



## BE STILL MY VIEWING HEART:

An exploration of the emotional bond viewers have with television programming and the impact on brands & advertisers

 2017 REPORT

# Riding The Tide Of Emotions

*Walter White. Sidney Bristow. Kramer. Cookie Lyon. Don Draper. Lorelai Gilmore. Bart Simpson.  
Rick & Morty. Sheldon Cooper. Jane Villanueva.*

VAB has often demonstrated the undeniable ability of TV to drive business growth, but in this report we explore the emotional impact of television. Television programming satisfies our human emotional need for connection; a connection not only to the characters and stories that resonate with us, but also the desire for a shared experience with our community.

The emotional bond many of us feel with Television programming is made clear by...

- ♥ The amount of time & attention we give it - 5+ hrs a day, double what we spend eating, drinking, shopping and viewing Facebook, *combined*
- ♥ Our insatiability for more content from the shows we love - 52 Million Facebook Followers of the top 5 shows alone
- ♥ The urgency we feel to rejoin the stories we loyally follow - 88% of primetime is viewed live

Emotionally compelling, character-driven premium programming fosters an ideal environment to showcase an advertisers message. But why is this important for advertisers?

- ♥ 90% of human decision making is dictated by emotion
- ♥ 85% of consumer purchases are driven by emotional attachment
- ♥ And 58% of consumers believe TV is where they are most likely to find advertising that makes them feel emotional (a figure 6x greater than that of Social media)

So, make like Olivia Pope and grab a glass of wine and popcorn, get cozy on the couch, and learn about the emotional side of TV programming and its benefits to advertisers.

# The Emotional Journey

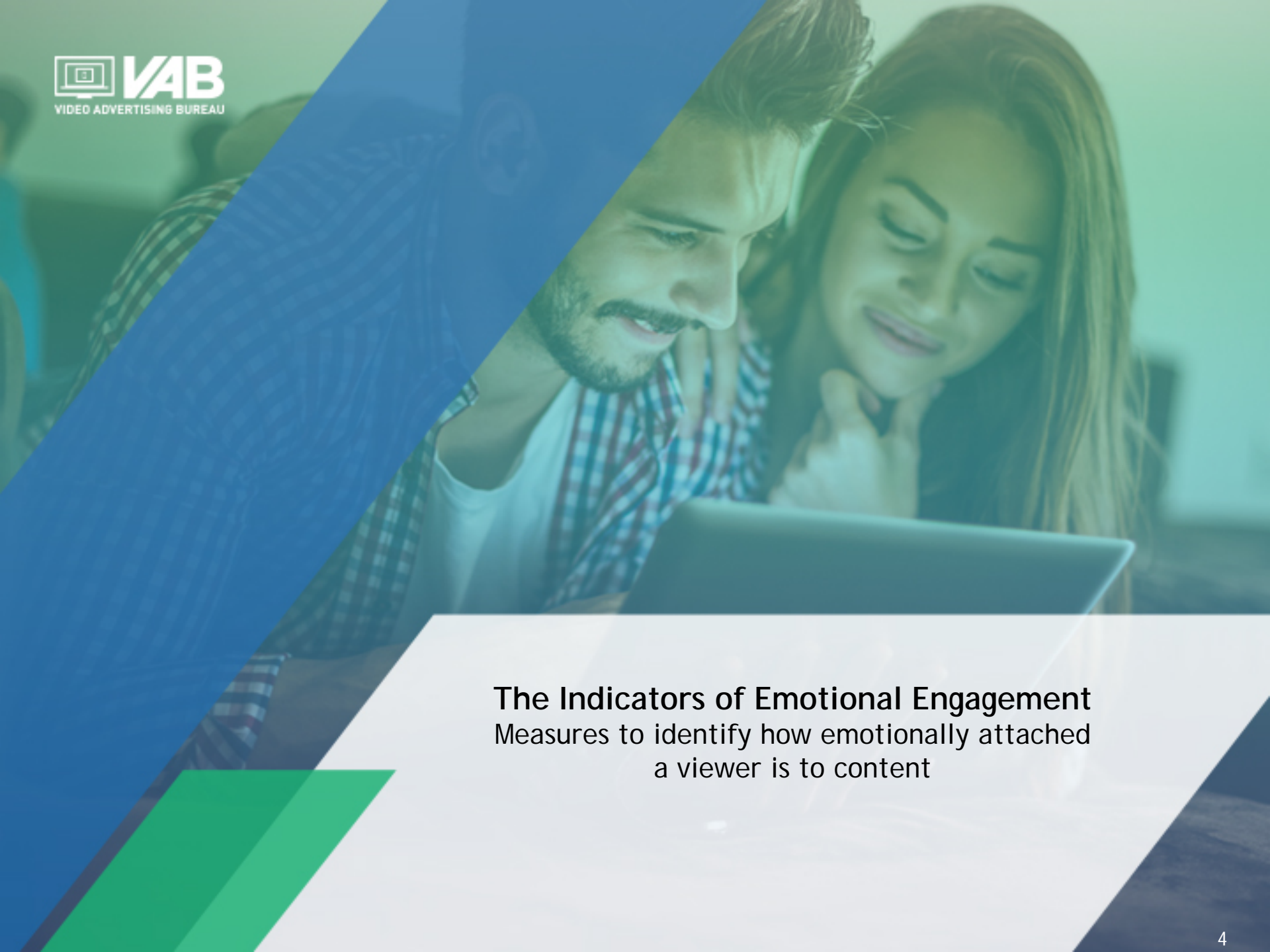
## Section I: The Indicators of Emotional Engagement

Time Spent & Attention	6
Viewer Receptivity & Mindset	17
Insatiable Appetite for More	27
Attachment to Characters	56

## Section II: The Impact Of Emotional Attachment On Brands and Advertisers

Summary	75
---------	----

Related Reports & Contacts	76
----------------------------	----



**The Indicators of Emotional Engagement**  
Measures to identify how emotionally attached  
a viewer is to content

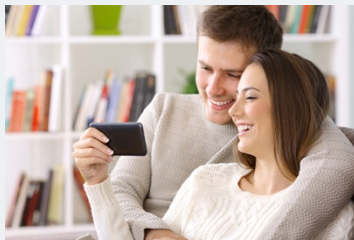
# The Indicators of Emotional Engagement:

## Measures to identify how emotionally attached a viewer is to content



### ***Time Spent & Attention***

*In our increasingly busy lives, time is our most precious resource -focusing our attention on something signals commitment, loyalty, and interest*



### ***Insatiable Appetite for More***

*More anticipation, more conversation, more spoilers, more episodes, more related content*



### ***Viewer Receptivity & Mindset***

*People go to devices and platforms with an established expectation for their experience, ranging from functional to the more emotionally charged*



### ***Attachment to Characters***

*The willingness of viewers to repeatedly open their homes and hearts to the characters they love - and love to hate!*

## Time Spent & Attention

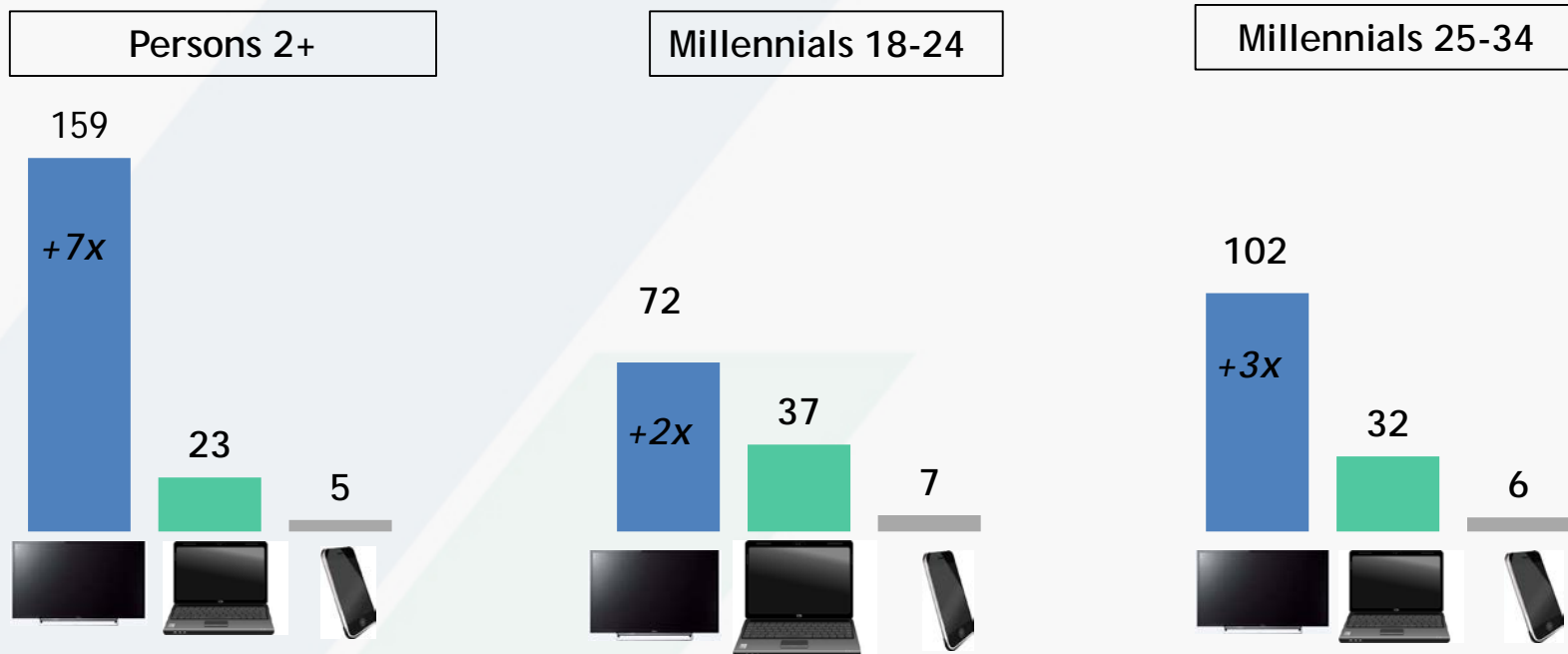
*In our increasingly busy lives, time is our most precious resource -focusing our attention on something signals commitment, loyalty, and interest*

