SIMULMEDIA®

TV Viewership Analysis Catalog

What you get with a VAMOS® TV audit

# Simulmedia's VAMOS®
TV Audit

Free assessment of the efficiency and effectiveness of your TV campaign.

Running a TV advertising campaign on linear TV, connected TV or both? We'll run and share with you our **packet of planning insight and reports** to tell you how your campaigns are doing, and provide recommendations on how to do better!

> SIMULMEDIA®
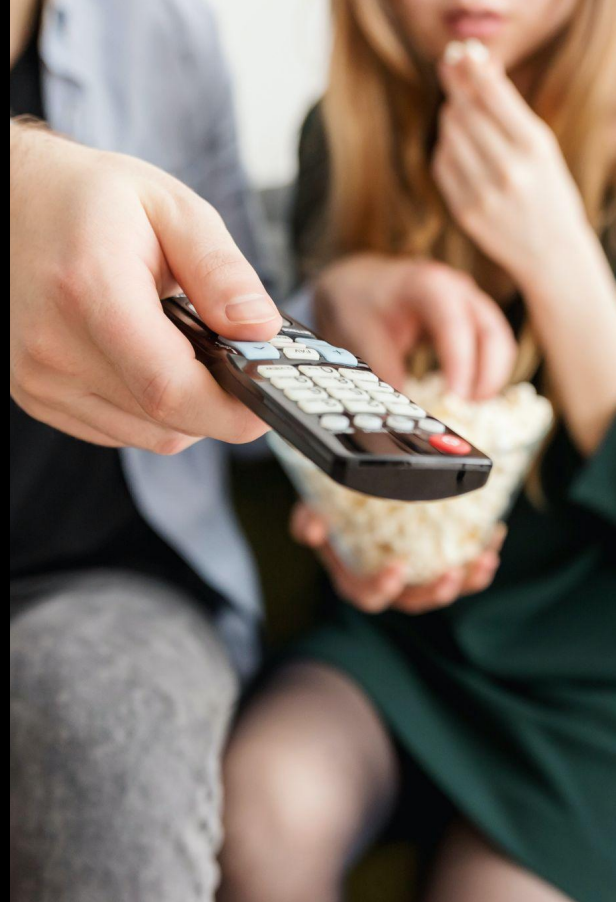
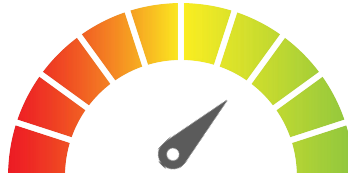# See your VAMOS® TV Audit Scores at a glance

50%
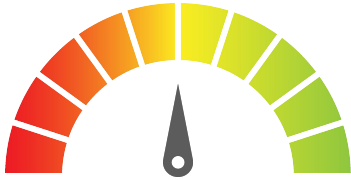
Linear Reach Score

Measures success in reaching a strategic audience through linear TV
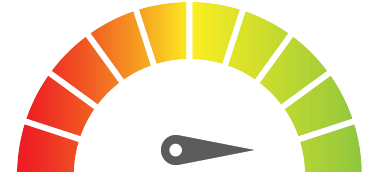
72%

Frequency Management Score

Measures how well a brand manages impressions to avoid overfrequency

100%

Share-of-Voice Score

Measures, per DMA, how much better you are at reaching the strategic audience versus the competition

Insights for Brilliant Media Planning with VAMOS®

Contact a Simulmedia media specialist to see the results of a few of these analyses

MENU OF ANALYSIS

Linear

- Market Insights
- Program Insights
- Network Insights
- Schedule Insights

CTV/Cross-Channel

- Audience Insights
- Coverage Insights
- Overfrequency Insights
- Reach Curve Insights
- Cross-channel Frequency Intelligence

