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The Brand Value of Search for TV

Paid Search Drives TV Tune-In

Google/Ipsos

U.S., February 2009

Objectives

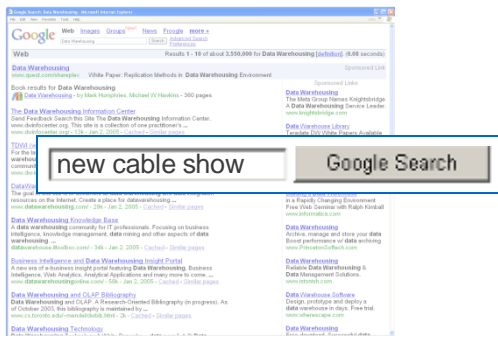
Paid Search drives traffic... but can it drive Tune-In?

1. To what extent do search ads drive TV tune-in?
2. Can SEM demonstrably lift branding metrics for TV show and network keywords?
3. Search drives Direct Response– but what is the brand impact of paid search impressions *beyond* the click?



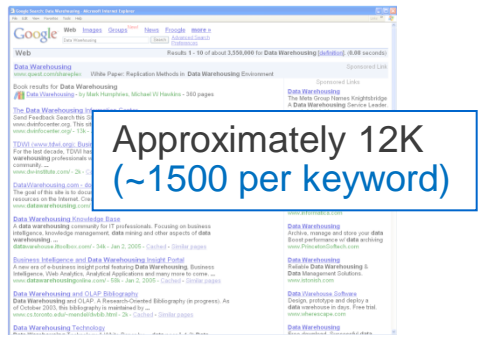
Methodology: Metrics Tested

1 Experimental Design



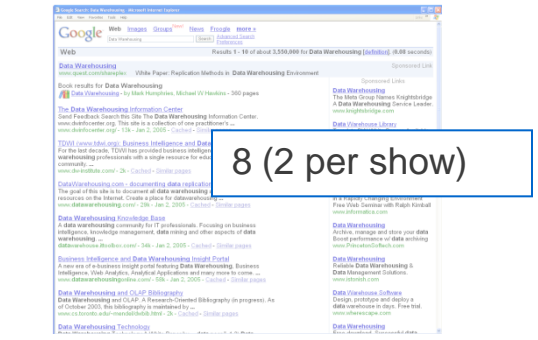
- Respondents asked to query a keyword with intention of finding out more about show or network.
- Allocated at random, keywords included show and network names for 4 different shows: *new cable show*, *existing cable show*, *new network show*, *existing network show*

2 Sample Size



- Respondents driven to different Search Engine results pages based on their queries

3 Number of Keywords Tested



- Respondents were only exposed to one *show specific search term & Search Engine results page*

Methodology: Search Engine Results Page

Exposure followed by a brand survey designed to measure brand impact and knowledge of show:

- Aided TV show awareness
- Unaided TV show awareness
- Knowledge of Network of show
- Intent to Tune-In

Google tv show Search Advanced Search Preferences

Web News Books Video

Customized based on recent search activity. [More details](#)

Results 1 - 10 of about 140,000,000 for [tv show](#). (0.17 seconds)

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[Lost - TV.com](#)

You really have to pay attention to enjoy the show. This show is probably easier to watch on a DVD box set or recorded on TV. You absolutely cannot miss an ...
[www.tv.com/lost/show/24313/summary.html](#) - 79k - [Cached](#) - [Similar pages](#) -

[Television program - Wikipedia, the free encyclopedia](#)

A person decides to create a new television series. The show's creator develops the show's elements, consisting of the concept, the characters, the crew, ...
[en.wikipedia.org/wiki/Television_program](#) - 56k - [Cached](#) - [Similar pages](#) -

News results for [tv show](#)

[TV show Prison Break gets the chop](#) - 13 hours ago
After four seasons on air, hit drama show Prison Break has been given the chop by American television network Fox. The show, which airs on TV3 in New ...
[Stuff.co.nz - 325 related articles »](#)

[CES 2009 in review: wireless, the web, netbooks and 3DTV are key ...](#) -
[Telegraph.co.uk - 416 related articles »](#)

[Tommy Tieman inks on TV show captured](#) - Irish Times - 12 related articles »
After four seasons on air, hit drama show Prison Break has been given the chop by American television network Fox. The show, which airs on TV3 in New ...