Over The Course Of a Year, The Average American  
Devotes 1,908 Hours To Television

If Viewed Consecutively, He Would Spend  
*80 Days - 20% of the year* - Watching TV

# Although On-The-Go Viewing Is On The Rise, Viewers Crave The Experience Of Watching On The Big Screen

Monthly Hours Watching Video  
TV, PC, Smartphone



# Adults Dedicate More Time On the TV Screen Each Day Than They Do Eating/Drinking, Shopping, Talking On The Phone, Emailing, And Viewing Netflix, YouTube, And Facebook Combined

Time spent per day (Adults)



■ Watching TV

■ On Facebook

■ Organizational, civic, and religious activities

■ Eating and drinking

■ Caring for household members

■ Watching Netflix

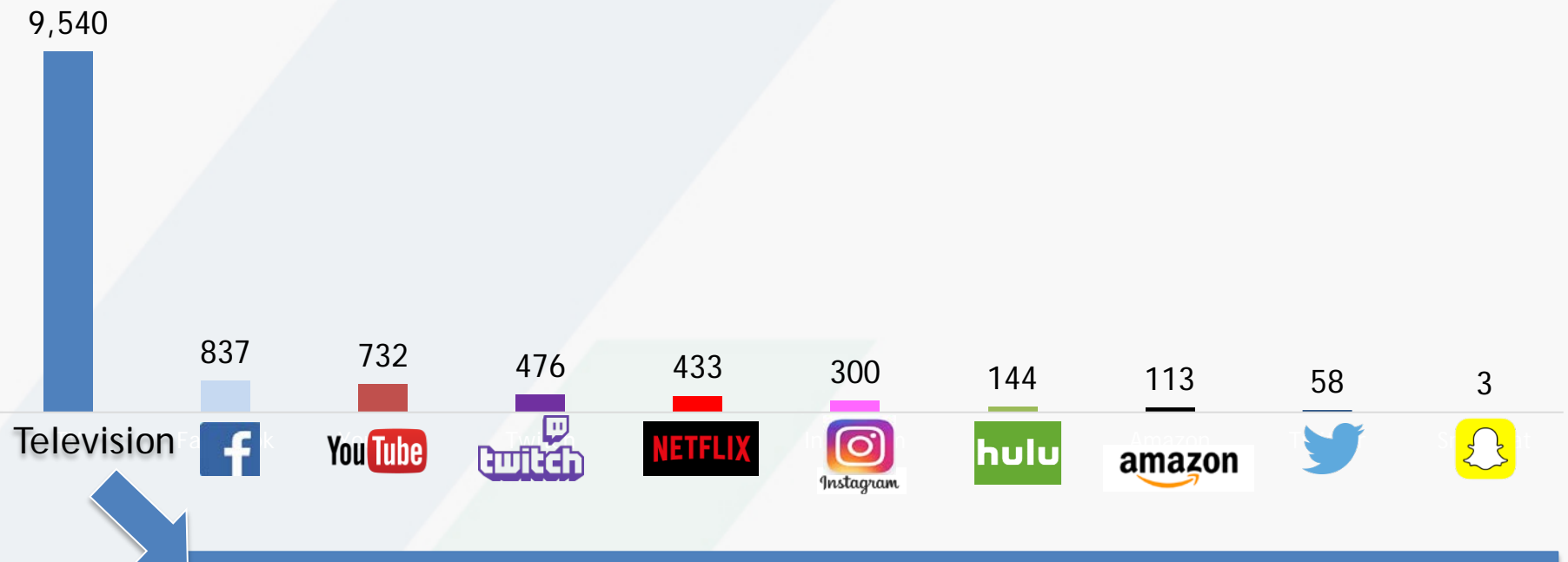
■ Shopping

■ Watching YouTube

■ Telephone calls, mail, and e-mail

# TV Viewers Are Committed & Invested In The Content, Spending More Time Watching It Than Other Video Platforms

Average Monthly Time Spent  
Minutes per viewer- Adults 18+

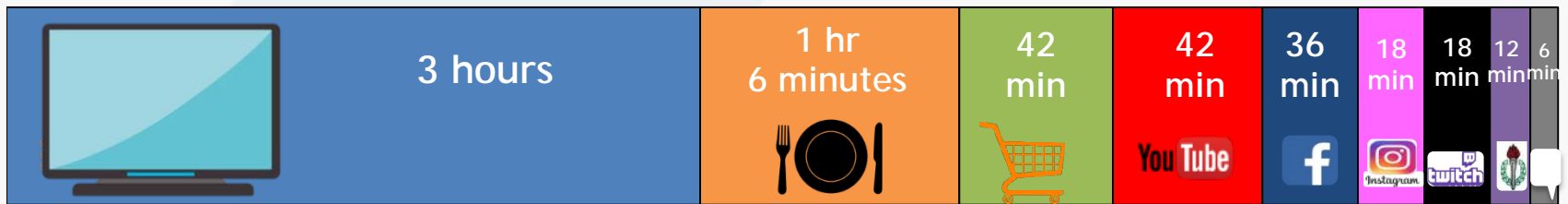


The average length of a session with TV is 43% longer than with YouTube and 240% higher than with Facebook, offering more potential for engagement

# The Ultimate TV Fans?

**Millennials** Spend More Time Watching TV Each Day Than They Do Eating/Drinking, Shopping, And Using YouTube And Instagram **Combined**

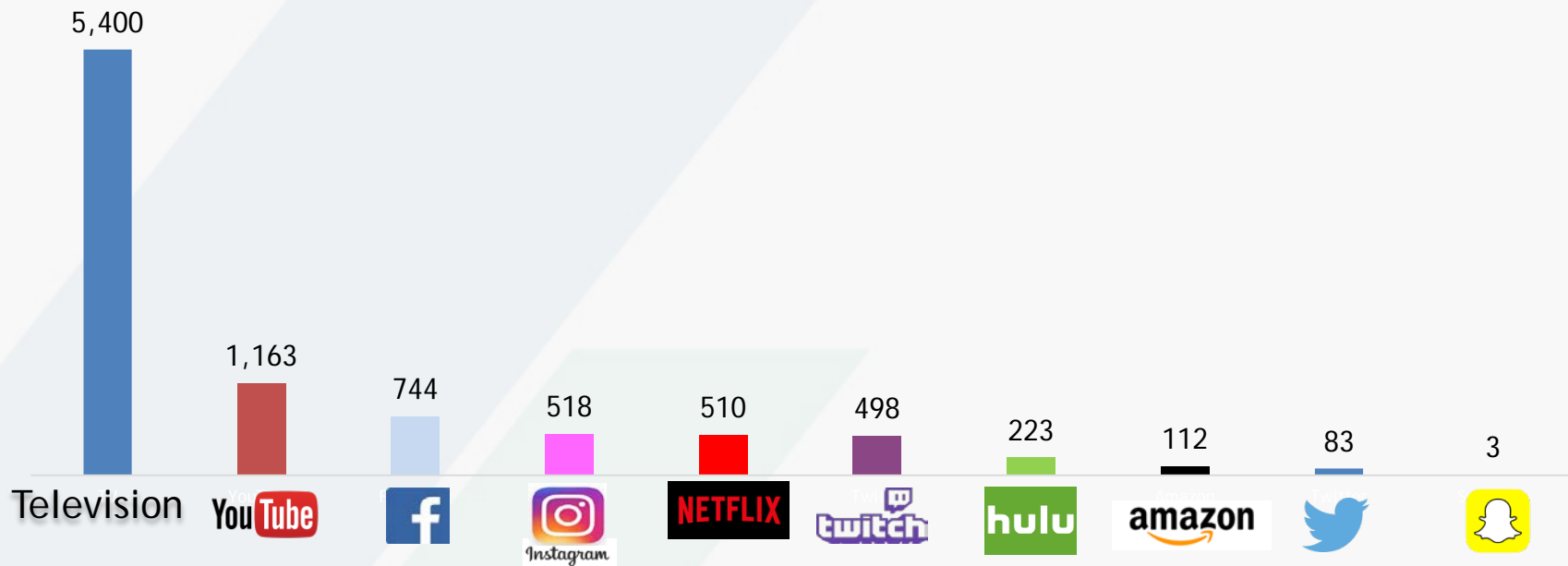
Time Spent per day (Millennials)



- TV
- Eating and drinking
- Shopping
- Watching YouTube
- On Facebook
- On Instagram
- On Twitch
- Organizational, civic, and religious activities
- Telephone calls, mail, and e-mail

# Millennials Spend 4x More Time Watching TV Than YouTube, the Largest Online Video Platform

Average Monthly Time Spent  
Minutes per viewer - P18-34



How Does YouTube Compare to TV?

