacy'
- **First launched in March 2008**
- Fifth report published

# CPR 4.0 Methodology

## Data Sources

- Optimedia's primary research
- Nielsen Media Research's NTI database
- Nielsen Online's VideoCensus
- comScore's Media, Video, and Mobile Metrix
- e-Poll's ProgramPulse
- Dow Jones Factiva
- Google Trends
- Facebook
- Nielsen's BuzzMetrics
- Twitalyzer
- Klout



## CPR Measures (AIA)

- **Audience Delivery** : Across TV, Web and Mobile platforms
- **Involvement** : Overall awareness of and loyalty to program
- **Advocacy** : Overall levels of conversation and PR activity, plus personal recommendations

## Evaluated Content

- Primetime and Late Night
- Broadcast, Cable and Pay Cable
- Calendar Year 2010

# CPR 4.0 Incorporates **Social Media Metrics**

- This year we ramped up our analysis of the impact of social media on TV properties
- **Social media monitoring** provides insights into both volume and sentiment of online conversations around programming
- Emerging metrics allow us to evaluate the impact of social media extension of programs



## THE WALL STREET JOURNAL.

### Wannabe Cool Kids Aim to Game the Web's New Social Scorekeepers

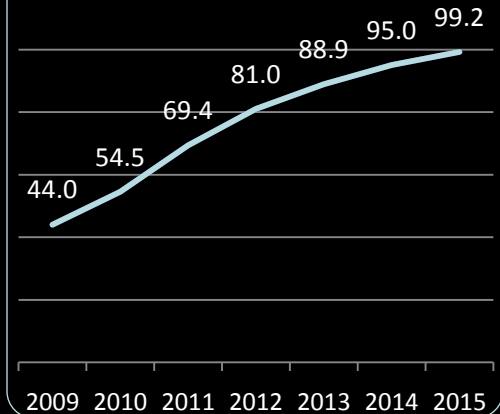
*Sites Use Secret Formulas to Rank Users' Online 'Influence' From 1 to 100; 'It's an Ego Thing'*



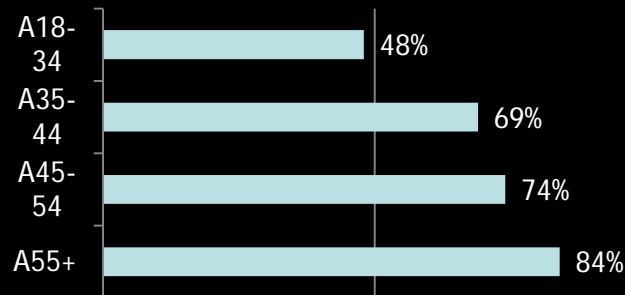
# Why Content Power Ratings is more important than ever...

- Viewing is becoming more fragmented and flexible
  - The online TV viewing population is on an upward trajectory with no slow-down in sight
  - Fewer than half of A18-34 watch shows primarily on the TV

Online Video Viewers (Millions) +



% of TV Viewers who Primarily Watch TV Shows on a TV Set\*



- Loyalty is switching from the device to the content
  - Millennials who consider themselves “TV Addicts” are watching “TV” across all three screens

# Highlights of CPR 4.0

- Top Performers in Primetime and Late Night
- American Idol - #1 CPR 4.0 Show in 2010
- Glee – The Top Challenger to Idol’s Dominance
- SNL - #1 Show in Late Night
- Top New Shows in 2010
- Most Improved Shows (Year to Year)
- Social Media Winners
- Top Shows ranked on Positive Buzz
- Other MVPs
  - South Park
  - Jersey Shore
  - Two and a Half Men
  - The Game
- Bubble Shows
- Trends in 2011
- CPR for Strategic Buying