Analysis is between people who saw just an organic SERP, and people who saw an ad placement for the show

Key Takeaways

- 1** Paid Search substantially increases likelihood of TV Tune-In

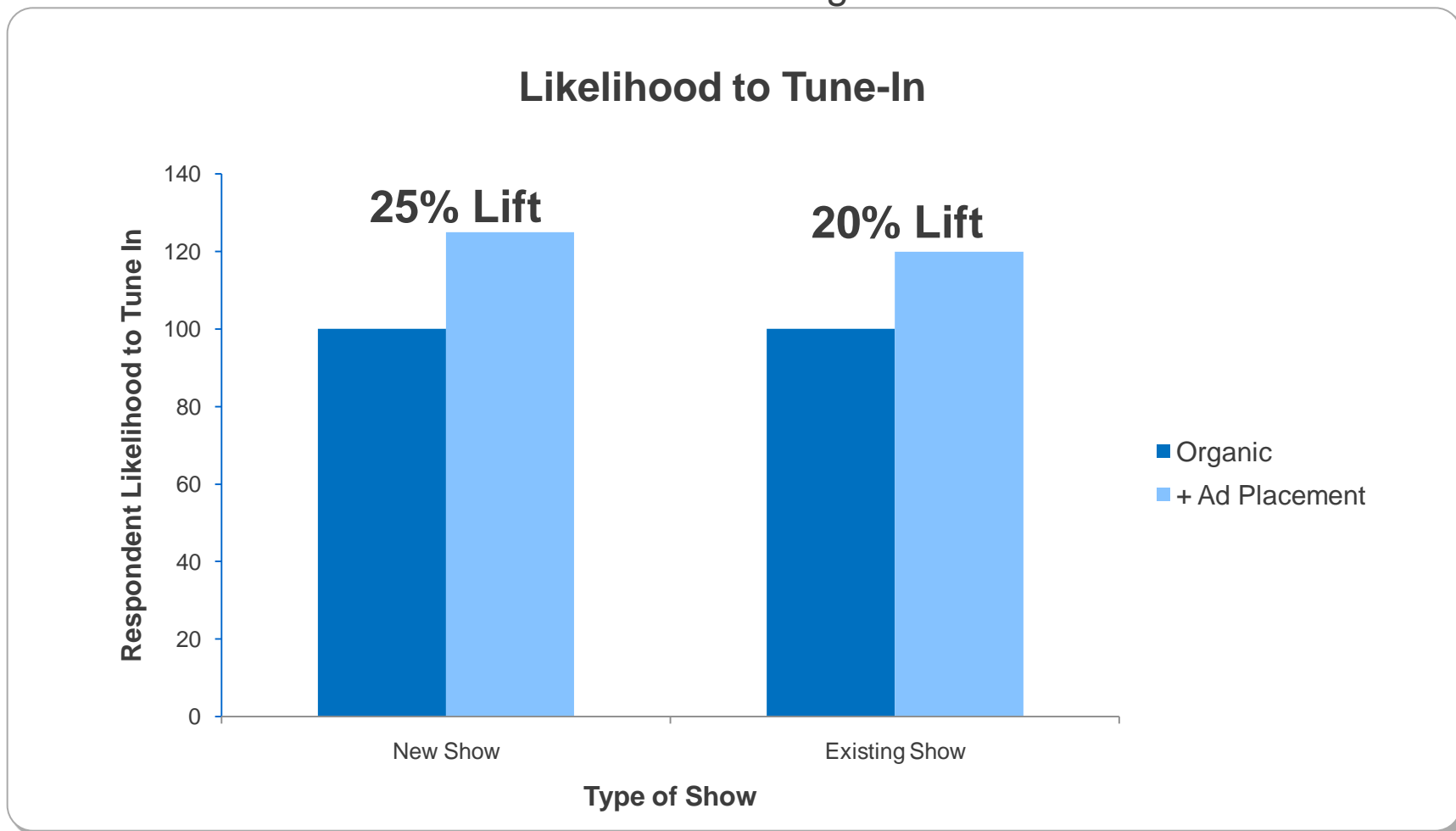
- 2** Paid Search improves competitive positioning for TV brands

