

Reaching Your Target Audience Using Commercial Ratings and Pod Analysis

Rentrak Case Studies

Commercial Ratings & Pod Analysis

Case Study

Analysis of Commercial Delivery & Pod Analysis

Obstacle: Client desires a better understanding of exactly how their ads are performing and how pod placement can impact viewership.

Solution: By the client providing As-Run Logs, we were able to give live ratings for commercial spots, and compare the spots to other ads that ran in the same pods and programs. Also, created a commercial to program Index to normalize the data and compare ad lengths, daypart performance and pod performance.

Result: Analysis showed that the average index was a 93, while more than 30% of ads indexed higher than 100. Spots 30 seconds or less indexed the highest, while the 60 second ads did not fare as well. Also able to determine that spots placed in Early Fringe, Overnight and Early Morning dayparts had the highest indices. The results provided negotiating leverage in the future for the client.

| Ad Length | Commercial to Program Index |
|-----------|-----------------------------|
| :10 | 93 |
| :15 | 97 |
| :30 | 96 |
| :60 | 72 |

| Daypart | # of Spots | Commercial to Program Index |
|---------------|------------|-----------------------------|
| Early Fringe | 82 | 103 |
| Overnight | 10 | 100 |
| Early Morning | 62 | 100 |
| Prime Access | 124 | 97 |
| Late Fringe | 214 | 93 |
| Prime | 32 | 92 |
| Daytime | 12 | 81 |

| POD | # of Spots | Commercial to Program Index |
|-----|------------|-----------------------------|
| A1 | 1 | 138 |
| B1 | 1 | 88 |
| B3 | 8 | 78 |
| B4 | 50 | 90 |
| C1 | 20 | 127 |
| C3 | 1 | 190 |
| C5 | 1 | 109 |