

OPTIMIZING TV CONTENT FOR A DEMANDING AUDIENCE

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

The client

One of Brazil's TV networks.

Situation

This broadcaster planned to launch a new variety and current affairs program on weekday nights featuring a popular television host and entertainer. The network sought more information on how viewers would respond to the entertainer's return to the airwaves after a short absence. Deeper insight was also required into the content the audience would be interested in seeing on the show. After the launch of the program, the company wanted to track the audience's response to its format and content.

Approach

Our social media intelligence tools and methodologies empowered us to find the answers that the network wanted. We started by exploring social media conversations to determine which elements viewers might value in the show and how these aligned with the host and the network.

Our subsequent quantitative study helped to gauge the target audience's intention of watching the program, as well as how much impact different aspects of the entertainment would have in engaging their attention. After

the launch of the show, 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 they felt their television program options during the evening time slot were limited. The results indicated that viewers would be looking for humor, fun, journalism, knowledge and excitement from such a program. Additionally, the audience was interested in seeing the TV personality again – some of them because he appealed to their nostalgia.

After the launch of the show, we tracked user-generated content on social networks to see which elements of the show were resonating with the audience. We identified the celebrities, segments and issues that were popular with viewers, as well as those they disliked.

This information helped producers evaluate which stories and concepts appeal to the target market so they could 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.



Your contact partner is there for you:
Leonardo Melo | T +55 11 2174 3879
leonardo.melo@gfk.com

About GfK

GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK's long-standing data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers' experiences and choices.