

Optimizing TV content for a demanding audience



One of Brazil's TV networks.

Our research helped this TV network shape its new television show featuring a Brazilian icon.

Situation

A broadcaster needed information about how viewers would respond to a popular entertainer's return to the airwaves after a short absence. After the launch of the program, the company wanted to track the audience's response to its format and content.

Approach

We explored social media conversations to determine which elements viewers might value in the show, and how these aligned with the host and the network. A subsequent quantitative study gauged the target audience's intention of watching the program.

After the launch, we tracked viewers' behavior and opinions by integrating social media insights with audience data from the broadcaster and data from our online panel.

Outcome

We found that Brazilians were receptive to a new show because television program options during the evening time slot were limited.

After the launch, we tracked user-generated content on social networks to see what elements of the show were resonating with the audience. This information helped producers strengthen the show's content.

Our advice also helped the commercial team to target sponsors with brands that would be a good match for the profile of the program and its audience.