Audience Insights

Gain insight into a Strategic Audience's
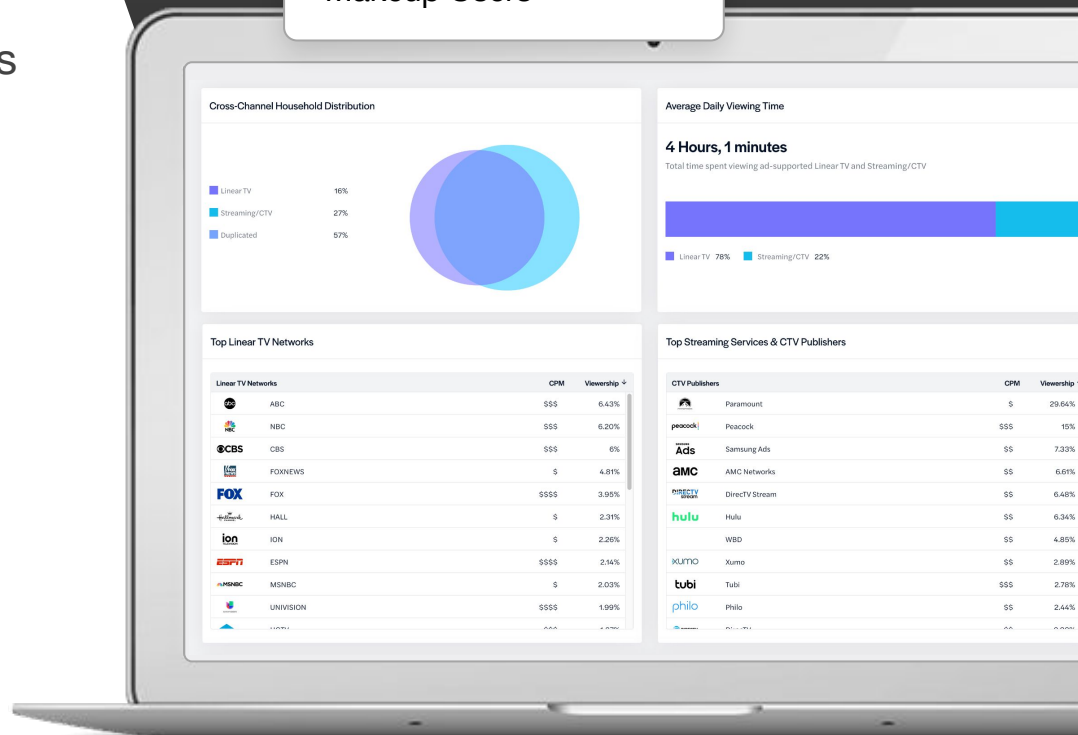TV Consumption Patterns

Did you ever wonder

- How much of your strategic audience is on linear? On CTV? On both?
- How much time do they spend on linear TV? Ad-supported CTV?
- What are the most cost-efficient and high-viewership networks to reach them on linear TV?
- What are the most cost-efficient and high-viewership streaming apps to reach them on CTV?

How to Take Action

Calibrate your spend against where and when your strategic audiences are on ad-supported TV

Health & Beauty: W18-49
Makeup Users

Cross-Channel Household Distribution

■ Linear TV	16%
■ Streaming/CTV	27%
■ Duplicated	57%

Average Daily Viewing Time

4 Hours, 1 minutes

Total time spent viewing ad-supported Linear TV and Streaming/CTV

■ Linear TV 78%   ■ Streaming/CTV 22%

Top Linear TV Networks

Linear TV Networks		CPM	Viewership
	ABC	$$$	6.43%
	NBC	$$$	6.20%
	CBS	$$$	6%
	FOXNEWS	$	4.81%
	FOX	$$$$	3.95%
	HALL	$	2.31%
	ION	$	2.26%
	ESPN	$$$$	2.14%
	MSNBC	$	2.03%
	UNIVISION	$$$$	1.99%

Top Streaming Services & CTV Publishers

CTV Publishers		CPM	Viewership
	Paramount	$	29.64%
peacock	Peacock	$$$	15%
	Samsung Ads	$$	7.33%
amc	AMC Networks	$$	6.61%
	DirecTV Stream	$$	6.48%
hulu	Hulu	$$	6.34%
	WBD	$$	4.85%
xumo	Xumo	$$	2.89%
tubi	Tubi	$$$	2.78%
philo	Philo	$$	2.44%

Coverage by DMA Insights

Compare yourself against a competitor and see your largest share-of-voice gaps by DMA

Did you ever wonder

For a given strategic audience and campaign period,

Which DMAs have highest linear and CTV share-of-voice gap compared to Competitor X?

How to Take Action.

Reallocate budget on linear to bridge DMA gap. Bid more aggressively on CTV to bridge CTV DMA gap.