# Top 25 CPR Performers - Primetime

- The top 3 are :
  1. American Idol
  2. Glee
  3. Dancing with the Stars
  
- South Park ranks 4<sup>th</sup> but it is the most watched on the web
  
- Family Guy has the highest number of Facebook fans
  
- Top new programs is
  - Boardwalk Empire

Program	Network	CPR 4.0 Rank	Nielsen Rank*
AMERICAN IDOL	FOX	1	1
GLEE	FOX	2	55
DANCING WITH THE STARS	ABC	3	2
SOUTH PARK	COMEDY CENTRAL	4	211
FAMILY GUY	FOX	5	88
OFFICE, THE	NBC	6	105
NCIS	CBS	7	3
BIG BANG THEORY, THE	CBS	8	15
LOST	ABC	9	36
TWO AND A HALF MEN	CBS	10	5
GREY'S ANATOMY	ABC	11	28
SIMPSONS, THE	FOX	12	102
SURVIVOR	CBS	13	13
HOUSE	FOX	14	66
CSI: CRIME SCENE INVESTIGATION	CBS	15	11
MODERN FAMILY	ABC	16	53
HOW I MET YOUR MOTHER	CBS	17	45
DESPERATE HOUSEWIVES	ABC	18	22
JERSEY SHORE	MTV	19	204
TRUE BLOOD	HBO	20	206
BOARDWALK EMPIRE	HBO	21	219
DEXTER	SHOWTIME	22	270
CRIMINAL MINDS	CBS	23	12
BIG BROTHER	CBS	24	52
BONES	FOX	25	33

# Top 15 CPR Performers - Late Night

Program	Network	CPR 4.0 Rank	Nielsen Rank*
SATURDAY NIGHT LIVE	NBC	1	1
CONAN	TBS	2	9
DAILY SHOW, THE	COMEDY CENTRAL	3	11
TONIGHT SHOW WITH CONAN O'BRIEN, THE	NBC	4	5
TONIGHT SHOW WITH JAY LENO, THE	NBC	5	2
COLBERT REPORT, THE	COMEDY CENTRAL	6	13
LATE SHOW WITH DAVID LETTERMAN	CBS	7	4
LATE NIGHT WITH JIMMY FALLON	NBC	8	10
NIGHTLINE	ABC	9	3
LOPEZ TONIGHT	TBS	10	14
JIMMY KIMMEL LIVE!	ABC	11	7
CHELSEA LATELY	E!	12	15
LATE LATE SHOW WITH CRAIG FERGUSON	CBS	13	6
MO'NIQUE SHOW, THE	BET	14	16
LAST CALL WITH CARSON DALY	NBC	15	8

- The top 3 **Late Night Shows** are SNL, Conan and The Daily Show

# #1 CPR 4.0 Show in 2010 - **American Idol**



- Unparalleled 'staying' power
- Wins across screens
  - #1 in Nielsen ratings
  - #1 in website visits
  - #1 in comScore Mobile

# The Top Challenger to Idol's Dominance- **Glee**

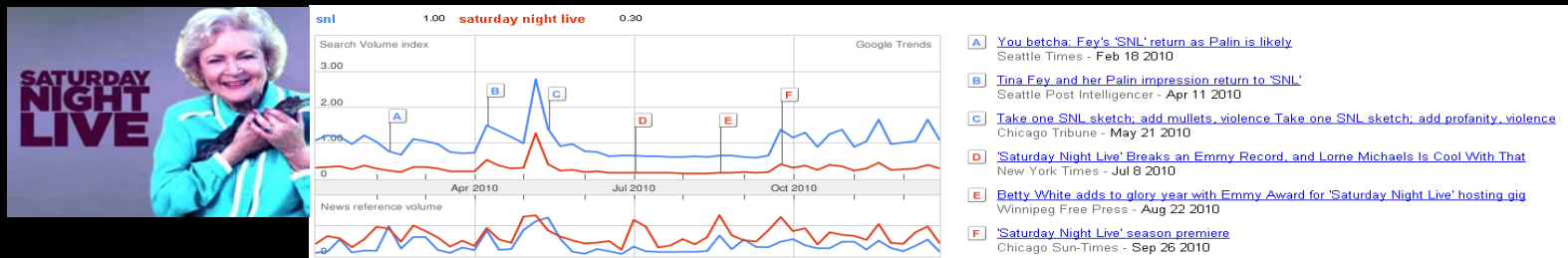


- Although not in the same ratings league as American Idol, Glee has tremendous involvement and advocacy
  - #2 overall in search volume
  - Over 13MM Facebook fans
  - #1 in press mentions
  - Most online buzz is overwhelmingly positive

