

# Series Analysis

The Series Analysis allows networks and content creators to evaluate premiering or returning series against benchmarks of program success. This service helps in determining the potential success (or failure) of a program early on in the season.



## ► The Series Analysis Advantage

- “Seinfeld Effect”: Keep a series on the air that may take longer to build an audience
- Cancel costly programs that are not finding a loyal base audience

## Features

- Determine if a series is building audience by identifying new and returning viewers to a premiering series across the first three telecasts
- Compare your new series to 5 series on competing networks
- Determine if key segments are viewing by examining retention among viewer behavior segments (e.g. heavy new series viewers, heavy 60-minute drama viewers, etc.)
- Determine how competitive programs impact audience levels by examining audience flow for the premiering series (first three telecasts), and detect what programs viewers are coming from/leaving to watch the new series

## Sample New Law Enforcement Series Audience Build Analysis

Metrics	Premiering New Law Enforcement Show	Southland	Law & Order: SVU	Saving Grace	Closer	Burn Notice
<b>Rating/Share Week 1</b>	3.2/5	0.8/1.3	5/7.95	0.9/1.4	2.5/3.2	1.5/2.4
<b>Rating/Share Week 2</b>	2.3/3.9	1.3/2.1	3.8/6.4	0.8/1.2	2.3/3.0	1.3/2.1
% returned* from prior week’s episode	85%	40%	56%	33%	50%	47%
% new in week 2	15%	60%	56%	33%	50%	47%
% “sampler”** in week 2	15%	10%	12%	10%	11%	13%
<b>Rating/Share Week 3</b>	2.3/3	1.0/1.6	4.1/6.5	0.7/1.0	2.5/3.3	1.7/2.6
% returned from prior week’s episode	47%	60%	56%	45%	46%	48%
% in week 3, that watched any prior episode	54%	67%	60%	55%	54%	60%
% new in week 3	53%	40%	44%	55%	54%	53%
% “sampler” in week 3	11%	15%	12%	14%	14%	13%

\* To count as a return viewer, STB must have viewed 6 contiguous minutes of prior week’s episode

\*\* To count as a “sampler” viewer, STB must have viewed more than one but less than 6 contiguous minutes of current week’s episode.

More Information on other side ►

For more information about Rentrak’s Syndicated Reports, please contact: [TVEssentials@rentrak.com](mailto:TVEssentials@rentrak.com)

## Sample Behavioral Segments

Report would be HH based

Heavy/Medium/Light New Series Viewer Segment	Premiering New Law Enforcement Show	Southland	Law & Order: SVU	Saving Grace	Closer	Burn Notice
<b>Rating/Share Week 1</b>	2.5/4.1	1.4/2.5	4.1/6.9	0.9/1.4	2.3/3.0	1.8/2.7
<b>Rating/Share Week 2</b>	2.3/3.9	1.3/2.1	3.8/6.4	0.8/1.2	2.2/2.8	1.6/2.5
% returned* from prior week's episode	70%	40%	56%	45%	60%	55%
% new in week 2	30%	60%	44%	55%	40%	45%
% "sampler"*** in week 2	12%	11%	14%	11%	10%	13%
<b>Rating/Share Week 3</b>	2.7/4.5	1.1/1.8	5.6/7.7	0.7/1.0	2.4/2.6	1.9/3.0
% returned from prior week's episode	50%	53%	56%	55%	67%	60%
% in week 3, that watched any prior episode	58%	58%	60%	60%	70%	64%
% new in week 3	50%	47%	44%	45%	35%	40%
% "sampler" in week 3	14%	11%	15%	12%	12%	11%

\* To count as a return viewer, STB must have viewed 6 contiguous minutes of prior week's episode

\*\* To count as a "sampler" viewer, STB must have viewed more than one but less than 6 contiguous minutes of current week's episode.

## Sample Telecast Audience Flow

Available to purchasers of the report for 3 telecasts of the target program (TVE- non subscribers)

**RENTRAK**  
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Actuals | AME - User Prefs - Comments - Logout


Status: Live Tune data as of 05/04  
Active HH | STBs: 2,302,200 | 5,568,286

Last Day: 05/06  
Last Week: 04/19  
Last Month: 04/19

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HOME NATIONAL MARKET NETWORK TELECAST ADS BOOKMARKS
Telecast Name

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**Southland (Phase Three)**

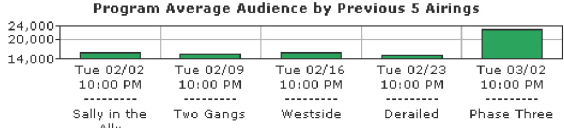
Aired: Tue 03/02/2010 10:00 PM  
Original Airday: 03/02/2010  
Network: TNT  
Run Time: 60 Minutes

[Take me to Series Detail](#)

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**Avg Aud:** 23,048  
**Avg Min:** 33  
**Share:** 1.61  
**Rating:** 1.05  
**#STBs:** 41,402  
**#HHs:** 38,992

**Program Average Audience by Previous 5 Airings**



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SEC BY SEC
EPISODES
TV MARKET
AUDIENCE FLOW
AUDIENCE RETENTION
HEAT MAP

Time	STBs	Overall		The Good Wife CBS 10:01 PM		Southland TNT 07:00 PM		20/20 ABC 10:00 PM		Parenthood NBC 10:00 PM		White Collar USA 10:00 PM	
		Loss	Gain	Loss	Gain	Loss	Gain	Loss	Gain	Loss	Gain	Loss	Gain
10:00 PM	18,611	379	23,269	12	31	2	34	8	-	6	22	4	25
10:05 PM	23,248	2,308	1,554	66	59	45	116	73	35	21	49	76	27
10:10 PM	20,753	918	2,728	31	182	17	46	9	139	17	101	9	54
10:15 PM	24,126	2,084	1,305	167	29	60	48	76	52	60	32	19	16
10:20 PM	21,560	1,136	1,882	17	190	45	36	11	77	14	49	6	6
10:25 PM	24,267	1,697	1,393	155	32	112	88	47	33	68	70	18	15
10:30 PM	22,832	1,737	1,536	54	177	131	78	45	55	52	35	11	32
10:35 PM	23,515	763	1,896	49	81	8	95	16	85	9	57	18	19
10:40 PM	25,393	2,362	1,266	176	35	105	25	86	35	21	32	42	56

For more information about Rentrak's Syndicated Reports, please contact:  
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