

CHALLENGE

As consumer choices for television viewing increases, with hundred of channels available, how does an emerging network, unrated by a sample, find the quantitative measurements of programming and marketing effectiveness to help grow their audience.

This case study will outline how one emerging network is leveraging the availability of set-top box data to increase their reach and better program to their viewers.

SOLUTION

WealthTV subscribed to Rentrak's **TV Essentials** (TVE), a powerful analytic system in June 2009. WealthTV used intelligence derived from TVE about their audience to implement a new marketing effort and adjust their programming tactics.

After evaluating their overall performance, WealthTV noted their highest viewing days are on the weekends. Combining this information with the ability to see their top performing programs, WealthTV implemented a marketing campaign around its "Weekend Premiere Extravaganza" beginning the week of July 6th. In addition, WealthTV began a cross channel campaign to highlight the network and the channel position.

RESULTS

- Promotion delivered a 78.8% increase in total hours viewed
 - Based on total viewing hours during the first weekend of the "Weekend Premiere Extravaganza" (07/11 & 07/12) compared to the previous non-holiday weekend (06/27 & 06/28)
 - The total increase in the hours for all networks over this same time frame was 4% weekend to weekend
- WealthTV scored their highest rating and weekly hours viewed (see **Figure 1**)
 - WealthTV has managed to maintain and build on these increased levels of viewership, delivering the highest rating and weekly hours viewed for the network over the last 16 weeks, during the week ending August 9th
- Increased reach by 43,500 unique HHs
 - Week of August 3rd compared to delivery during week of June 1st
- WealthTV's July 2009 rank among all networks increased 5 spots
- Increased their average rating delivery by 21% (see **Figure 2**)
 - Increase is seen when comparing the average rating for the four weeks prior to the promotion to the first four weeks with promotion

CONCLUSION

- WealthTV was able to use key knowledge gained through Rentrak's powerful analytic system (TVE) to help grow their audience
- TVE enables networks to better understand their audience and implement effective programming changes
- TVE provides insight into the effectiveness of targeted promotional campaigns

To learn more about Rentrak's TV Essentials system please visit www.rentrak.com

FIGURE 1 - WEALTHTV HOURS VIEWED

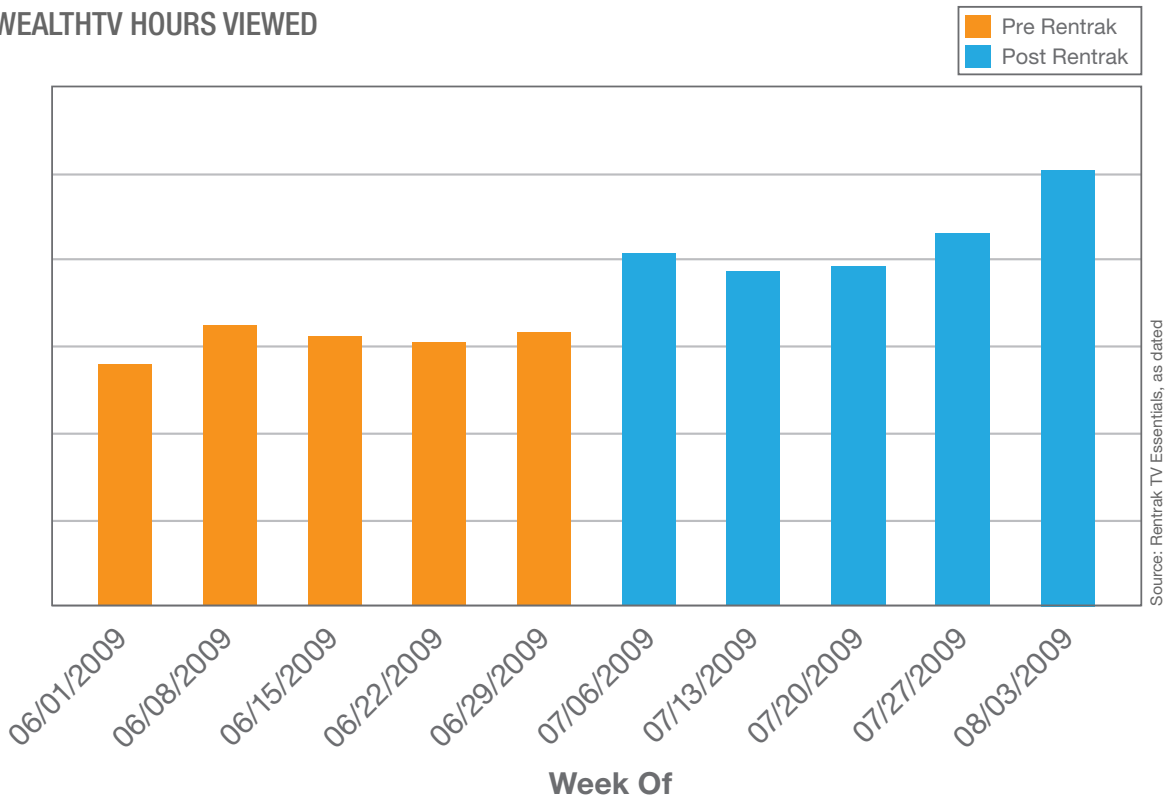


FIGURE 2 - WEALTHTV RATING INCREASE DUE TO PROMOTION AND PROGRAMMING CHANGES