Does YouTube Offer the Same Experience or Environment?

# YouTube Offers a Completely Different Viewing Experience From Television

## The YouTube Viewing Experience Is Highly Fragmented

TV viewers spend more *time* with a more *focused* set of programs, fostering deeper engagement and storytelling

Weekly time spent on the 10 most viewed networks



**292.5 Billion** minutes viewed across **635** programs



**37.2 Billion** minutes viewed across **700,000+** channels

# The Indicators of Emotional Engagement:

In Their Increasingly Busy Lives, Americans Take Time Each Day to Sit Back, Relax and Watch Hours of TV



## ***Time Spent & Attention***

*If viewed consecutively, the average American would devote 80 days - 20% of their year - to watching TV*

Viewer Receptivity & Mindset

Insatiable Appetite for More

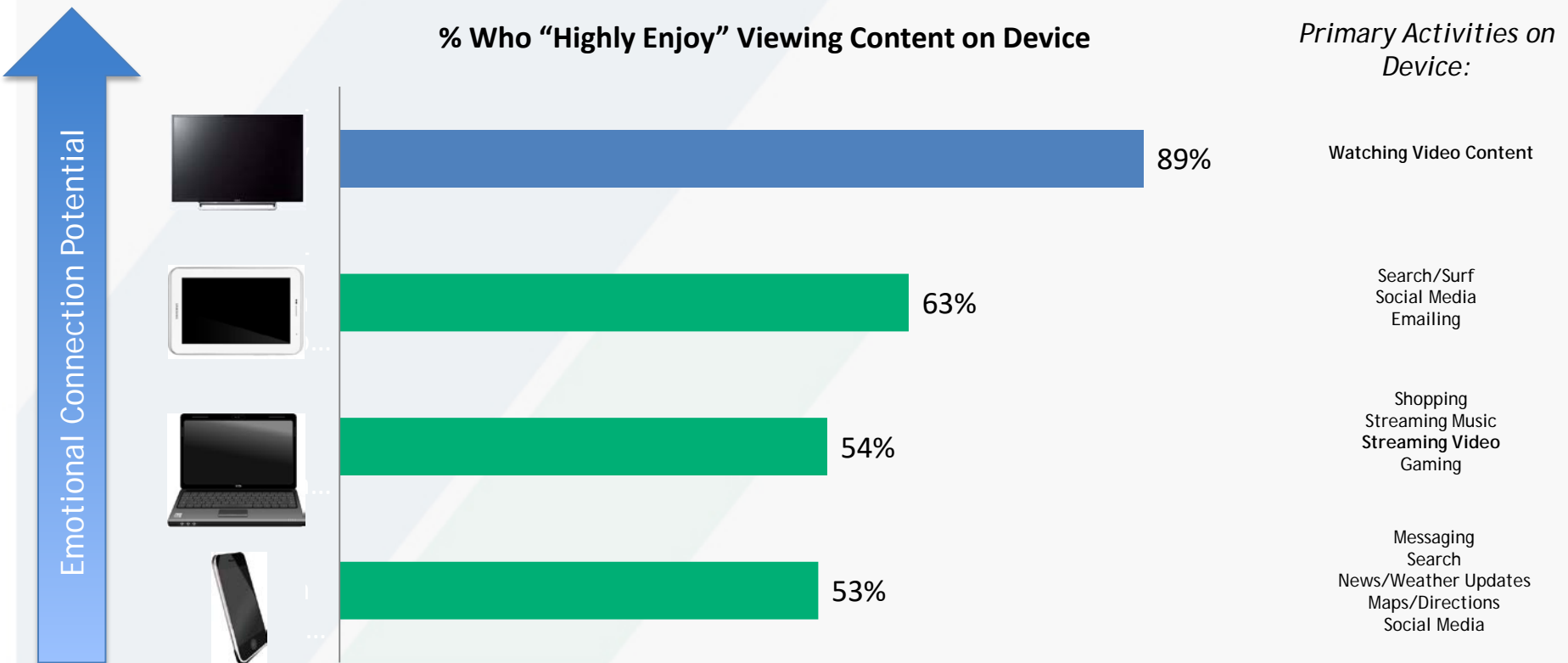
Attachment to Characters

## Receptivity & Mindset

*People go to devices & platforms with an established expectation for their experience, ranging from functional to the more emotionally charged*

# Consumers Prefer Watching Content on a Television

They rely upon other devices for utility & functional benefits



# Not Surprisingly, Television Is The Platform That Provides The Strongest Opportunity For Storytelling and Emotional Engagement

Emotional Connection Potential



## Entertainment & Escapism

- 82% enjoy it for pure entertainment
- 6 core reasons: for comfort, to unwind, to connect, to experience, to escape, and to indulge\*



## Connections Over Content

- 82% of users cite making connections as the best thing that's happened to them since joining Facebook - finding old friends/acquaintances, making new friends, creating business opportunities
- 10% cite content, such as news updates and stories



## Real-time news and second screening (of televised) events

- 86% of Twitter users use it primarily for keeping up with news
- 28% of users chat live events



## Music, quick-hit humor and how-to's

- 94% of the top 250 viewed videos are music

As A Pure Entertainment Platform, Television  
Programming Is Able To Elicit A Wide Array of Emotions

# TV Programs Evoke Emotions Ranging From Suspense To Elation

Top 250 TV Programs, grouped by genre



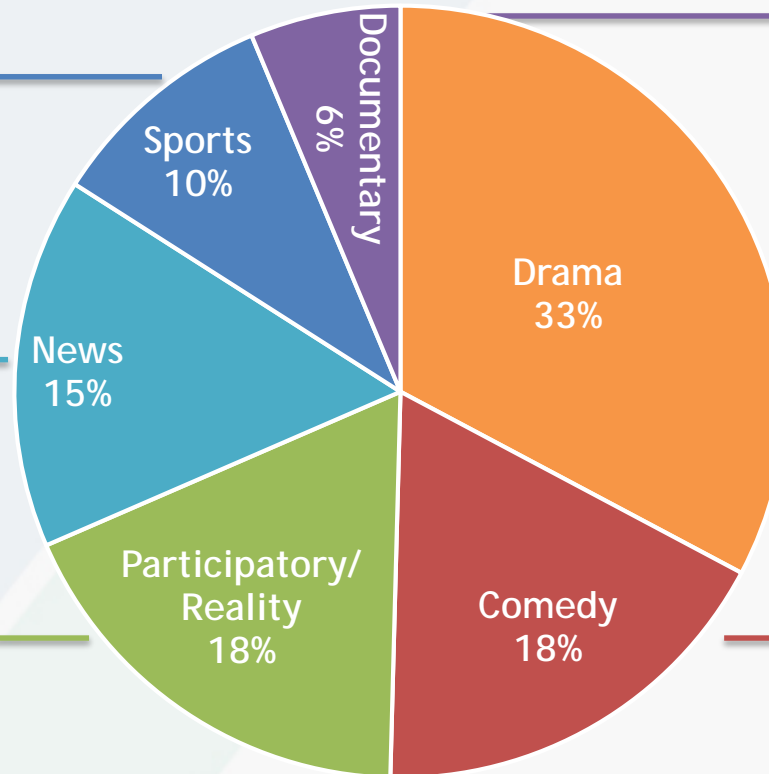
*Hope, Comradery,  
Elation, Despair*



*Uncertainty, Angst,  
Empowerment*



*Absurdity, Surprise,  
Escape*



*Awe, Understanding,  
Enlightenment, Curiosity*



*Fear, Suspense, Sadness,  
Relief*



*Joy, Delight, Relaxation*

# And TV Content Taps Into Deeply Personal Topics And Brings Them Into Our Living Rooms



Delights with ideas on how to nourish family & friends



Provokes thinking and discussion about salient topics



Transports to exotic and aspirational travel destinations



Explores the relationship dynamics viewers experience in their own lives



Enables self-discovery and personal exploration



Fuels the passions of sports fandom



Inspires the creation of a warm home environment that reflects personal style

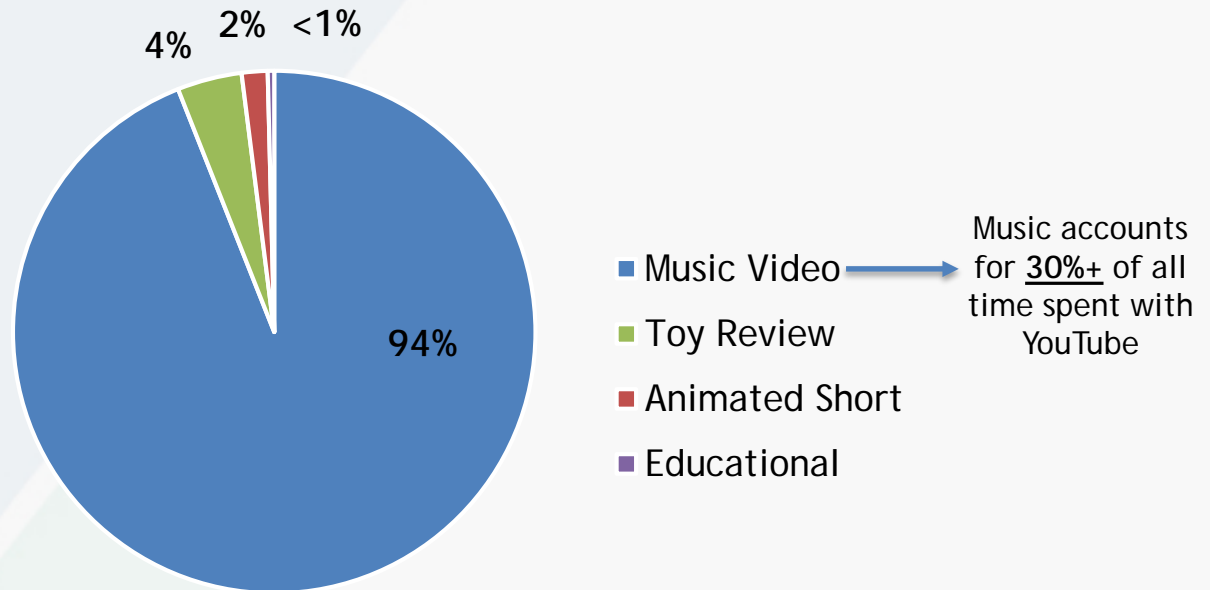


Awes and dazzles with the fashions, glitz, and glamor of Awards season

In Contrast, The Most Heavily Viewed Videos On YouTube  
Focus Largely On A Single Genre