- 3** Paid Search increases traffic to TV advertisers' branded websites

- 4** Paid Search increases awareness of TV Shows and Networks

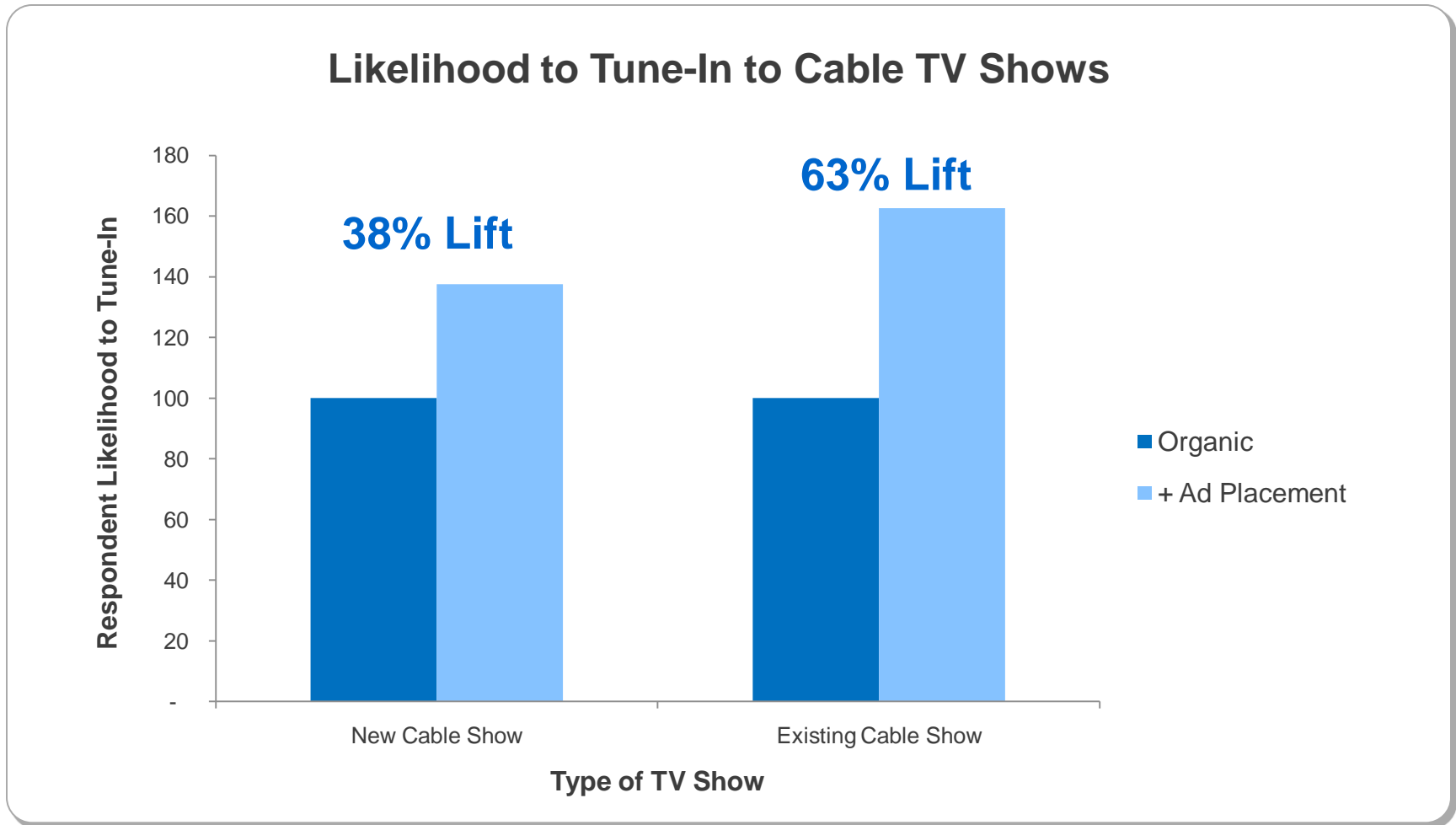
Paid Search Increases TV Tune-In

Search Advertising resulted in a **25%** lift in likelihood to tune-in to new shows, and a **20%** lift in likelihood to tune-in to existing shows.



