

# Reaching Your Target Audience Using Viewership Segments

Rentrak Case Studies

# Optimizing Using Viewership Segments

## Case Study #1

### *“Series X” – A Dark, Adult-Oriented, Cable Original Drama*

**Obstacle:** Optimize promo placement for an upcoming season of a returning series

**Solution:** Create a “Series X Fan Segment” using households that viewed at least 10% of at least four telecasts of “Series X’s” prior season

**Results:** Based on a network’s index to the market, the best networks to target potential viewers for this series are Syfy, Comedy Central, FX, and BBC America

Network	Overall Index	Early Morning Index	Daytime Index	Early Fringe Index	Prime Index
Syfy	1.46	1.46	1.46	1.47	1.42
Comedy Central	1.10	0.95	0.99	1.26	1.17
FX Network	1.07	1.28	1.05	1.08	1.04
BBC America	1.04	0.94	1.09	1.21	0.97
Cartoon Network	0.97	0.97	0.78	0.78	1.05
AMC	0.95	0.91	0.87	0.91	0.96
MTV	0.83	0.83	0.73	0.80	0.90

# Cross-Promoting Using Viewership Segments

## Case Study #2

### **Cable Network X – General Interest Network**

**Obstacle:** Identifying which cable networks would be best for future cross-promoting

**Solution:** Create a “Cable Network Fans Segment” by identifying heavy viewers to the network based on viewing patterns from the past quarter

**Results:** Ranking on a network’s index to the market, the best performing networks were Syfy during the Daytime and Early Fringe, BBC America during Early Fringe and Prime, and Oxygen in the Early Morning

Network	Overall Index	Early Morning Index	Daytime Index	Early Fringe Index	Prime Index
Syfy	1.47	1.43	1.69	1.68	1.30
BBC America	1.17	0.94	1.02	1.34	1.30
Oxygen	1.11	1.32	1.10	0.96	1.16
BET	0.96	0.88	1.05	0.91	0.96
Hallmark	0.91	1.12	0.81	1.08	0.79
TV Land	0.89	0.89	1.08	1.08	0.75
TBS	0.88	1.20	0.87	0.81	0.83