# #1 Show in Late Night - SNL



- Continues to lead in the late night landscape
- Content of the program is more suited to fostering viral content sharing and advocacy
  - #1 in Google Search volume
  - #1 in positive online buzz
  - #2 in mobile viewing
- Social media success story – Betty White hosts SNL

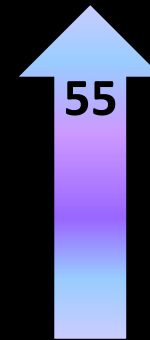
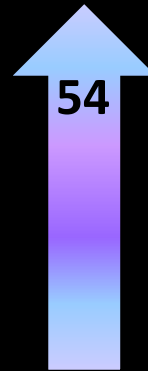
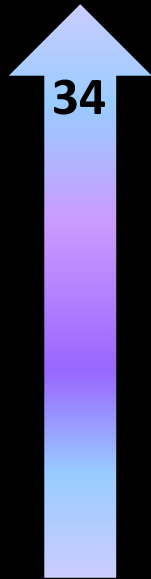
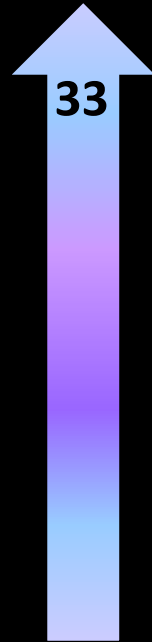
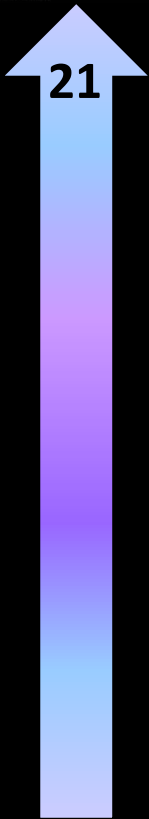


Live, from New York, it's ... Betty White hosting 'SNL'

By Gary Levin, USA TODAY

Facebook has gotten Betty White the gig she never asked for: host of *Saturday Night Live*.

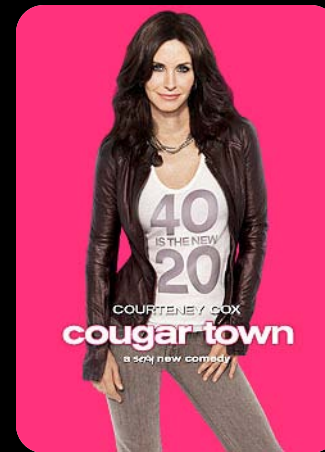
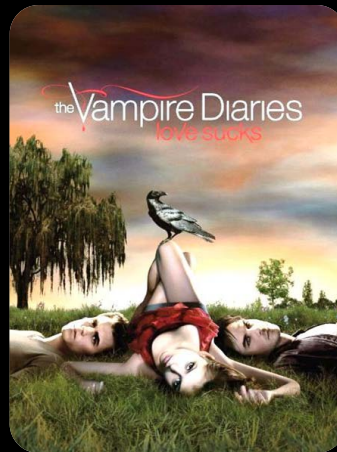
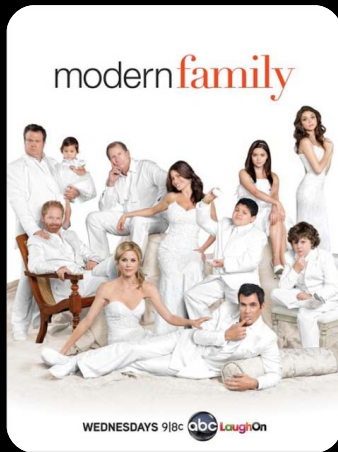
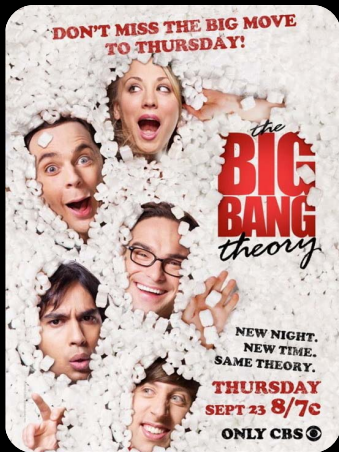
# Top **New** Primetime Shows in 2010