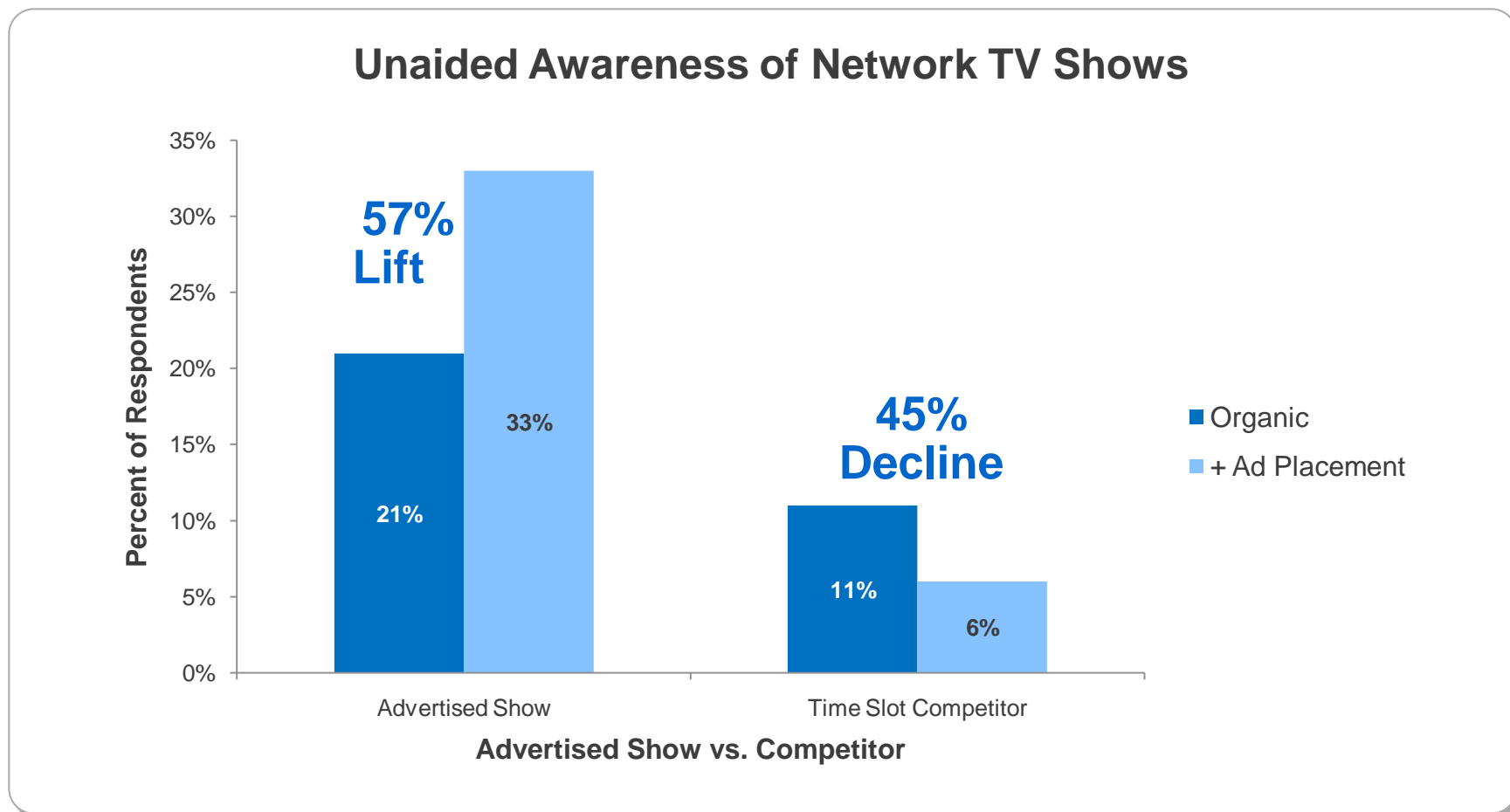
Paid Search Increases TV Tune-In

Search Advertising resulted in a **38%** lift in likelihood to tune into the new cable show, and a **63%** lift in likelihood to tune into the existing cable show