# The Overwhelming Majority Of YouTube's Top Content Is Music

Top 250 Most-Viewed YouTube Videos, grouped by genre



While music does elicit emotion, it lacks many of the basic elements required for true sustained emotional engagement: A compelling storyline, depth of character development, and the ability to develop a story over time

# A Look At The Top Pieces of Video On Each Platform Illustrates The Disparity In Storytelling and Depth Of Emotion



2017 Top YouTube content



*Despacito*



*Wiz Khalifa*



*Gangnam Style*



*Justin Bieber*



2017 Top Television content



*The Big Bang Theory*



*This Is Us*



*Bull*



*The Voice*

Sources:

TV: Programs rank in top 10 Entertainment Programs, Nielsen, P2+, 9/16/17-5/24/17: The Big Bang Theory, This is Us, The Voice, Bull  
YT: Ranking based on highest # of views, through 9/1/17 - Despacito, Gangnam Style, Justin Bieber/Sorry, Wiz Khalifa/See You Again

# The Indicators of Emotional Engagement:

As A Pure Entertainment Platform, Television Programming Is Able  
To Elicit A Wide Array of Emotions



## *Time Spent & Attention*

*If viewed consecutively, the average American would devote 80 days - 20% of their year - to watching TV*

Insatiable Appetite for More

## **Viewer Receptivity & Mindset**

*People rely on TV for comfort, to unwind, to connect, to experience, to escape and to indulge*

Attachment to Characters

**Insatiable Appetite for More**  
*More anticipation, more conversation, more  
spoilers, more episodes, more related  
content*

## “Insatiable Appetite for More” Means...



**“Pre”**  
Urgency,  
anticipation,  
planning, &  
excitement for  
the content



**“During”**  
Sustained  
interest &  
Immediate  
need to share



**“Post”**  
Compelled to  
seek out MORE  
content &  
engage with  
communities



**“Interest  
Over Time”**  
Sustained  
relevance

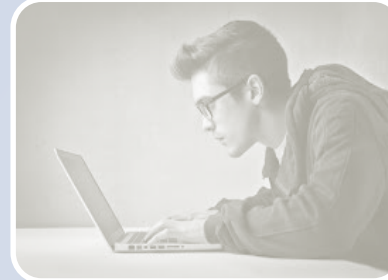
## "Insatiable Appetite for More" Means...



**"Pre"**  
Urgency,  
anticipation,  
planning, &  
excitement  
for the  
content



**"During"**  
Sustained  
interest &  
Immediate  
need to share



**"Post"**  
Compelled to  
seek out  
MORE content  
& engage  
with  
communities



**"Interest  
Over Time"**  
Sustained  
relevance

# The Anticipation For Favorite Programs And Events Inspires Friends To Gather In Viewing Parties

Custom  
Invitations...



...A Range of  
Ideas &  
Inspiration...

martha stewart

TV Guide: Throw a Top Rated Fall Viewing Party

epicurious

**A TV Viewing Party Menu**

**FOOD&WINE**

**Viewing Party Recipes**

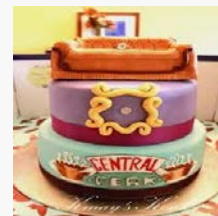
POPSUGAR

How to Throw the Ultimate Fall TV Viewing Party



**Throwing A Party For Your Favorite TV Shows**

...And TV  
Themed  
Food!



# For Many, The Anticipation Is So Great That They Need To Know The Storylines And Fate Of Their Favorite Characters Immediately

*"I'm just too impatient to wait, if I know there's info, I have to know it."*

*"I just can't handle the shock, my heart can't take it."*

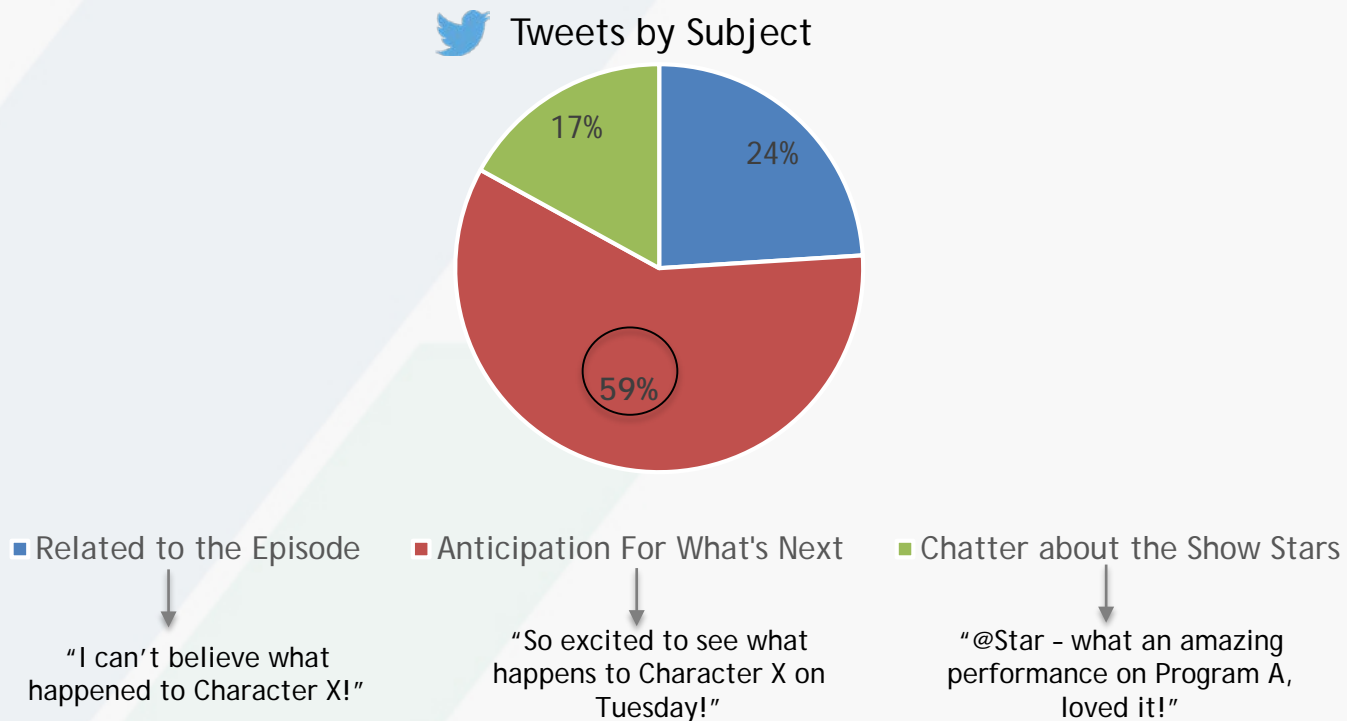
- Reddit users



The above sites receive **64 Million** monthly unique visitors who spend a combined total of **248 Million** minutes on these sites a month

# The Majority Of Program-Related Tweets *In Between* Live Airings Are Expressions Of Anticipation For “What’s Going To Happen Next”

Looking at what viewers are talking about while they await the next episode, we see their excitement and urgency for upcoming episodes



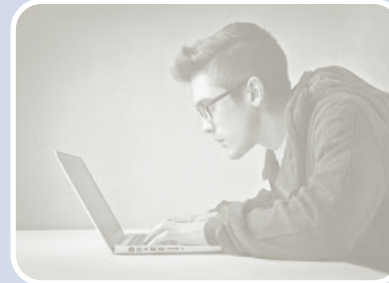
## "Insatiable Appetite for More" Means...