Top 20 DMAs with Largest Share of Voice Gap versus Competitor on Linear

	DMAs	Advertiser Linear	Competior Linear	Linear Gap
1				
2	Salt Lake City	16.76%	27.12%	-10.36%
3	Yuma-El Centro	18.37%	28.54%	-10.17%
4	Odessa-Midland	19.24%	28.82%	-9.57%
5	Sherman-Ada	21.38%	30.17%	-8.78%
6	Twin Falls	17.63%	26.36%	-8.73%
7	Sacramnto-Stkton-Modesto	21.32%	29.79%	-8.47%
8	Yakima-Pasco-Rchlnd-Knnwck	19.46%	27.72%	-8.26%
9	Ottumwa-Kirksville	21.35%	28.78%	-7.44%
10	Portland Or	20.74%	27.82%	-7.09%
11	Reno	22.64%	29.55%	-6.91%
12	Santabarbra-Sanmar-Sanluob	21.21%	27.95%	-6.74%
13	Seattle-Tacoma	19.53%	26.18%	-6.66%
14	Hattiesburg-Laurel	24.79%	30.96%	-6.16%
15	Columbus-Tupelo-West Point	23.98%	29.78%	-5.80%
16	Sioux Falls(Mitchell)	23.93%	29.66%	-5.73%
17	Rochestr-Mason City-Austin	23.17%	28.86%	-5.69%
18	Monroe-El Dorado	26.64%	32.27%	-5.64%
19	Ft. Wayne	24.43%	29.84%	-5.42%
20	Gainesville	21.19%	26.59%	-5.40%
21	Phoenix (Prescott)	25.98%	31.34%	-5.36%

Top 20 DMAs with Largest Share of Voice Gap versus Competitor on CTV

	DMAs	# of TVs	Advertiser CTV	Competitor CTV	CTV Gap
1					
2	Myrtle Beach-Florence	322,100	10.00%	23.03%	-13.03%
3	Greenwood-Greenville	62,350	11.60%	24.07%	-12.48%
4	Minot-Bsmrck-Dcknsn(Wlstn)	166,190	6.21%	17.71%	-11.50%
5	Jackson TN	103,540	8.82%	20.14%	-11.32%
6	Sioux City	155,440	6.52%	17.25%	-10.74%
7	Jonesboro	86,410	7.38%	17.65%	-10.28%
8	Panama City	150,700	6.36%	16.60%	-10.24%
9	Wichita-Hutchinson Plus	457,620	6.65%	16.86%	-10.21%
10	Montgomery-Selma	249,140	9.75%	19.93%	-10.19%
11	Bend OR	91,320	4.53%	14.63%	-10.10%
12	Fargo	265,790	6.28%	16.25%	-9.97%
13	Wilkes Barre-Scranton-Hztn	590,390	6.61%	16.25%	-9.64%
14	Traverse City-Cadillac	254,120	6.35%	15.97%	-9.62%
15	Charleston-Huntington	427,650	7.34%	16.95%	-9.61%
16	Sherman-Ada	134,270	6.94%	16.52%	-9.58%
17	Dothan	105,610	8.23%	17.71%	-9.48%
18	Columbus-Tupelo-West Point	188,520	9.43%	18.87%	-9.44%
19	Columbia SC	435,570	9.58%	18.91%	-9.33%
20	Bowling Green	82,570	7.22%	16.13%	-8.91%
21	Columbus Ga (Opelika AL)	235,290	8.42%	17.22%	-8.81%

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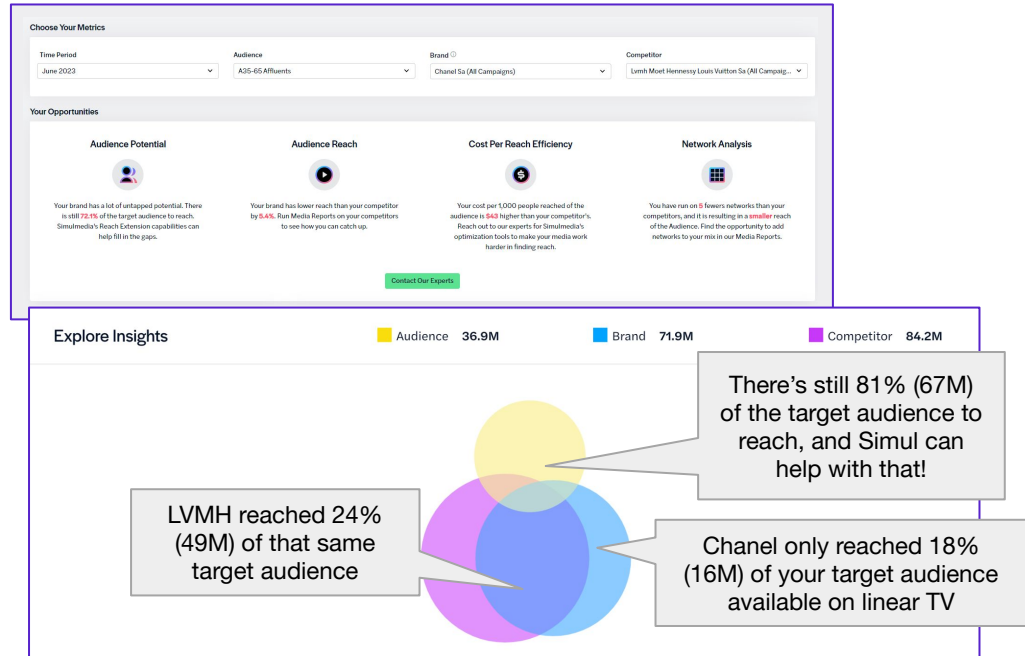
Market Insights (Linear TV)