Paid Search Improves Competitive Positioning

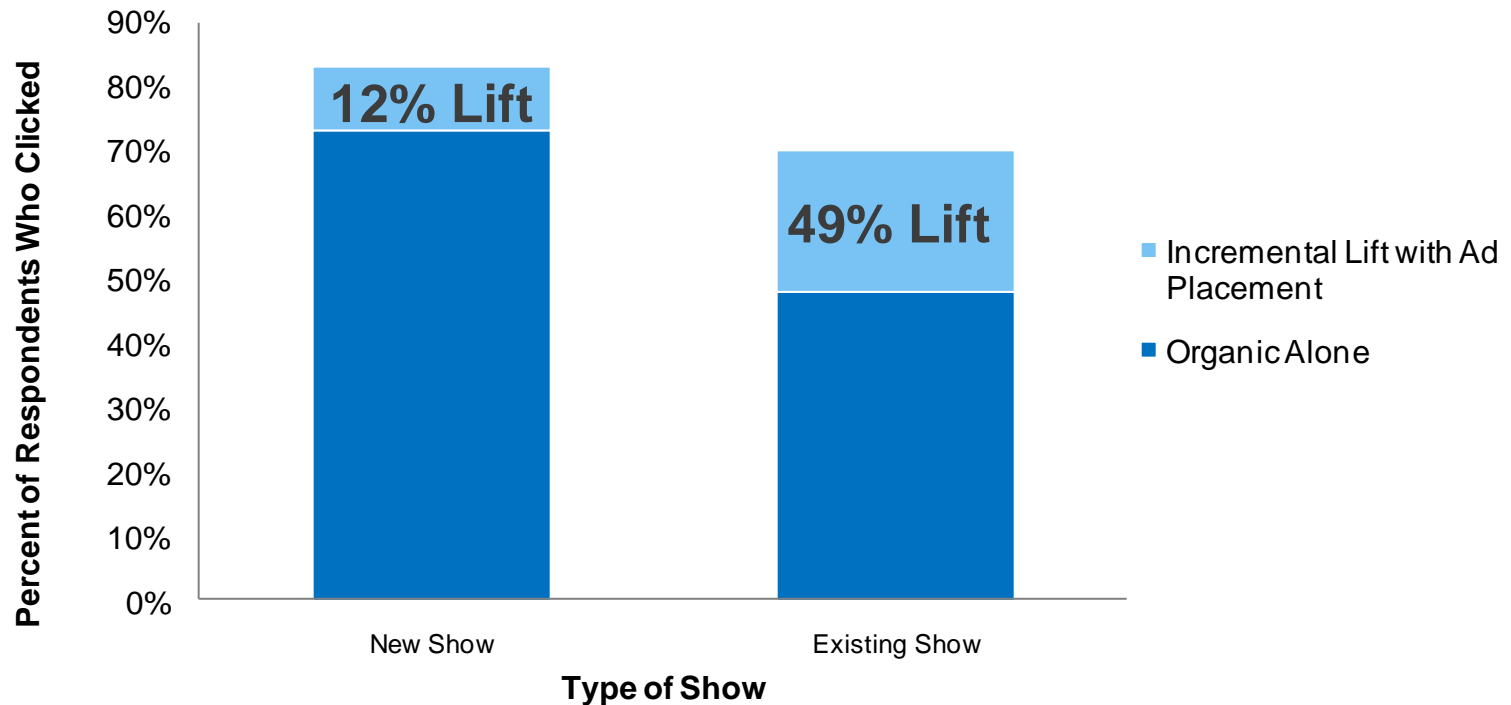
Search Advertising resulted in a **57%** lift in awareness of the advertiser's show, and a **45%** decline in awareness of the time slot competition



Paid Search Increases Web Traffic to Branded Sites

Search Advertising resulted in a **12%** lift in clicks to branded websites for new shows and a **49%** lift in clicks to branded websites for existing shows.