**"Pre"**  
Urgency,  
anticipation,  
planning, &  
excitement  
for the  
content



**"During"**  
Sustained  
interest &  
Immediate  
need to share



**"Post"**  
Compelled to  
seek out  
MORE content  
& engage  
with  
communities



**"Interest  
Over Time"**  
Sustained  
relevance

# Reflecting Their Excitement For The Programming, The Overwhelming Majority of Television Is Watched *Live*

Viewers are excited about watching their favorite programs

% Live Viewing in Primetime  
Adults 18-24

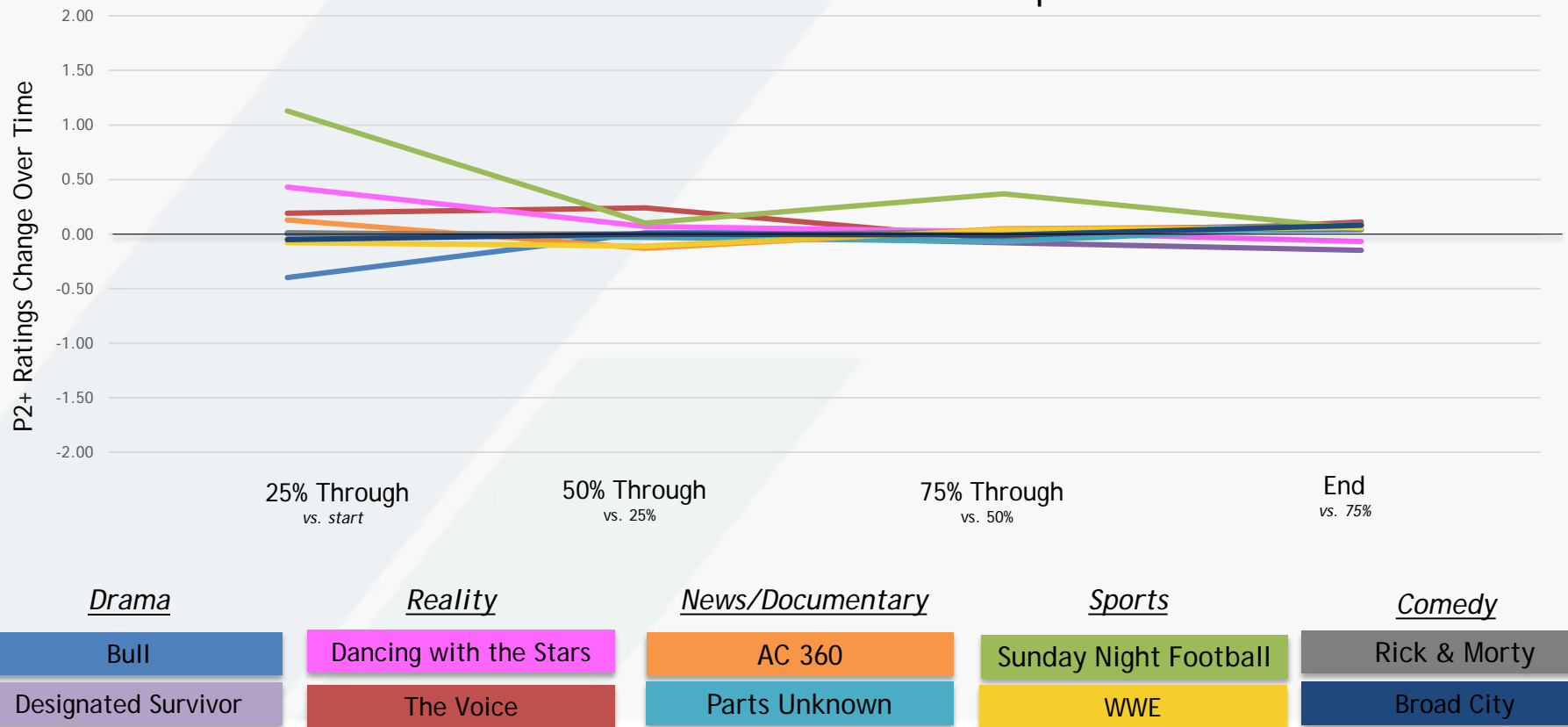


% Live - Other demos: P25-34, 86%; P35-49, 86%; P50+ 89%

# And TV Holds This Attention Throughout The Program

Across genres and broadcast/cable networks, audience fluctuation was less than 20% between the program's beginning and end

## Attention Over The Duration Of An Episode



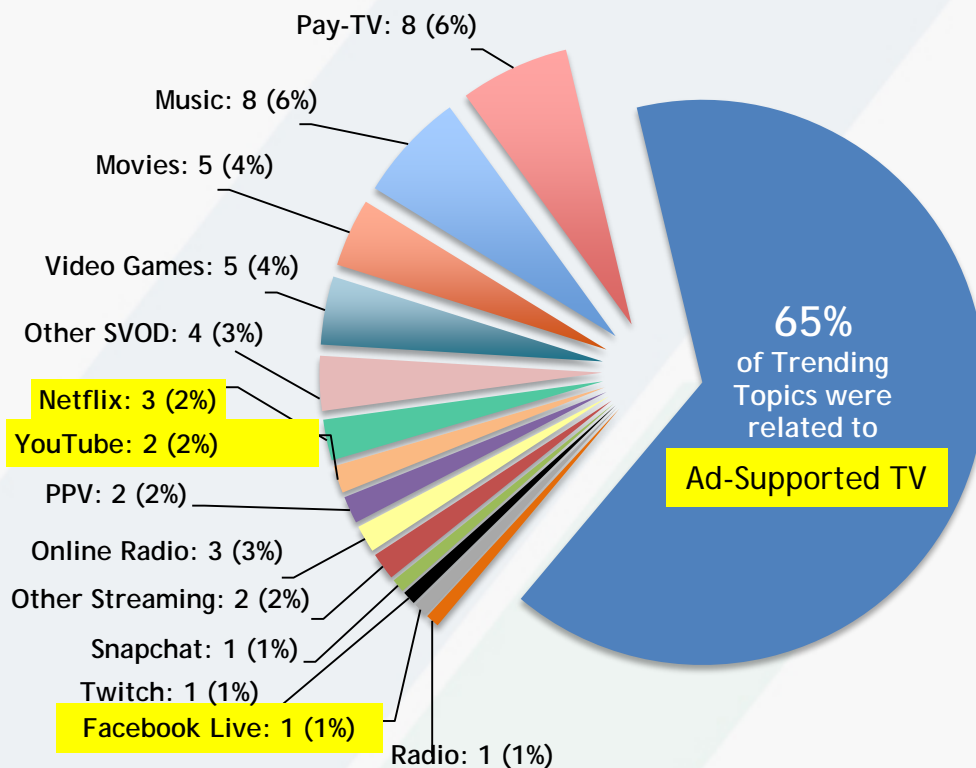
Source: P2+ Playback Time Period: Live+7 Days (+168 Hours) | Linear with VOD( Live+7 Days (+168 Hours))TV: Designated Survivor, 10/5/16, minutes 1, 14,30,45,60; The Voice, 11/22/16 min 1,33,58,98,120; DWTS 10/24, 1,29,60,90,120; Bull, 11/15/16 min 2,15,30,43,57; Anderson Cooper 360 10/12/16 min 1,15,30,45,56; Parts Unknown, 10/1/17, min 1,13,30,45,60; NBC Sun Night Football 10/23/16, min 1,55,110,162,220; WWE, 9/25/17, min 1, 15, 30, 45,60; Rick & Morty, 10/1/17, min 1,8,15,22,29; Broad City, 8/23/17, min 1, 7, 15,23,30

In Real-Time, Ad-Supported TV Moves Viewers To Share Their Experiences  
With Fan Communities And Friends

# Ad-Supported TV Content Provokes More Real Time Conversation Than Any Other Platform



## Top 10 Twitter Trending Topics - % by platform Over a 4 week period



Other platform "program" highlights: Netflix - House of Cards, Sense8, The Get Down; Music - T-Wayne, Rake It Up; Online Radio - Most Requested Live (iHeart Radio); YouTube - Car Boys; HBO - HBO Boxing, Mommy Dead & Dearest, Real Time with Bill Maher, The Leftovers; Showtime - Twin Peaks; Starz - American Gods; PPV - UFC 212; Facebook Live - CFDA Awards; Snapchat - Ask Ethan & Grayson; WWE Network - WWE Backlash; Video Games - Injustice 2, Life Is Strange 2; Other streaming - E3

Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:30p, 9:30p, 10:30p, 11:30p) during 4-week time period (5/15/2017 - 6/11/2017). Based on unique program counts. For the purposes of this chart, "program / content" is an all-encompassing definition for individual pieces of content on each platform (albums & singles for music, video games, channel on YouTube, live streaming and/or personality on a social media platform, etc).