Compare yourself against a competitor and see how well you reach a specific target audience

Did you ever wonder

- How much of your strategic audience are you reaching on linear?
- How much of your strategic audience is your competitor reaching on linear?
- How much of your strategic audience is mutually reached by you and your competitor?
- How much of the strategic audience remains unreached by either you or your competitor?
- How many networks are you and your competitors on?

How to Take Action

Benchmark your linear TV performance against a competitor. Assess whether you should revisit your linear TV media plan to be more competitive and track strategic audience reach over time.

There's still 81% (67M) of the target audience to reach, and Simul can help with that!

LVMH reached 24% (49M) of that same target audience

Chanel only reached 18% (16M) of your target audience available on linear TV

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Program Insights (Linear TV)

See which specific programs are delivering big pockets of unduplicated reach at low cost

Did you ever wonder

For a given strategic audience and campaign period:

- Which high-index linear programs are delivering lower numbers of unduplicated reach?
- Which low-index linear programs are delivering large numbers of unduplicated reach?
- What are my most cost-efficient program buys – on linear or CTV?

How to Take Action

Consider dropping the most cost-inefficient programs that deliver small pockets of unduplicated reach from your media plan. Consider programs with high unduplicated reach at low average costs for content buys.

Media Reports / Casper Competitive Q2 2023

Program Analysis ▼

Program Analysis

Audience	Schedule	Time Shift
👤 A25-54 [Nielsen] ▼	Casper Q223 ▼	live+3 ▼

Network ▼	Program ▼	🔵 Daypart ▼	🔵 Day of Week ▼

Programs (1170) 👤 People Based

	Network	Program	Daypart	Day of Week	👤 Avg. Reach ▼	Avg. Cost	👤 Audience Index	👤 Avg. % of Audience	Spot Count
food	FOOD	Diners, Drive-Ins and Dives	Weekend	Saturday	219,688	$1,561.00	77	0.18%	1
A&E	AETV	Neighborhood Wars	Primetime	Tuesday	213,624	$1,219.00	96	0.18%	1
A&E	AETV	WWE's Most Wanted Treasures	Primetime	Sunday	212,818	$422.00	148	0.18%	1
amc	AMC	Band of Brothers	Fringe	Monday	199,087	$5,653.00	76	0.16%	2
HALL	HALL	The Love Club: Sydney's Journey	Primetime	Saturday	188,338	$201.00	42	0.15%	1

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Network Insights (Linear TV)

See which specific networks are delivering too much frequency, and which others networks to consider

Did you ever wonder

- Which linear networks are delivering too much frequency with not enough unduplicated reach of your strategic audience?
- Which linear networks that aren't part of my plan have high viewership for my strategic audience?

How to Take Action.

Reallocate budget from oversaturated networks to more promising ones

Network	Network Family	Network Type	Impressions ▼	Total Reach	Unduplicated Reach	Avg. Frequency	# of Spots	Audience Index
TELEMUNDO	NBCU	Broadcast	45,149,899	3,248,458	1,130,682	13.90	512	87
UNIVISION	Univision	Broadcast	34,156,912	3,250,435	1,144,356	10.51	325	87
NBC	NBCU	Broadcast	14,325,766	3,623,147	1,077,311	3.95	77	46
ABC	Disney	Broadcast	12,243,513	3,787,550	1,033,383	3.23	64	41
FRFM	Disney	Cable	11,534,338	2,374,659	407,804	4.86	365	112
LIFE	A&E Networks	Cable	11,488,426	2,071,429	317,830	5.55	493	50
ION	EW Scripps	Cable	10,383,425	1,809,611	431,893	5.74	169	50
MTV	Viacom	Cable	6,945,924	1,483,564	193,877	4.68	297	107
NAN	Viacom	Cable	6,606,197	866,115	172,437	7.63	100	135
CBS		Broadcast	6,501,286	2,429,684	516,000	2.68	34	30
						10.15	346	82
						3.57	163	80
						4.71	386	126
						3.76	120	68
						3.66	146	72
						4.10	168	72
						3.76	116	99
						4.88	86	76