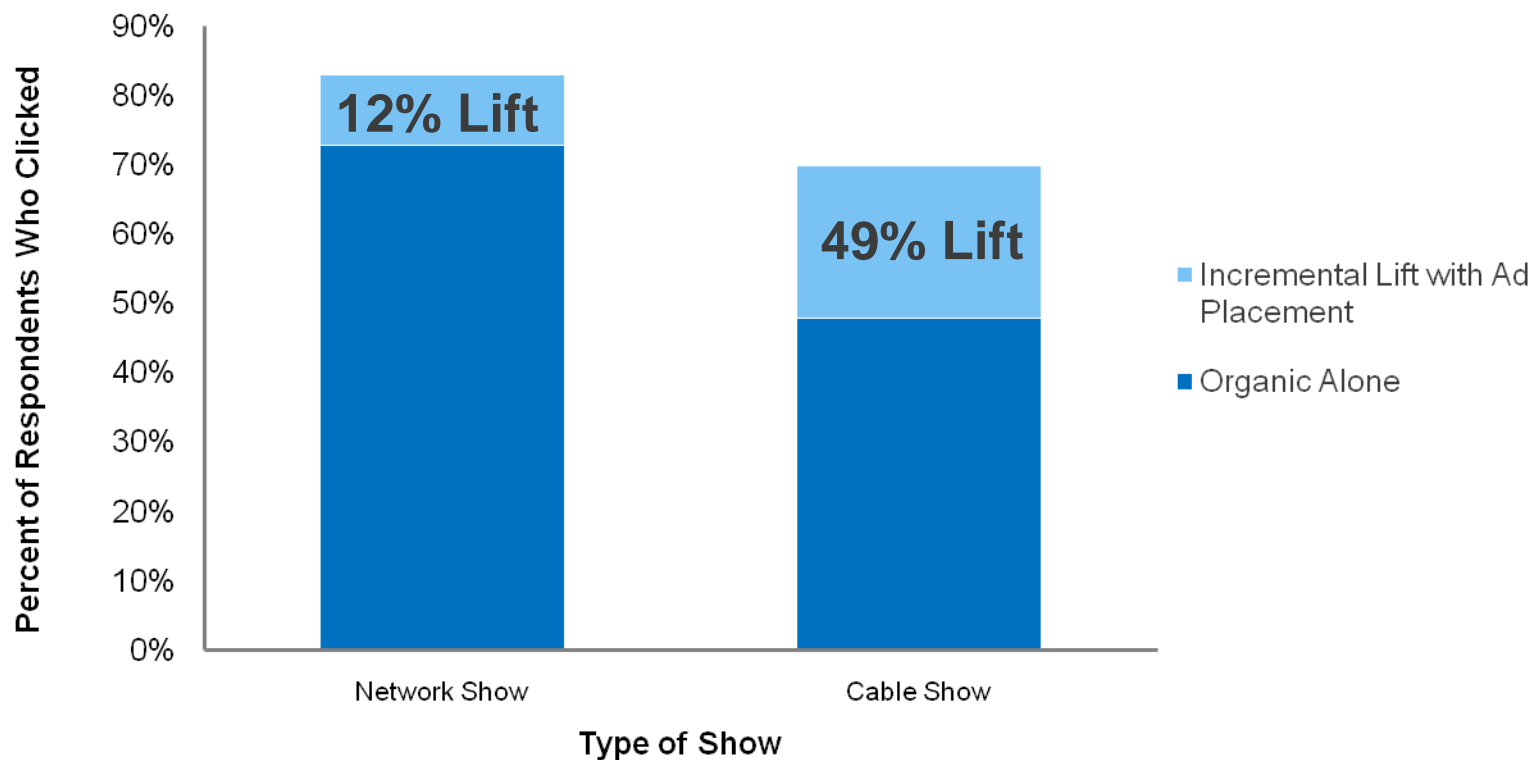
Absolute Lifts in Traffic



Paid Search Increases Web Traffic to Branded Sites

Search Advertising resulted in a **12%** lift in clicks to branded websites for the network show and **49%** lift in clicks for the cable show