# At Least *Half* Of The Top 10 Trending Topics On Any Night Were Based on Ad-Supported TV Content

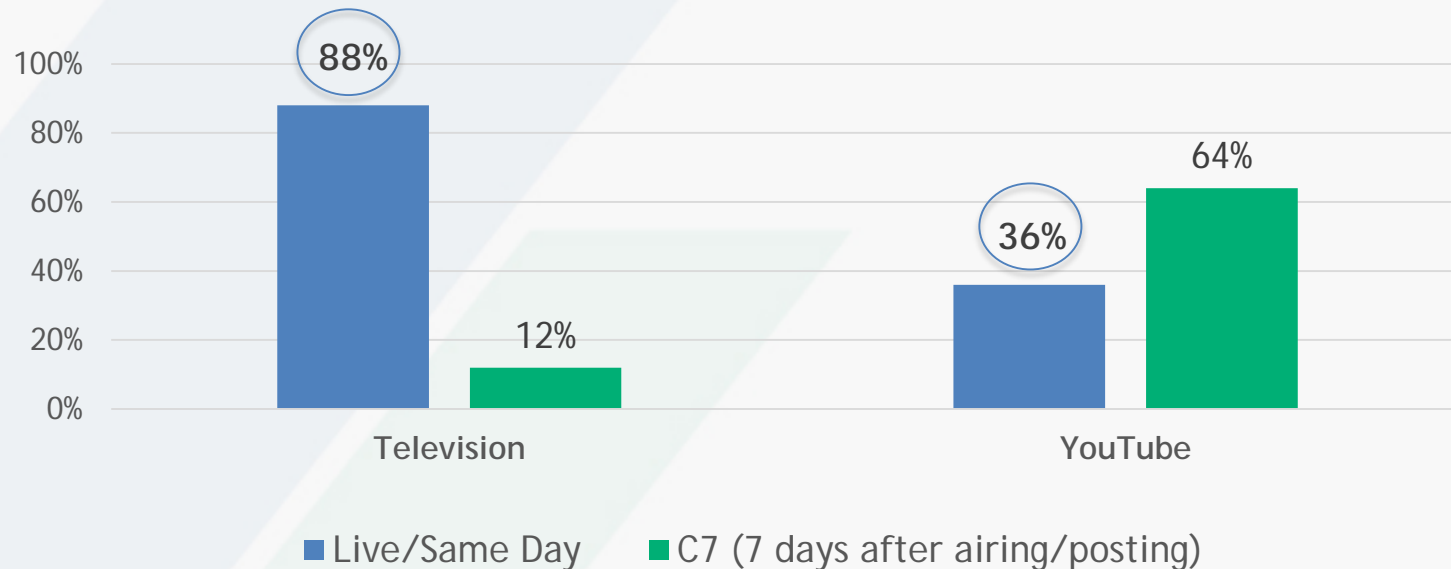
% of Top 10 Trending Topics That Are Based On TV Content (based on a 4-week average)							
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
<u>Overall</u>	81%	69%	66%	68%	51%	56%	78%
<u>8:30p</u>	65%	48%	40%	38%	35%	48%	78%
<u>9:30p</u>	85%	73%	68%	75%	55%	55%	80%
<u>10:30p</u>	85%	80%	80%	80%	58%	68%	80%
<u>11:30p</u>	88%	75%	78%	78%	58%	55%	73%

Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:30p, 9:30p, 10:30p, 11:30p) during 4-week time period (5/15/2017 - 6/11/2017). Reflects four week average by day and time. Results include both "direct" and "related" TV topics.

In Contrast, There Is Less Immediacy For YouTube  
Content Than TV Programming

# TV Programs Are *More Than Twice* As Likely To Be Watched Live/Same Day Than Newly Posted YouTube Videos - On Even The Top YT Channels

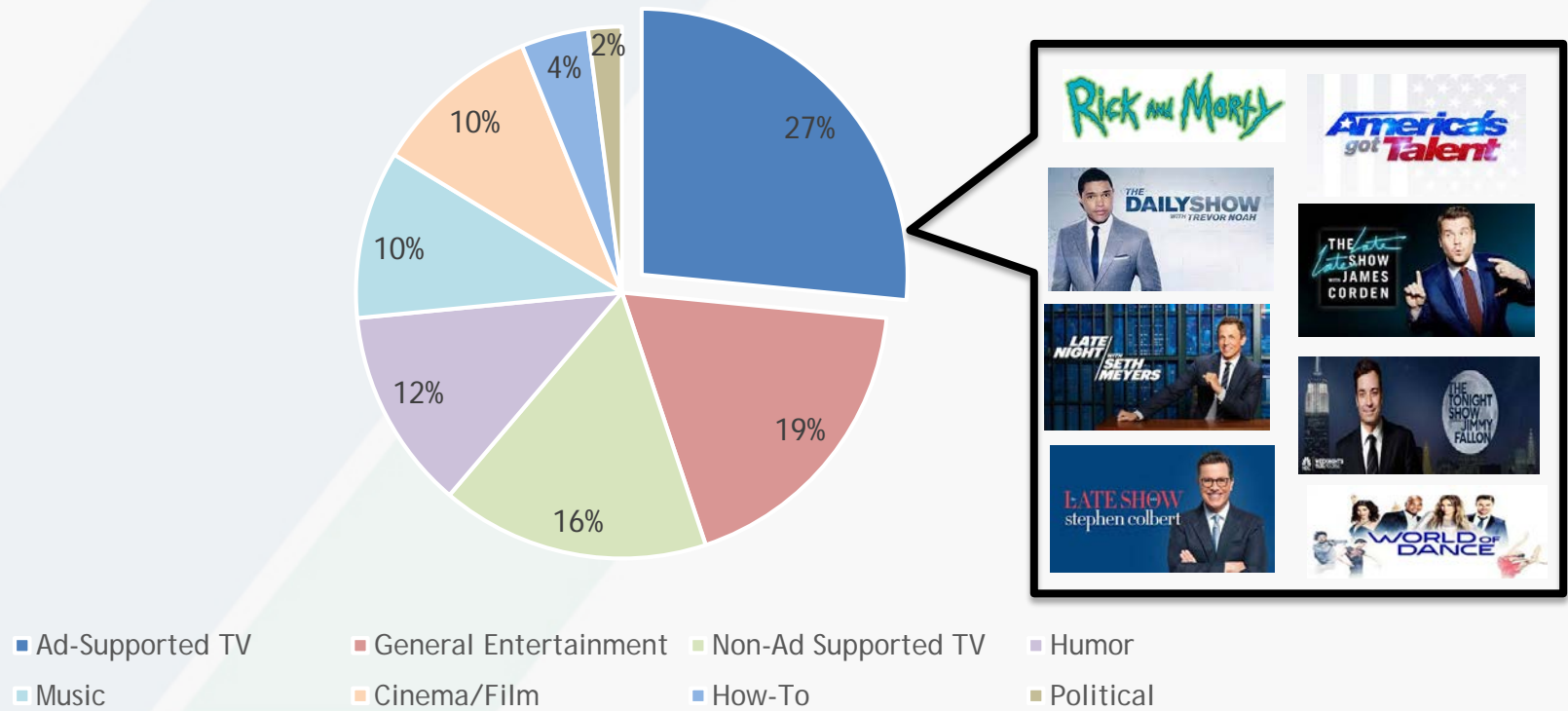
% of Views - Television & YouTube



# The Majority Of YouTube Trending Content - Indicating Real Time Audience Engagement -Was From Television

Looking at 50 trending YouTube Videos over a 2 week period, over a quarter of them were popular content from television

% of **YouTube** Trending Videos, by platform



## "Insatiable Appetite for More" Means...



**"Pre"**  
Urgency,  
anticipation,  
planning, &  
excitement  
for the  
content



**"During"**  
Sustained  
interest &  
Immediate  
need to share



**"Post"**  
Compelled to  
seek out  
MORE content  
& engage  
with  
communities



**"Interest  
Over Time"**  
Sustained  
relevance

# Consumers Want To See More *On The Screen* Of The Stories and Characters They Love

## Spinoffs & Extensions



## The Rise of "Fan Shows"



Not so niche... *Talking Dead* has nearly double the audience of the #2 ranked YouTube Channel

# They Also Want More *Off* The TV Screen - A Thirst For More Content And A Desire To Share Their Experience With Other Fans

The Top 5 Entertainment TV programs have a combined....



39,398 Reddit Followers

...top 5 YouTube channels have 1,492



13,012,100 pieces of Video Content on YouTube

...top 5 YouTube channels have 8,908,000



52,021,000 Facebook Followers

...top 5 YouTube channels have 42,600,000



600% increase in web traffic to the show's sites after the new season began

# Similarly, Millennials Are Inspired To Seek Out More Content On The Programming They Love

Millennials' (18-34) top 5 entertainment programs have a combined....



185,884 Reddit Followers

...top 5 YouTube channels have 1,492



25,965,000 pieces of Video Content on YouTube

...top 5 YouTube channels have 8,908,000



91,662,028 Facebook Followers

...top 5 YouTube channels have 42,600,000



454% increase in web traffic to the show's sites after the new season began

In Contrast, Even Trending YouTube Videos - *The Most Buzzed About Content* - Prompted Little Further Engagement With The Channel

# Trending Videos Had A *Negligible Impact* On Driving Interest For The Channel Or The YouTube Personality

VAB tracked 50 YouTube Trending Videos to understand the impact they had on the channel that posted them...

*...did they inspire viewers to watch more of that creator's content?*

*...did they spur an increase in channel subscribers or social following?*

**4%** lift in views across the channel's 3 most recently posted videos



**< 1%** lift in social followers or channel subscribers



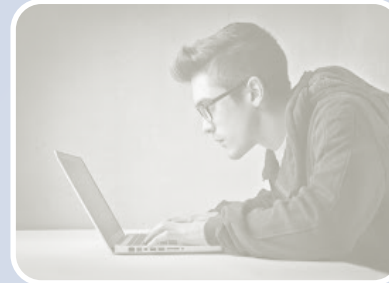
## "Insatiable Appetite for More" Means...



