

Third edition

NEW ON THE AIR

What is Driving the Audience Success?

18th January 2018



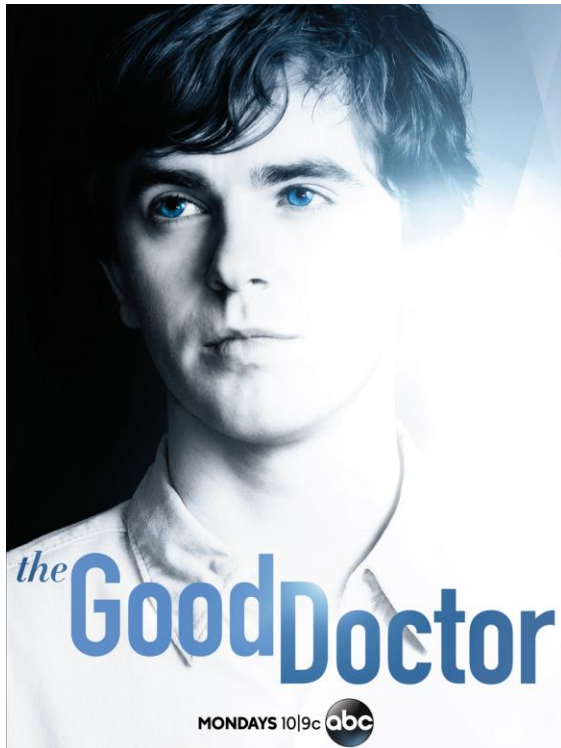
Eurodata TV
WORLDWIDE

Worldwide Content
and Audience Insights

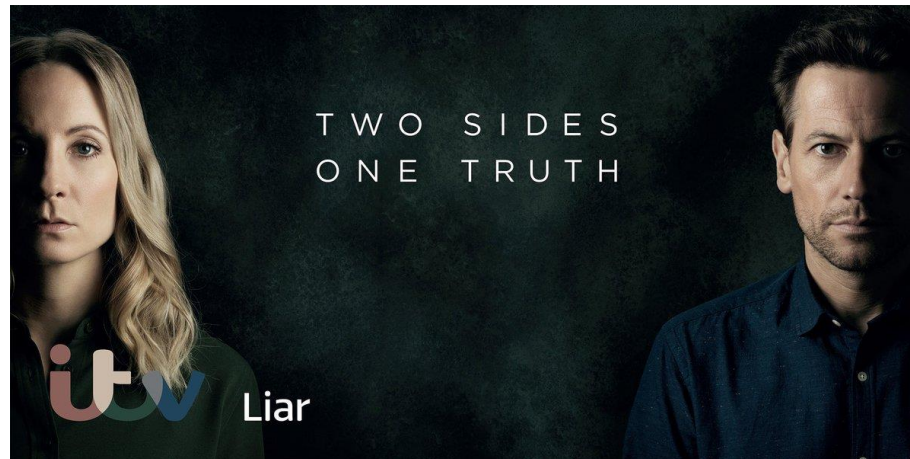


What is Driving the Audience Success?

