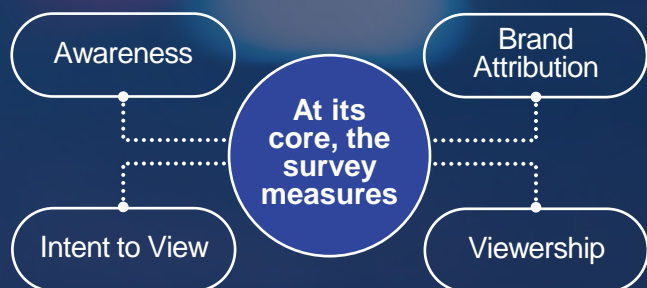# IPSOS TV DAILIES

LONGEST RUNNING, MOST INTERVIEWS, ROBUST NORMS, WEEKLY TITLE TRACKING

→ Online weekly tracking study for new and returning primetime programs. Includes over 30 cable, broadcast, premium network, studios and entertainment services as subscribers.

INSIGHTS & REPORTING

- **Customizable:** Option to add custom targeted questions
- **Historical Learning:** 13+ years of historical benchmarks
- **Competitive Programs:** Access to competitive data in database
- **Always On:** Survey runs 24x7x365, data updated every weekday and available in an online data portal
- **Analysis Tools:** Data can be filtered by many targeted cuts
- **Experts:** Access team dedicated to TV and entertainment research, complete with weekly reports on tracked shows

EXPLORE PERFORMANCE

- Awareness
- Brand Attribution
- At its core, the survey measures
- Intent to View
- Viewership

Match your programs to its target audiences by using TV Dailies to cut data among demographics, behavioral characteristics, and even DMAs for local marketing efforts.

SCOPE & SIZE

- 850+ titles tracked annually
- 6,000 13-64 year olds per week (750/day)
- Nationally representative
- Weekly content viewers

TOPICS COVERED

- Content Awareness
- Brand Attribution
- Intent to View
- Content Viewership
- Service Awareness
- Subscribers
- Level of Subscription
- Subscription Churn
- Network/Platform Viewership
- Normative Comparisons

For more information please contact:

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