- Boardwalk Empire ranks highest above all new programs with a small but enthusiastic audience
  - Highest search volume among all Prime programs
  - In the top 10 for positive online buzz and word of mouth

# Primetime Shows that **Improved** Most

24 → 8    50 → 16    61 → 29    95 → 42    92 → 75



# Social Media Winners

- Twitter and Facebook drive online conversations that enrich experiences with programs
- Tosh.0 ratings have grown, driven by high engagement in the Twitterverse



#1

**daniel tosh** ✓  
 @danieltosh beach  
 not a doctor  
<http://www.danieltosh.com/>

88

#2

**Anderson Cooper** ✓  
 @andersoncooper New York  
 A behind the scenes look at "Anderson Cooper 360"  
 written by Anderson Cooper. Watch AC360 M-F at 10  
 p.m. ET.  
<http://ac360.com>

84

#3

**The Game**  
 @BETTheGame San Diego  
 This Is The Official Fan Page for #TheGame  
<http://www.bet.com/OnTV/BETShows/thegame/default.htm>

81

#4

**American Idol** ✓  
 @AmericanIdol Los Angeles, CA  
 The Official American Idol Twitter. Bringing you news,  
 show info, and more!  
<http://www.americanidol.com>

80

#5

**Bill Maher** ✓  
 @billmaher Los Angeles  
 The Official Bill Maher Twitter  
<http://www.billmaher.com/>

79

#5

**Anthony Bourdain** ✓  
 @NoReservations In transit.  
 Enthusiast.  
[http://www.travelchannel.com/TV\\_Shows/Anthony\\_Bourdain](http://www.travelchannel.com/TV_Shows/Anthony_Bourdain)

79



#1

**American Idol** ✓  
 @AmericanIdol Los Angeles, CA  
 The Official American Idol Twitter. Bringing you news,  
 show info, and more!  
<http://www.americanidol.com>

71.7

#2

**Rachel Maddow MSNBC** ✓  
 @maddow New York, NY USA  
 Like political people.  
<http://rachel.msnbc.com>

65.4

#3

**Anderson Cooper** ✓  
 @andersoncooper New York  
 A behind the scenes look at "Anderson Cooper 360"  
 written by Anderson Cooper. Watch AC360 M-F at 10  
 p.m. ET.  
<http://ac360.com>

64.7

#4

**daniel tosh** ✓  
 @danieltosh beach  
 not a doctor  
<http://www.danieltosh.com/>

64.5

#5

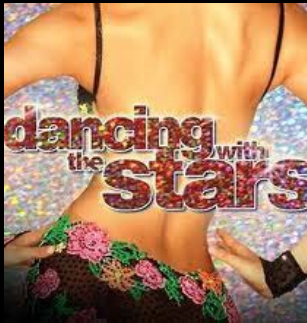
**Keith Olbermann** ✓  
 @KeithOlbermann COUNTDOWN on CURRENT 6:00  
 Chief News Officer, Current Media; Host of  
 COUNTDOWN on Current TV beginning 6/20. Online:  
 FOXNewsChannel.Com & keitholbermann.milblogs.com/  
<http://keitholbermann.com/>

60.7



# Shows ranked on **Positive Buzz**

#1



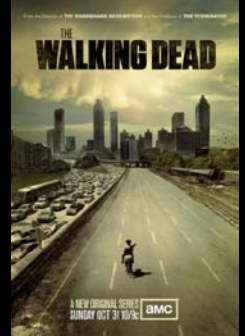
#2



#3

- Shows with the highest positive social buzz cross genres and network types
- Social media provides a forum for core fans to discuss and sustain their favorite programs
  - Both Chuck and The Game avoided permanent cancellation partially through the power of online campaigns

#4



#5



#6



# Other MVPs

# South Park - Most watched videos online

- South Park has the **highest number** of video views online
  - Driven by SouthParkStudios.com
  - Wealth of free content generates over 10x the average number of video streams
- **SouthParkStudios.com** not slowing down
  - Recently announced "South Park Facebook Week" for launch of season 15



THE WALL STREET JOURNAL.