Yet new series can still break through with big audiences



Shore Z / Sony Pictures Television

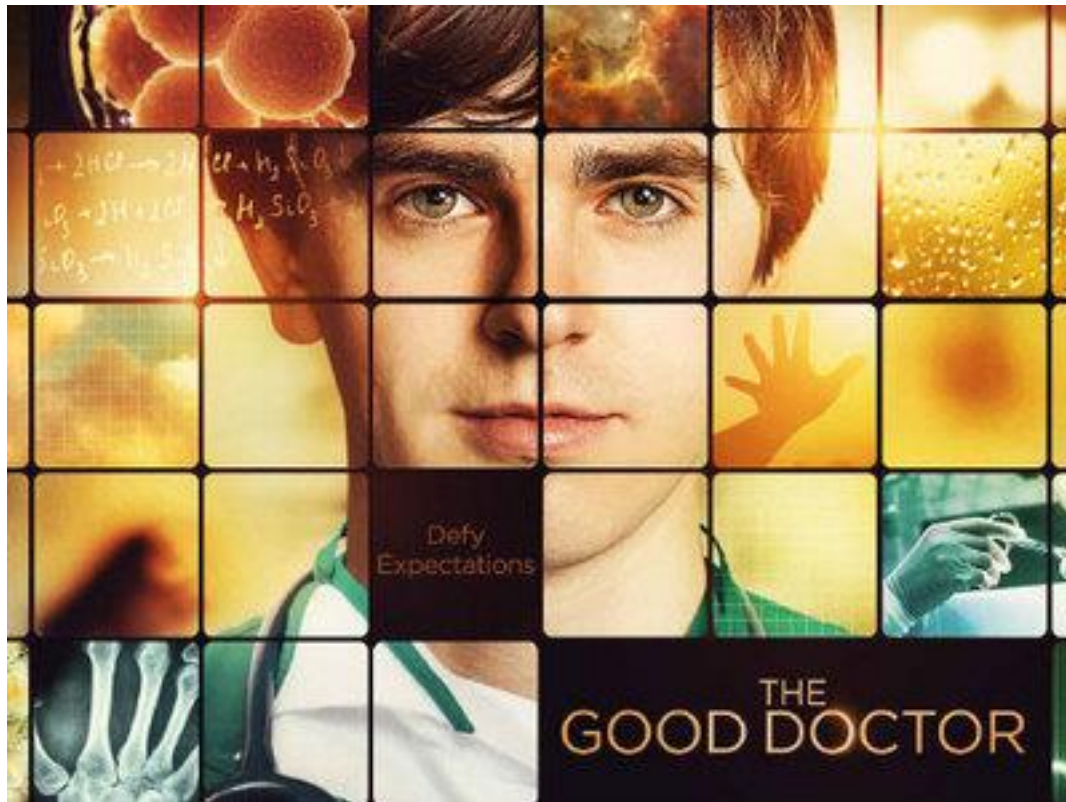


Two Brothers Pictures / All3Media International



BBC Studios / BBC Worldwide

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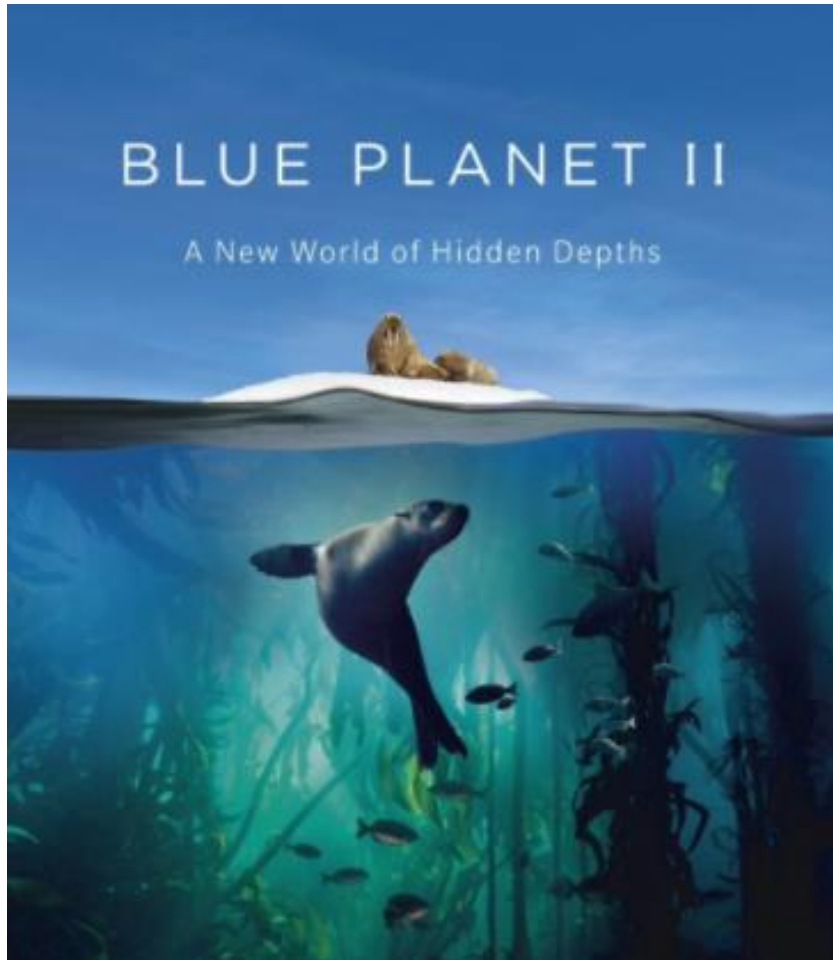
- **Distinctive lead** – with “special” qualities
- **Outsider** – innocent, but speaks his mind ...because he has to!
- **Upbeat** – emotional connection
- **Mystery / Puzzle-Solving** – procedural element
- **Strong Visual Dimension** – on-screen graphics

What is Driving the Audience Success?



- **Simple** – yet smart & contemporary
- **Highly Topical** – rape & sexual harassment
- **Relatable** – darker side of relationships with believable characters
- **Mystery** – who is telling the truth?
- **Compelling** – need to find out!

What is Driving the Audience Success?



- ***Escapism*** – broadly accessible
- ***Astounding Visuals*** – latest technology
- ***Shared Experience*** – Family viewing
- ***Storytelling*** – emotional involvement
- ***Green*** – environmental message

Appeal drivers

Subconscious viewing decisions..

Are there underlying patterns to viewing choices?

Recurring concepts which usually deliver?

Approaches with proven appeal?

...our research identifies that there are!



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