Top Linear TV Networks

Linear TV Networks		CPM	Viewership ↓
	ABC	$$$$	7.05%
	CBS	$$$	6.58%
	NBC	$$$$	6.49%
	FOX	$$$$	4.68%
	ESPN	$$$$	3.90%
	FOXNEWS	$	3.77%
	TNT	$$$$	3.48%
	UNIVISION	$$$$	2.53%
	ION	$	2.11%
	HGTV	$$$	1.83%

Top Streaming Services & CTV Publishers

CTV Publishers		CPM	Viewership ↓
	Paramount	$	20.90%
	Peacock	$$$	11%
	Vizio	$$$	10.19%
	AMC Networks	$$	6.60%
	Hulu	$$$	6.34%
	WBD	$$	4.96%
	Philo	$$	3.37%
	AMC	$$	3.36%
	DirecTV Stream	$$	3.33%
	Tubi	$$$$	3.29%

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Schedule Insights (Linear TV)

Compare reach, frequency, CPM and cost-per-reach for you versus your competitors

Brand (mm yyyy)	# of Networks	Cost	Impressions	Reach	Frequency	CPM	Cost per (000) Reached
Competitor 1 Nov 2022	17	$603,278	33,268,721	14,515,537	2.29	$18.13	$42
Brand Nov 2022	**65**	**$332,855**	**40,251,748**	**13,892,762**	**2.90**	**$8.27**	**$24**
Competitor 2 Nov 2022	31	$1,551,167	164,130,933	29,034,973	5.65	$9.45	$53
Competitor 3 Nov 2022	11	$994,527	66,623,381	20,548,467	3.24	$14.93	$48

Did you ever wonder

- How do the number of linear networks, costs, reach, frequency, and CPMs compared against your competitors?
- How much more/less efficient are you reaching your strategic audience compared against your competitors on linear TV?

How to Take Action

Benchmark your campaign's efficiency against a set of competitors. Dig deeper to see how more efficient competitors are advertising on linear TV

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Insights from the Overfrequency Analysis

Assess how much of your impressions are wasted on overfrequency?

Did you ever wonder

- What is the frequency distribution of your linear, CTV, or cross-channel campaign versus competitors?
- How many impressions did you waste on overfrequency compared to competitors?
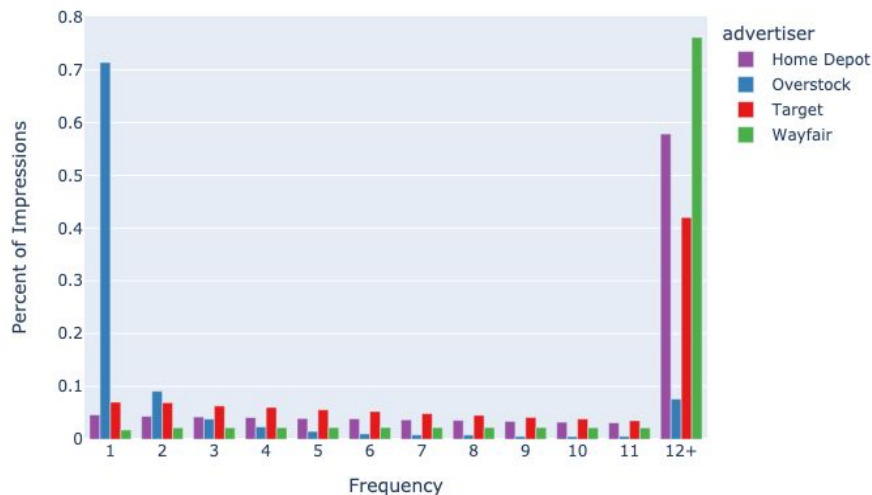
How to Take Action.

