Claritas Television Premium Profiles 2023 Release Notes

CONTENTS

OVERVIEW

Claritas Television Premium Profiles enable you to identify groups of customers based on various behaviors associated with TV watching. By using these profiles to develop groups of ideal consumers, you should experience greater return on investment of marketing dollars in customer acquisition and retention (CACR) and channel management.

Television profiles are created for all Claritas segmentation systems: Claritas PRIZM® Premier, Claritas ConneXions®, and Claritas P$YCLE® Premier.

WHAT'S NEW

For the Claritas Television Premium Profiles 2023 release, we have updated profile information and added new profiles based on the latest information from Nielsen's August 2022 through July 2023 viewing period. Due to the nature of television programming, available profiles and their respective audiences are always evolving. While some profiles may appear on the roster from year to year, the audience may have changed as programs gain popularity or find their regular viewers. There can also be changes related to when a program airs, the number of telecasts, or the length of a telecast that impact the profile. Sports and special events audiences can also vary depending on the teams, players, or performers involved in an event. Network and Genre profiles are also vulnerable to large changes because of the programs that belong to them. Therefore, every profile in the 2023 Television Premium Profiles dataset is technically considered new.

For a complete list of all profiles and changes since the prior profile set release, please reference the *Claritas Television Premium Profiles 2023 Roster.*

DATA DESCRIPTION

A profile consists of a series of counts (one for each segment) that represents the base from which the behavior is drawn (e.g. total respondents) as well as a series of counts for those who exhibited the behavior. Some profiles also have consumption information available for the behavior across each segment, such as the number of minutes watched for a profile.

Software Platforms

Claritas Television Premium Profiles 2023 will be presented in Claritas 360.

Profile Categories

Claritas Television Premium Profiles are presented in five main sub-categories as described below.

TELEVISION PREMIUM PROFILE CATEGORIES AND COUNTS		
PROFILE CATEGORY	NUMBER OF PROFILES	DESCRIPTION
Cable Programs (Nielsen)	405	This category presents information for cable television programs, including the estimated number of households that watched a particular program, as well as the estimated average number of minutes watched per day.
Broadcast Programs (Nielsen)	258	This category presents information for broadcast television programs, including the estimated number of households that watched a particular program, as well as the estimated average number of minutes watched per day.
Genre Type (Nielsen)	23	This category presents information for program genres, including the estimated number of households that watched programs belonging to a particular genre on a regular basis, as well as the estimated average number of minutes watched per day.
Daypart (Nielsen)	7	This category presents information for television dayparts, including the estimated number of households that watched programs during a particular daypart on a regular basis, as well as the estimated average number of minutes watched per day.
Networks (Nielsen)	51	This category presents information for television networks, including the number of households that watched a particular network on a regular basis, as well as the estimated average number of minutes watched per day.

Note: Consumption data (average number of minutes watched per day) is available in Consumption Reports found on Claritas 360.

METHODOLOGY

Overview

Claritas Television (Nielsen) Profiles are created using Nielsen National People Meter (NPM) and Nielsen Panel Expansion (NPX) data. The data was collected over a 12-month period for all respondents. From all television programs airing during this period, the published programs were manually selected for the profile set to ensure coverage of broadcast and cable programs across a variety of networks and genres. Additionally, any households who only viewed a few minutes of a program were excluded from the profile for that particular program.

Additional profiles were built to summarize network, genre, and daypart viewership based on the aggregation of data for the 12-month period (August 2022 through July 2023). Additional filters were used to ensure these profiles captured regular viewers. Network and daypart profiles were both screened to households who watched at least 1,560 minutes over the course of the year, which is an average of 30 minutes per week. Genre profiles were screened to people who watched at least 360 minutes over the course of the year, which is an average of 30 minutes per month. Please note that genres are created using data generated by the subset of programs selected for the roster.

Stability testing was then performed for each of the profiles to make sure they are valid for Claritas PRIZM® Premier, Claritas ConneXions®, and Claritas P$YCLE® Premier.

Consumption Profiles

Consumption profiles are created by first aggregating the total number of minutes watched within a particular segment. That number is then divided by the number of days in the 12-month collection period to get the average number of minutes watched per day. This can make consumption appear low for programs that only air occasionally. For example, you may have an awards show that has a total demand/users value of only 0.4 minutes. This awards show is typically between two and a half and three hours long and only airs once a year. Therefore, if you multiply the 0.4 (the number of minutes per household per day) by 365 (number of days in the collection period), you get 146 minutes, which is within the expected time range.

Consumption is most valuable when comparing values across segments for a single profile to determine which segments watch the most of a program, genre, daypart, or network. If comparing different profiles, it is important to keep in mind that consumption for programs or genres can vary greatly depending on the number and length of telecasts during the collection period, so total demand and related measures may be very different. Therefore, indices are a better tool for comparison in these cases. However, networks or dayparts tend to be more comparable across their measures since they do not have this variance, unless a network came on or went off the air over the course of the collection period.

Projection to Lower Geographies

Projection is done using a two-step process. First, the total percentage of households in each Claritas segment that exhibit the profile's behavior is calculated. Then, that percentage is applied to the estimated number of households in each segment within a geographic area. Therefore, projection gives you an estimated number of households by segment in the area that are likely to exhibit the profile's behavior, but they do not represent actual counts of viewers by geography and Claritas segment.

USAGE RESTRICTIONS

Important: Claritas Television Premium Profiles do not contain ratings data and are not designed to replace the Nielsen TV ratings. They should not be used to directly purchase media. They enable you to identify groups of consumers who are as likely, more likely or less likely than the average segment to engage in various TV viewing behaviors.

Claritas Television Premium Profiles should not be used to report or predict TV viewership household counts. These profiles are designed to relate viewership behaviors to Claritas segments so you can see which customers are likely to watch relative to other segments. The ranking, index, and penetration rates are the important takeaways from any analysis done with these profiles. The household counts do not align with Nielsen Media reporting.

TECHNICAL SUPPORT

If you need further assistance, not provided in the release notes, please contact the Claritas Solution Center between 9:00 a.m. and 8:00 p.m. (Monday through Friday, EST) at 800.866.6511.

LEGAL NOTIFICATIONS

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