**"Pre"**  
Urgency,  
anticipation,  
planning, &  
excitement  
for the  
content



**"During"**  
Sustained  
interest &  
Immediate  
need to share



**"Post"**  
Compelled to  
seek out  
MORE content  
& engage  
with  
communities



**"Interest  
Over Time"**  
Sustained  
relevance

# Compelling Storylines and Characters Have Enabled Long-Running Shows To Maintain Their Loyal Audiences For Years



12 years on air, maintained position in top 1% of all programs



13 years on air, maintained position in top 1% of all programs



13 years on air, maintained position in top 1% of all programs



10 years on air, maintained position in top 1% of all programs



12 years on air, maintained position in top 1% of all programs



8 years on air, maintained position in top 2% of all programs



7 years on air, grew from top 8% to top 1% of all programs



7 years on air, maintained position in top 6% of all programs



6 years on air, grew from top 11% to top 6% of all programs

# Reboots Of Beloved Programs Demonstrate That The Connection Viewers Feel To Their Favorite Shows Can Bridge Years, Even Decades



*After 20 years off air*



*After 21 years off air*



*After 11 years off air*



*After 28 years off air*



*After 24 years off air*



*After 14 years off air*

# Long-Running Programming Continues to Be Celebrated By Fans And Lauded By Critics



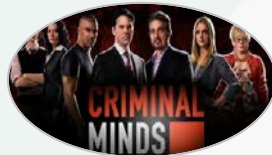
3 of the 5 "Favorite TV Program" Nominees Have  
Been Running for 7+ Years



"Favorite Network TV Drama"  
(after 13 years)



"Favorite TV Crime Drama"  
(after 12 years)



*4 wins after 42 years on air*



*"Best Reality Competition" win after 7 years on air*

In Contrast, YouTube Channels And Personalities Often Do Not Have  
The Staying Power Of Many TV Programs/Stars

# Where Are They Now?

A look at the top TV Shows and YouTube channels from 10 years ago illustrates that TV programs cultivate a larger, more passionate fan following

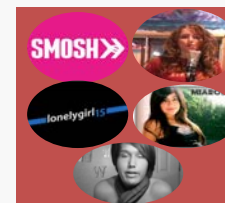
## Current Social Following Of the Top TV Programs and YouTube Channels from 2007

90,353,192



Top 5 TV Shows of 2007

37,410,875



Top 5 YouTube Channels of 2007

# The Indicators of Emotional Engagement:

## *Insatiable Appetite for More*



### "Pre"

Urgency,  
anticipation,  
planning, &  
excitement for  
the content



Nearly 60% of program  
tweets between airings  
are anticipation for  
next episode

### "During"

Sustained interest &  
Immediate need  
to share



88% of prime viewing is live  
  
65% of Twitter trending  
topics related to ad-  
supported TV

### "Post"

Compelled to seek  
out MORE content &  
engage with  
communities



The top 5 TV programs have  
13 million pieces of video  
on YT, 46% more than top 5  
YT channels

### "Interest Over Time"

Sustained relevance



The top 5 TV programs from  
10 years ago currently enjoy  
2.5x the Facebook fans than  
YouTube channels of the  
same year

# The Indicators of Emotional Engagement:

## People Actively Engaging with TV Content Before, During & After the Show

### *Time Spent & Attention*

*If viewed consecutively, the average American would devote 80 days - 20% of their year - to watching TV*



### **Insatiable Appetite for More**

*Nearly 60% of program tweets are anticipation for the next episode*

### *Viewer Receptivity & Mindset*

*People rely on TV for comfort, to unwind, to connect, to experience, to escape and to indulge*

### Attachment to Characters

## Attachment to Characters

*Demonstrates the willingness of viewers to repeatedly open their lives and hearts to the characters they love - and love to hate!*

Leave me so I can cry over  
the deaths of fictional  
characters.



your  cards  
someecards.com

# Why Do We Become Attached To Fictional Characters on TV?



Empathy enables a true emotional connection—even if the person is a fictional one—because we learned in real life how to feel the emotions, even if we haven't been in the exact situation

*"We invest ourselves deeply in the experience of living with those characters. We tend to respond to them as though they were real individuals."*

- Howard Sklar, post doctoral researcher at University of Helsinki

*"Once the viewer has a gut reaction it activates all sorts of feelings in them and it is hard to just see it as entertainment especially when it is a heart wrenching role."*

- Fran Greene, *The Flirting Bible*


# Over Time, They Become A Part Of Our Lives And We Often Begin To Feel That They Are Real

change.org Start a petition Browse Log in

Petitioning Shonda Rhimes and 2 others

## Bring Dr. Derek "McDreamy" Shepard BACK!!!

Courtney Williams, Snellville, GA



Sign this petition

58,774 supporters

16,226 needed to reach 75,000

Pamela Wendorff signed this petition

First name

Last name

Email

India

Postal code

"You've destroyed us COMPLETELY!"

This is important because you cannot have people invest a DECADE into a character and then you just terminate them like that! You have people out here donating blood and organs trying to save lives, wanting to become doctors and all from committing to this television show...just to let us down like this. You've destroyed us. COMPLETELY!

109,296 signatures...  
Equivalent to the entire population of Cambridge, MA

**This Is Us Fan**


Beth----you were and still are the best DIL ever. He loved you and you gave of yourself unconditionally to this gentle man who needed you all so very much. TY for showing us how to love in such an incredible way.

Like · Reply · 30 · July 18 at 12:44pm

**This Is Us** Don't you wish you could reach through the screen and give her a hug? ❤️

Like · Reply · 37 · July 18 at 1:29pm

View more replies




**LOS POLLOS HERMANOS**

Better Call Saul promos teasing return of villain Gus Fring received 993k YouTube views

**Pretty Little Liars Fan**

Replying to @PLLVSeries

I love them so much 🥰❤️




## Cigna Employs TV Doctors in New Campaign to Help Save Real Lives

By Lindsay Stein. Published on September 07, 2016.

Twitter Facebook Google+ LinkedIn Email Print

**Impact to Consumers:** "Hundreds of thousands of people getting preventative care"

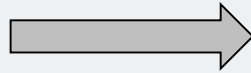
**Impact to Cigna:** Double-digit boost in its customer base getting checkups in markets where ads ran. 250% increase in positive brand sentiment in the first month of the campaign.

# Taking On a Life Of Their Own, The Characters Themselves Often Spark Much Of The Program Discussion Online



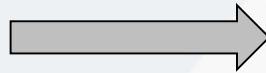
A custom VAB study, *#TVisSocial Episode 2*, demonstrated that while trending topics are often about programs themselves, viewers also tweet about the character's "I can't believe what they just did!" moments

## Empire

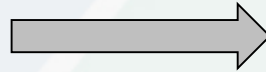


30% of program tweets were for "Lucious"

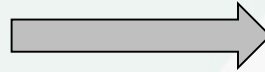
## SCANDAL



57% of program tweets were for "Maya Pope" or "Olivia Pope"



50% of program tweets were for "Toya" or "Tamar"



100% of program tweets were for individuals - Alicia Fox, Big Show, Bray Wyatt Enzo, Goldust, Kurt Angle, Reigns, Samoa Joe, The Drifter

# Character-Driven Storylines Create An Emotional “Stakes” That Doesn’t Readily Exist On Many Digital Video Platforms

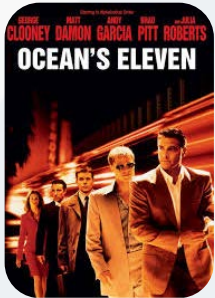
## Top 2017 Video Content



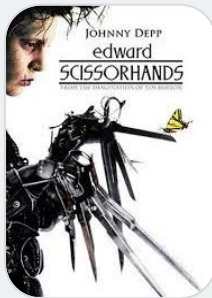
# And This Base Of Passionate Fans Has Catapulted Many TV Actors To Mass Box Office Success, Even Early On



1 year after *ER*



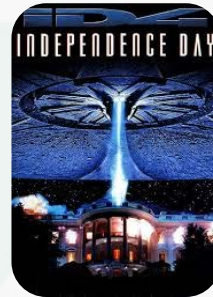
During *21 Jump Street*



2 years after *Bosom Buddies*



During *Fresh Prince of Bel Air*



5 years after *Growing Pains*



3 years after the *Bill Engvall Show*



During *Mike & Molly*



The above 7 films grossed nearly **\$2 Billion** in the US alone

In Contrast, Few YouTube Personalities Have Successfully  
Amassed A Large Following

# Those YouTube Personalities That Have Jumped To Starring Roles On TV Largely Continue With Niche Audiences



Adam Conover, *Adam Ruins Everything*, TruTV



Billy Eichner, *Billy on the Street*, TruTV



Todrick Hall, *Todrick*, MTV



Ilana Glazer, Abbi Jacobson, *Broad City*, Comedy Central



Adam Devine, Anders Holm, Blake Anderson, *Workaholics*, Comedy Central



Hannah Hart, *I Hart Food*, Food Network



Jon Lajoie, *The League*, FXX

# The Indicators of Emotional Engagement:

## People Have an Almost Irrational Attachment to their Favorite TV Characters

### *Time Spent & Attention*

*If viewed consecutively, the average American would devote 80 days - 20% of their year - to watching TV*

### *Insatiable Appetite for More*

*Nearly 60% of program tweets are anticipation for the next episode*

### *Viewer Receptivity & Mindset*

*People rely on TV for comfort, to unwind, to connect, to experience, to escape and to indulge*



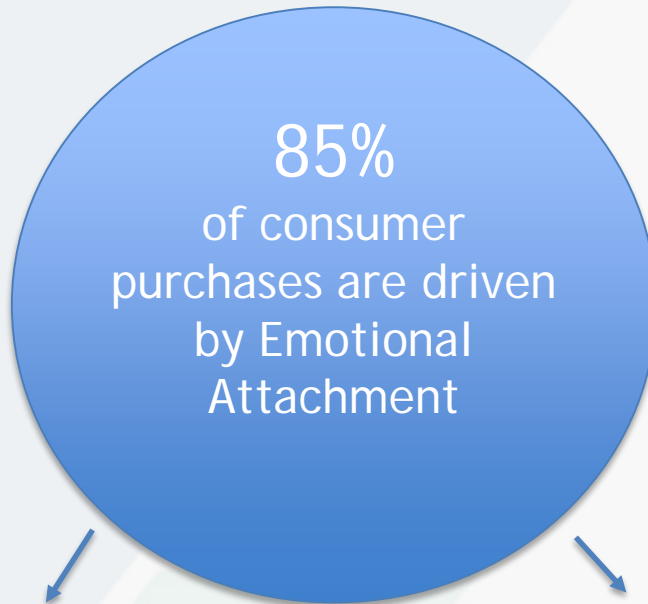
### **Attachment to Characters**

Character attachment drives consumers to create petitions to change storylines, to form active fan communities, to follow their favorite TV stars to the cinema - and even impacts how they seek medical treatment!