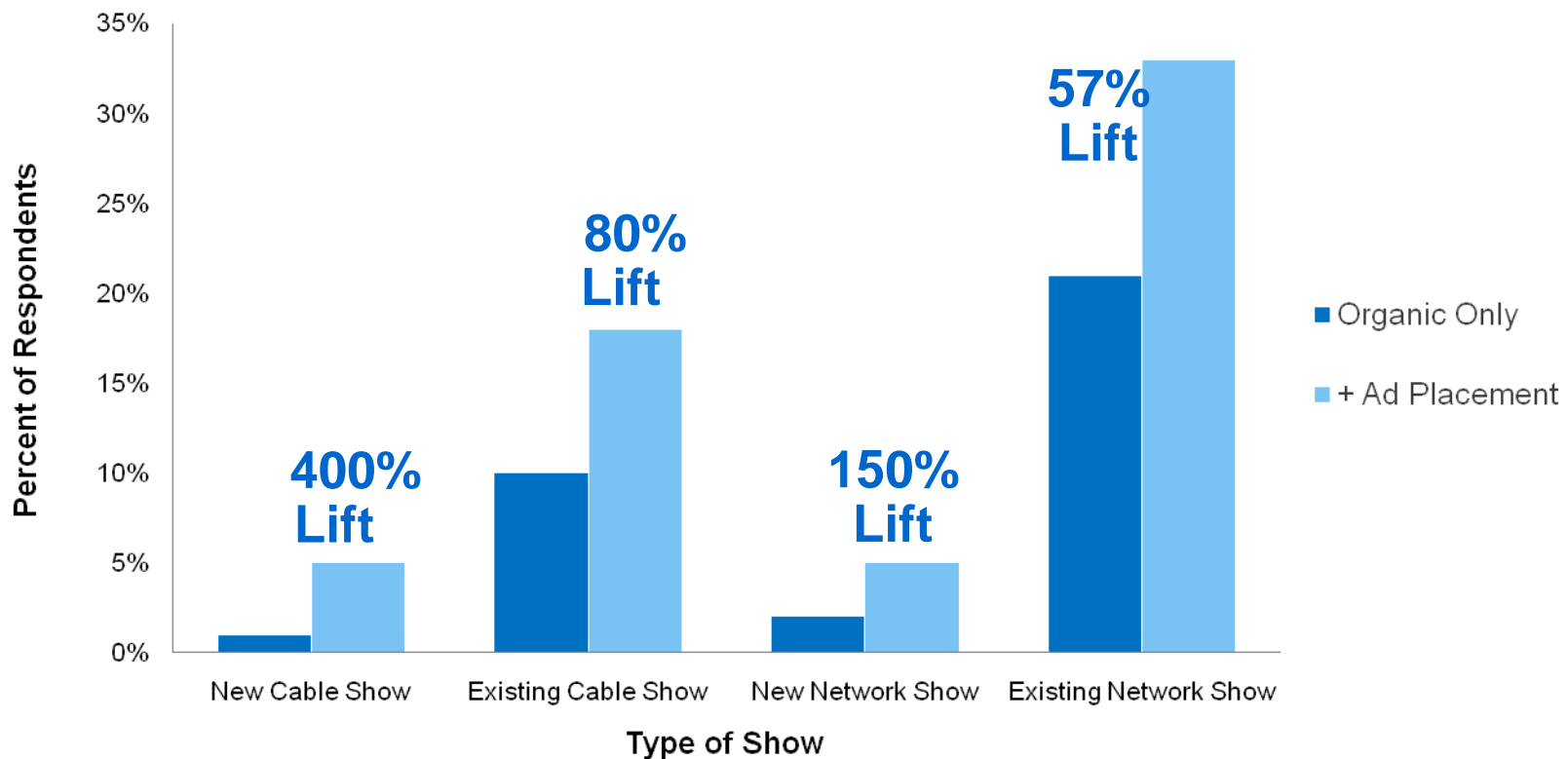
Absolute Lifts in Traffic



Paid Search Increases TV Show Awareness

Search Advertising resulted in a **150- 400%** lift in awareness of the new TV shows, and a **57-80%** lift in awareness of the existing cable TV shows