Benchmark media waste against competitors. Adjust your media plans to increase reach and track how media waste improves over time

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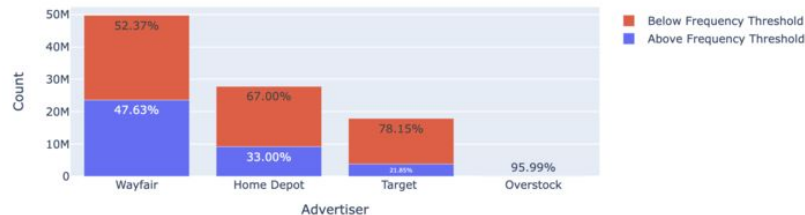
Reach Curve Insights

Compare your reach curves against competitors

Did you ever wonder

- Is your campaign reach plateauing? How about your competitors'?
- How does your reach curve compare to your competitors?

How to Take Action

Showcase the efficiency of your reach curve compared to your peers. Track this reach curve over time to detect any declines in efficiency.

Daily Incremental Reach by Advertiser

advertiser
- Home Depot
- Overstock
- Target
- Wayfair

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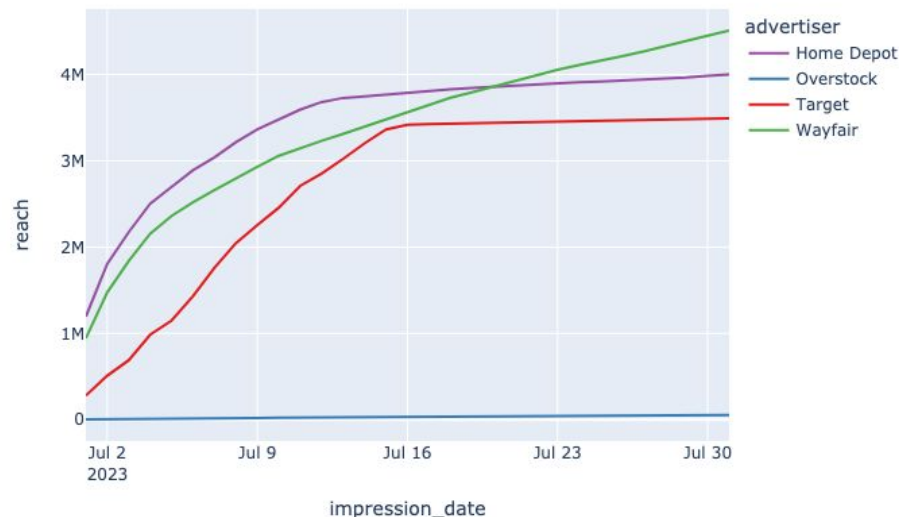
Cross-channel Frequency Insights by DMA

See which specific programs are delivering big pockets of unduplicated reach at low cost

Did you ever wonder

- Which DMAs are experiencing the heaviest cross-channel over-frequency?
- How many households in each DMA are experiencing overfrequency?

How to Take Action

Reallocate linear TV spend from over-frequency DMAs to under-frequency DMAs. On CTV, bid more selectively on over-frequency DMAs and bid more aggressively on under-frequency DMAs.

	DMA	Est. Overlap Rea	Est. Overlap Impressio	Est. Overlap Feq			
1							
2	Helena	472	10,228	21.7		Est. Linear Reach	18,669,541
3	Alpena	455	6,495	14.3		Est. Linear Impressions	145,637,303
4	Eugene	3,140	41,504	13.2		Est. Linear Freq	7.8
5	Bluefield-Beckley-Oak Hill	2,903	37,713	13.0			
6	Parkersburg	1,529	18,862	12.3		Est. CTV Reach	7,471,225
7	Marquette	2,186	26,717	12.2		Est. CTV Impressions	24,933,547
8	Alexandria LA	1,600	19,321	12.1		Est. CTV Freq	3.3
9	Grand Junction-Montrose	1,471	17,720	12.0			
10	Yakima-Pasco-Rchlnd-Knnwck	3,861	46,389	12.0		Est. Overlap Reach	2,226,587
11	San Angelo	899	10,746	12.0		Est. Overlap Impressions	21,957,320
12	Greenwood-Greenville	1,749	20,687	11.8		Est. Overlap Freq	9.9
13	Bangor	2,675	31,633	11.8			
14	Billings	2,096	24,673	11.8			
15	Dothan	2,293	26,963	11.8			
16	Missoula	2,146	25,204	11.7			
17	Abilene-Sweetwater	2,035	23,858	11.7			
18	Sherman-Ada	2,219	25,851	11.7			
19	Wausau-Rhinelander	3,817	44,321	11.6			
20	St. Joseph	999	11,555	11.6			
21	Butte-Bozeman	1,420	16,365	11.5			
22	Charleston-Huntington	9,756	112,387	11.5			

Thank you

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