



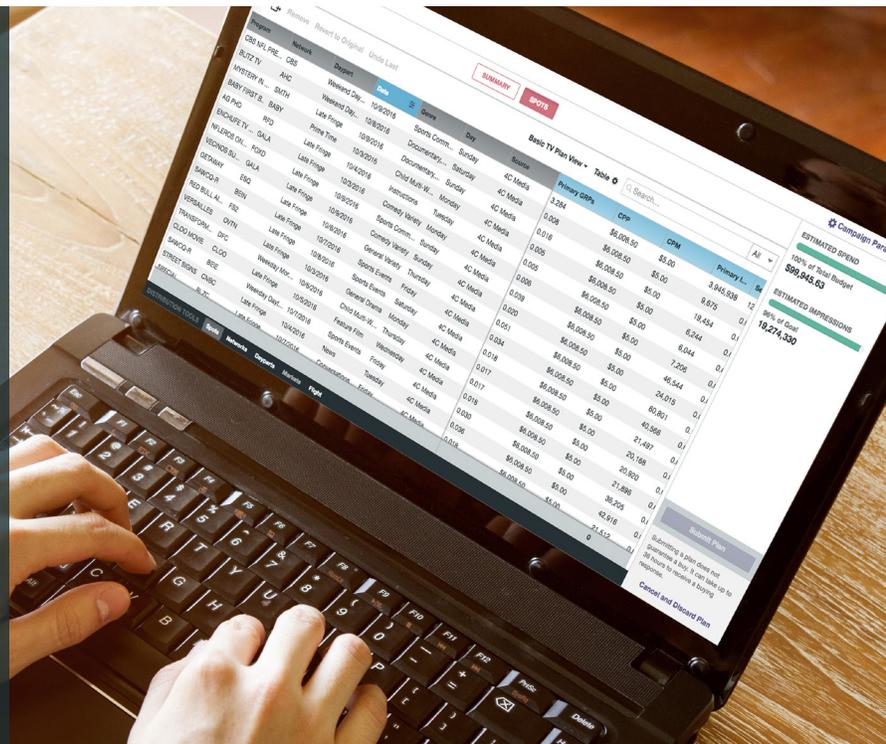
# TV Planner

POWERED BY THE 4C INSIGHTS AFFINITY GRAPH™



## How are you plugging the gap between planning and buying?

Advance your traditional TV strategy with audience-driven upfront planning, linear schedule optimization, and strategic scatter recommendations. 4C TV Planner is a streamlined, self-service product that enables you to build and activate audience-driven campaigns without disruption to your current processes.



### TARGET WITH PRECISION

Gain a higher reach against your target audience, while still adhering to your primary demo, with advanced controls for optimizing linear schedules.

### MONITOR THE COMPETITION

Unearth competitive advantages by comparing historical spend, airings, networks, dayparts, and social engagement of your brand versus your key competitors.

### PLAN WITH INTELLIGENCE

Inform future campaigns or scatter buys using predictive recommendations for the best-performing networks, dayparts, and programs for your initiatives.



4C provides deep product expertise and strategic insights.

ANGELINA ENG, VP OF PLATFORM SOLUTIONS & ACTIVATION, MERCK

**4C**

What would it mean to BRAND to have up-to-date viewer affinities in your pocket?