APRIL 25, 2011, 11:51 A.M. ET

SouthParkStudios.com Launches New "South Park" Avatar Creator App and Announces "South Park" Facebook Week

# Jersey Shore – A Press Powerhouse

- Jersey Shore (#19) was the second-highest ranked cable show
- Increasing popularity and media coverage of the stars created high involvement with the shows



# Two and a Half Men – Continues to Have Equity

- #10 in Prime for 2010 in CPR, up from #15 in 2009 CPR
  - Strong performance observed in all three evaluation categories - *Audience, Involvement and Advocacy (AIA)*
- Currently monitoring the impact of Charlie Sheen's dismissal from the show



# The Game benefits from transition to BET

- Series performed well – even in repeats
- The Game fans use social media to interact with the program
  - Over 4 million fans on Facebook (#30)
  - Klout score of 81 (#3)
  - Twitalyzer Impact score of 27.4 (#19)
  - 6<sup>th</sup> highest positive online buzz



# “Bubble Shows” of 2010

## Over-Achievers



PROGRAM	NETWORK	CPR 4.0
THE EVENT	NBC	34
CHUCK	NBC	46
CSI: NY	CBS	51
BROTHERS & SISTERS	ABC	59
ONE TREE HILL	CW	70
\$#! MY DAD SAYS	CBS	71
NO ORDINARY FAMILY	ABC	72
OUTSOURCED	NBC	73
LIE TO ME	FOX	74
DEFENDERS, THE	CBS	78
V	ABC	79
DETROIT 1-8-7	ABC	90
HUMAN TARGET	FOX	91
LAW & ORDER: LA	NBC	99
HELLCATS	CW	170

## Lower Ranked



# What we're seeing so far in 2011...

- More video viewing options across platforms
- Sales of web-enabled televisions sets is increasing
- Following on the success of genre dramas such as “The Walking Dead” and “True Blood,” networks are pushing forward similar projects.
- Social media will increasingly become a gaming platform offering access to exclusive game content to brand fans.
- Program “check-ins” are gaining popularity. Apps are popping up that allow you to “check-in” to a television program, some based purely on the audio feed.



# Activating Content Power Ratings for Strategic Buying...



*Optimedia*  
never settle, never stop...

# Activating CPR 4.0 in Television **Buying**

- Content Power Ratings will be utilized as a way to evaluate program selection and multi-platform sponsorship opportunities
  - Content Power Ratings goes beyond age and gender, tapping into the programs that resonate with consumers across a variety of platforms
  - For clients that want to associate with the most powerful content, this report quantifies those recommendations
- Multi-platform sponsorships
  - Content Power Ratings determines which programs garner the most engagement as we seek potential partnership opportunities
- Program Selection
  - Content Power Ratings provides an additional filter to select programs
  - Utilize as a guide to evaluate which genres are more engaging with consumers and will have greater chance at success
    - High impact dramas
    - Competition reality
    - Comedies with a distinct voice
    - Young Adult programming

So what can we expect next week?

# Things we are looking out for in **Upfront Week**

---

- **Strong investments in content**
  - NBCU/Comcast investing more money than ever to shore up 10p
- **Content migrating to all screens**
  - Will there be more original online content?
  - How will the networks activate social media to drive conversations and promote the fall line up?
- **Programming genres and scheduling**
  - Will there be any high concept shows? More nights of all comedy?
- **Marketing opportunities**
  - Will there be new marketing extensions tied to using social media on-air?

[www.optimedia-us.com](http://www.optimedia-us.com)

*Optimedia*  
never settle, never stop...