



# IPSOS TV DAILIES

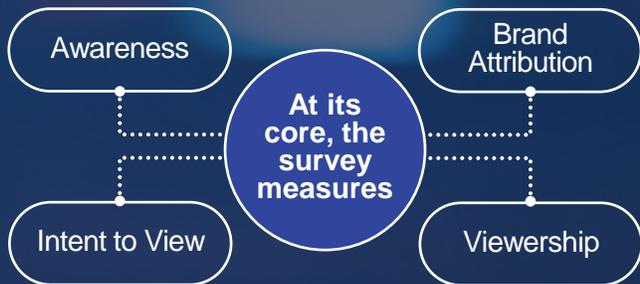
LONGEST RUNNING, MOST INTERVIEWS, ROBUST NORMS, WEEKLY TITLE TRACKING

→ 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



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:

**Matt Maimone**  
VP Audience Insights  
Phone: 646-617-1354  
Matt.Maimone@ipsos.com