



Improving the Accuracy and Speed of Estimating TV Program Ratings

Company and Industry

The client is a major audience measurement research firm that seeks to determine the audience size and audience composition for television programs in the United States. Their estimates are consumed by television networks, broadcasters, ad agencies and brands.

Business Impact

The initial versions of the predictive analytics models increased the rating accuracy by over 30%. The client also saved over \$5M in data acquisition costs after operationalizing the newer models that utilized less data.

Problem

The projected audience measurement estimates would sometimes vary widely in their accuracy. The client firm wanted the ability to improve the timing or accuracy of the TV audience forecasts. They also wanted to reduce their data acquisition costs which had a direct impact on their bottom line.

Solution

The Prophesy team collected publicly available data such as weather and sports news, market level demographic data and prior rating history for broadcasters and programs. These billions of data points were the fed into Prophesy which was running on a cluster of high capacity servers

The resulting predictive models have improved the accuracy and timeliness of program rating estimates. This resulted in saving over \$5 million in data acquisition costs when the models were fully implemented.



This project brings innovative thinking to one of the pressing problems our industry is faced with at the moment.

- Member, Client Steering Committee