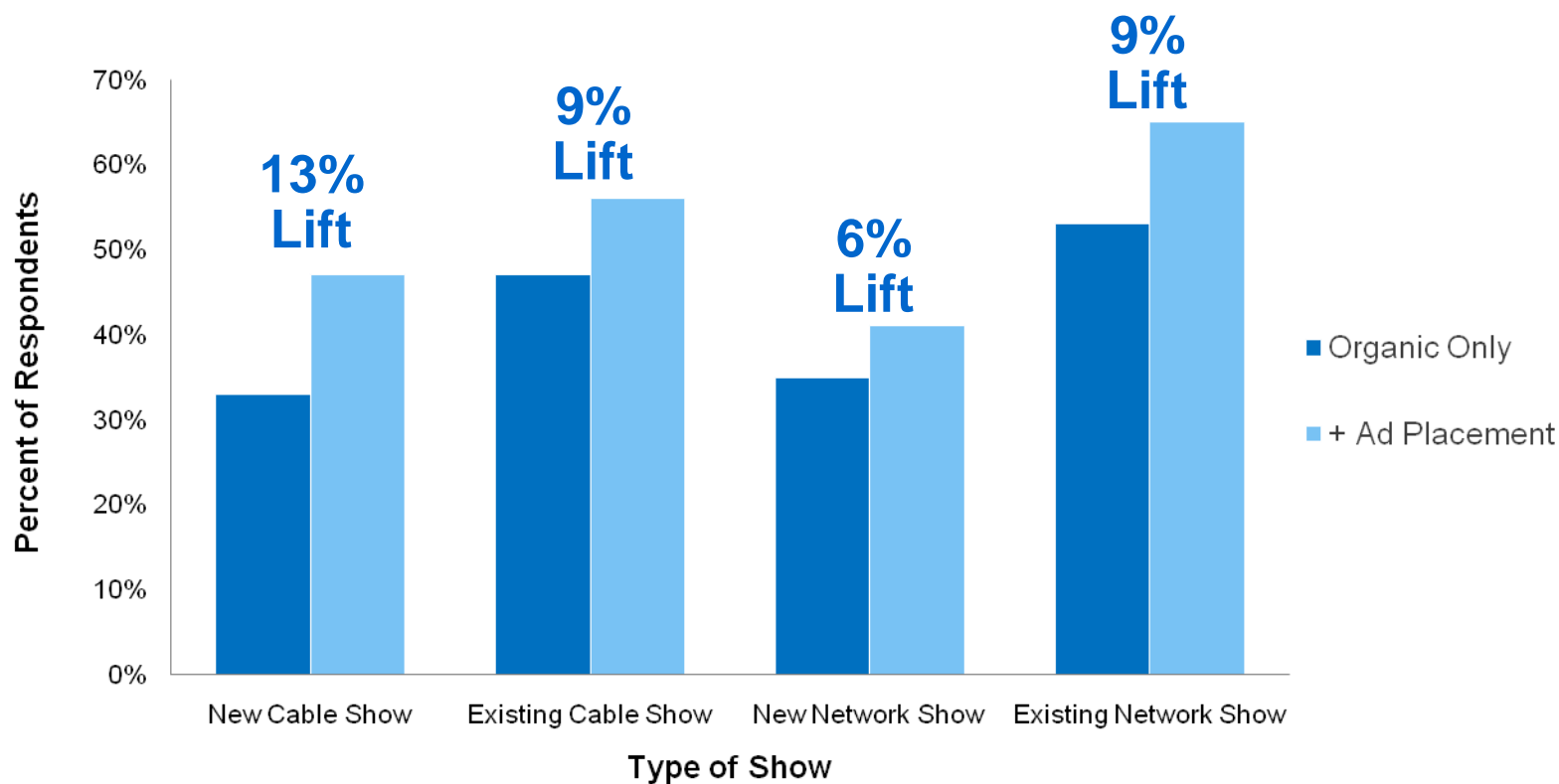
Awareness Lift Across TV Shows



Paid Search Increases TV Network Association

Search Ads resulted in a 6-13% lift in correct association of networks with new TV shows, and a 9% lift in association with existing TV shows

Awareness of Network Lift Across TV Shows



Summary of Key Takeaways

- 1** Paid Search substantially increases likelihood of TV Tune-In

- 2** Paid Search improves competitive positioning for TV brands

- 3** Paid Search increases traffic to TV advertisers' branded websites

- 4** Paid Search increases awareness of TV Shows and Networks

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