REPORTING FOR: FEBRUARY 2017  
AVERAGE PPM: 12.78  
PANEL SIZE: 213,665,907

**BRAND'S TOP 100 TV AFFINITIES**

RANK	PROGRAM	NETWORK	GENRE	AFFINITY INDEX	PPM
1	Fast Money	CNBC	News	652.16	108.88
2	Shark Valley	HBO	Science	647.80	96.88
3	Mad Money	HBO	News	573.86	73.36
4	Chicago Bull	HBO	News	532.80	84.84
5	Dogman's Food	The CW	News	482.80	81.81
6	Competition	HBO	Science	481.49	55.16
7	Survival of the Fittest	CNBC	News	426.49	61.16
8	How It's Made	Discovery	Documentary	408.40	52.21
9	The Great Indoors	CSI	Comedy	407.45	51.51
10	Mexico Pabo	HBO	Adventure	328.73	43.43
11	Squad Five	CNBC	News	328.72	42.42
12	Inside Amy Schumer	Comedy Central	Comedy	320.27	42.22
13	Planet Earth	CNBC	News	313.14	40.10
14	Man of Steel	ABC	Drama	286.86	29.29
15	American Gothic	CSI	Mystery	291.16	21.21
16	60 Minutes Sports	Discovery	News	285.46	26.26
17	CSI: Miami	Comedy	Drama	282.20	15.15
18	CSI: Mathematical	Science	Reality	272.77	24.24
19	12 Minutes	FOX	Science Fiction	225.54	23.23
20	Autism	Discovery	Documentary	225.46	22.22
21	Quinn - A Quinceañera Odyssey	FOX	Comedy	215.44	22.22
22	The Man in the High Castle	History	Mystery	205.41	14.14
23	Blue Fall	News	Comedy	215.27	22.16
24	Autism: Beyond	Comedy Central	Comedy	204.84	20.24
25	Fulltime Hustle	CNBC	News	246.49	21.11
26	Providence Dispatch	HBO	News	244.84	21.11
27	Jay Leno's Garage	CNBC	Auto	233.53	30.42

FOLLOW US @4CINSIGHTS OR VISIT US AT 4CINSIGHTS.COM

### FREE REPORT

Do you know which TV programs your consumers engage with on social media? Get a free, custom report of your brand's Top 100 TV Shows - just reach out to your 4C representative.

VISIT 4CINSIGHTS.COM OR FOLLOW @4CINSIGHTS



## Advanced TV

### THE NEXT STEP IN TV MARKETING'S DATA-DRIVEN JOURNEY

While programmatic and addressable TV are the ultimate destination for marketers, a mere 5% of total TV ad spend will use either of those two methods in 2017. Much is yet to solve for with these buying methods, from inventory access to data and technology infrastructure.

**The most immediate and actionable opportunity for TV marketers is one that fits within their current processes** and can impact the 95%, or \$70 billion in the U.S., of ad spend they will place in 2017. With the ability to apply new and different data sets to optimize linear schedules, marketers can begin to take the next step in their journey toward greater effectiveness and efficiency in their TV advertising.

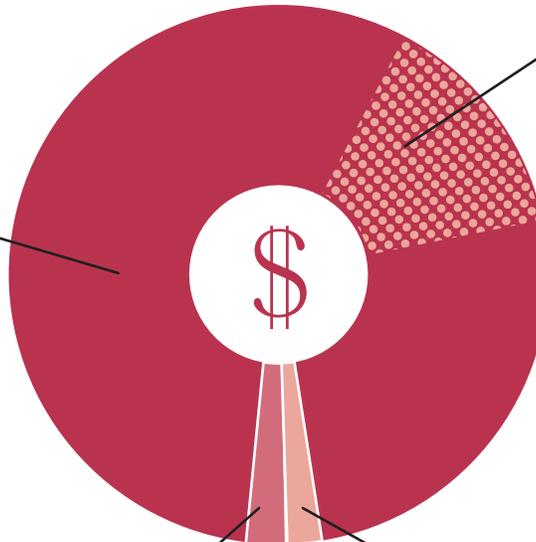


### DRIVING OPPORTUNITY: CURRENT U.S. TV AD SPEND

(Source: eMarketer, 2017)

#### TRADITIONAL TV (96% OF MEDIA SPEND)

Buyers secure linear TV inventory through a direct deal with a network or cable broadcaster using an age/gender proxy (e.g. women 25-54) set by Nielsen GRP data.



#### ADVANCED TV (15% OF TRADITIONAL TV SPEND)

A way to buy linear TV inventory beyond primary age and gender. Buyers can combine data with TV viewing information to optimize TV schedules for programs, networks, etc., that index higher for their target audience.

#### PROGRAMMATIC TV (2% OF MEDIA SPEND)

Marketers analyze viewership data provided by set-top boxes (STB) and specialized data providers to buy spots with viewers that best match their target audience, then purchase and serve inventory using automated technology.

#### ADDRESSABLE TV (2% OF MEDIA SPEND)

Using similar data as programmatic TV, marketers identify a target audience and deliver ads to households within that target. Few U.S. households are addressable today, and such inventory can be purchased from providers like Dish and DirecTV using traditional or programmatic methods.

VISIT [4CINSIGHTS.COM](http://4CINSIGHTS.COM) OR FOLLOW @4CINSIGHTS