## The Impact Of Emotional Attachment On Brands/Advertisers

# Why Are Emotions Important? Because They Drive Intention & Build Brands



“Emotion leads to action, while  
reason leads to conclusions.”

- Neurologist, Donald B. Calne

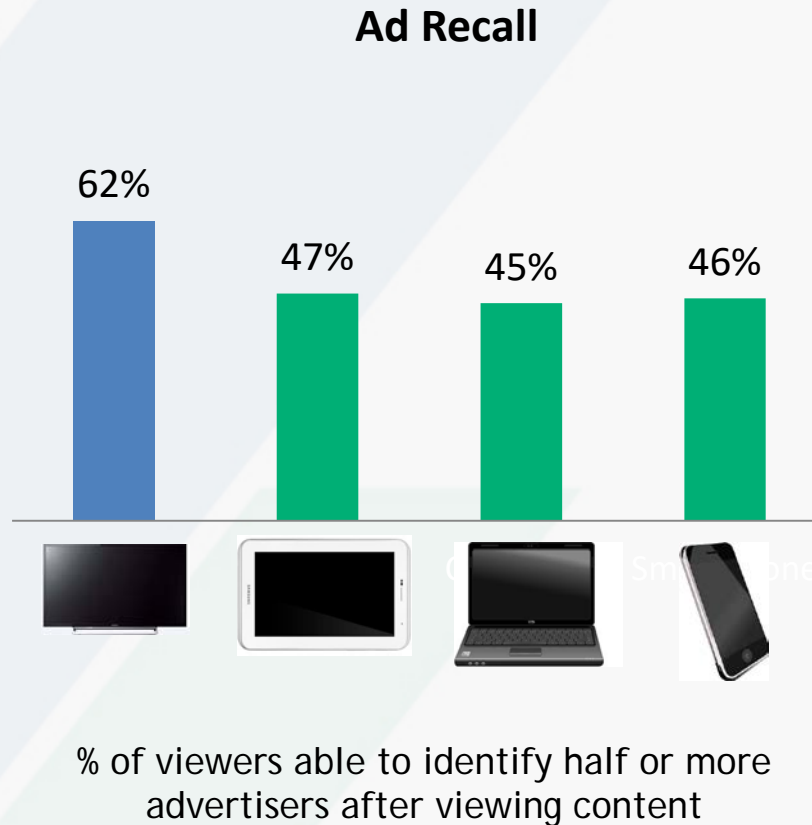
Someone who is highly attached is **3x**  
more likely to engage with the brand.  
They are less price sensitive, go deeper  
into the product line and have a higher  
lifetime value to an advertiser.

# TV Creates An Environment Where Brands Can Thrive And Make A Personal Connection With Viewers

“In which places are you most likely to find advertising that...”  
(% agree)

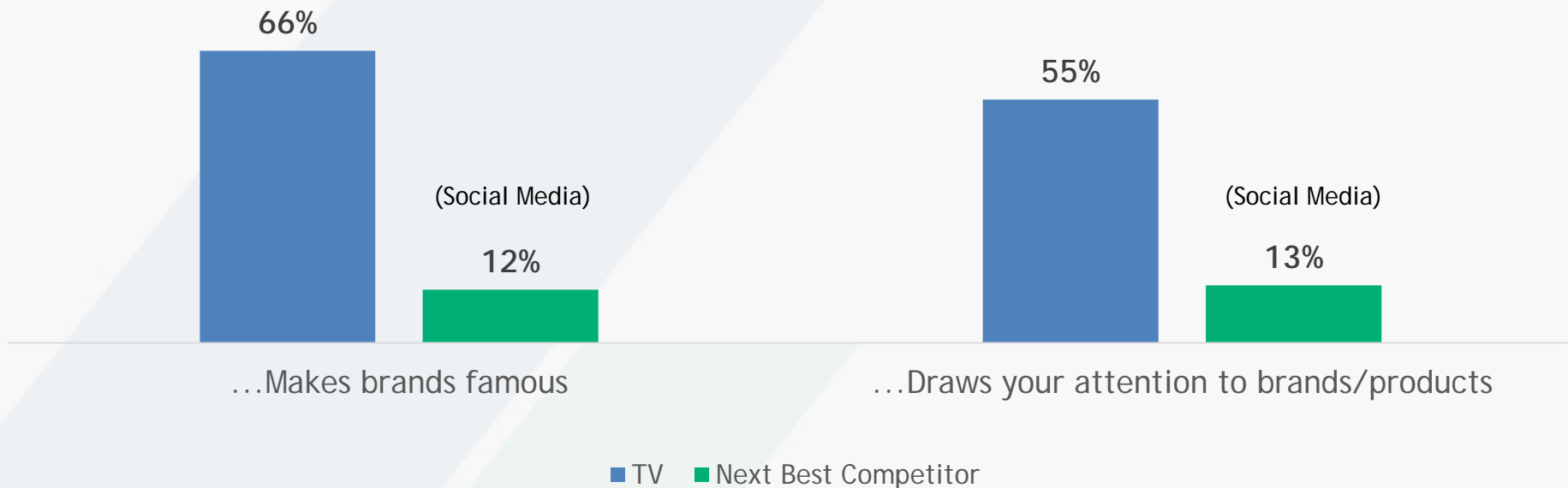


# Which In Turn Delivers Stronger Ad Recall



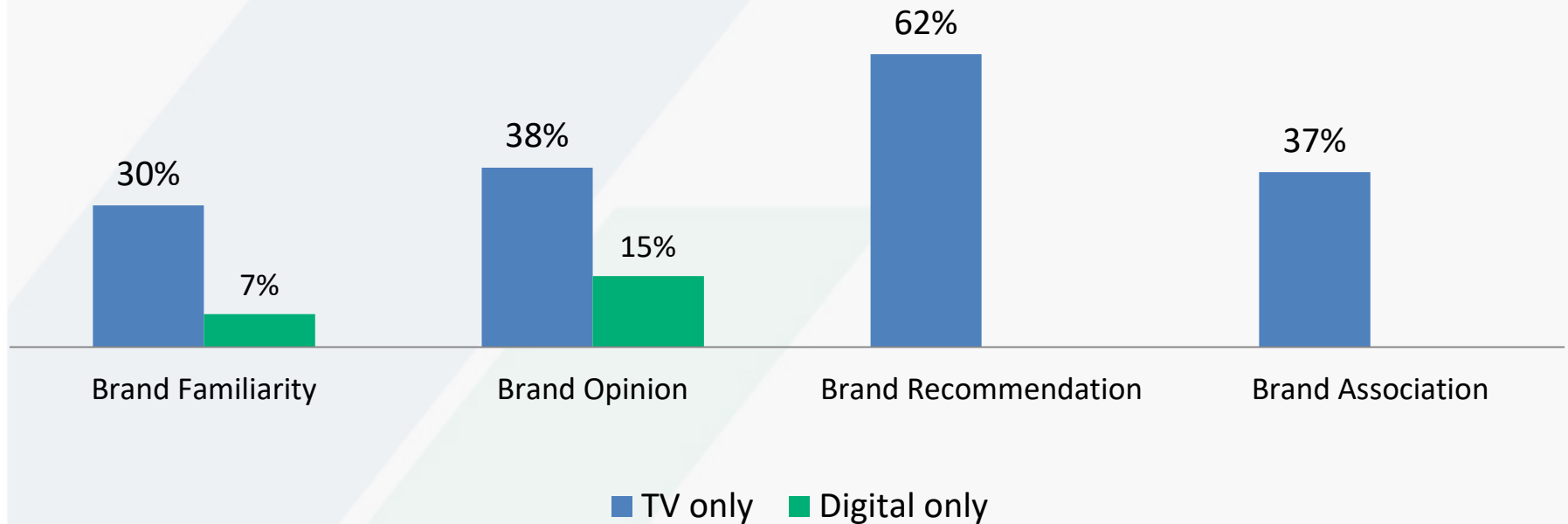
# And Fosters Brand Health

“In which places are you most likely to find advertising that...”



# Ultimately Driving Greater Brand Equity Lifts Than Digital Media

## % Lift Driven by TV Only & Digital Only



# Marketers Know This And Rely Upon TV As a Platform To Showcase Their Most Emotionally Compelling Ads

Examples from Budweiser and Always demonstrate the ability of the television environment to drive momentum for their emotion-based campaigns



Reported TV Ad Spend

\$80.2MM

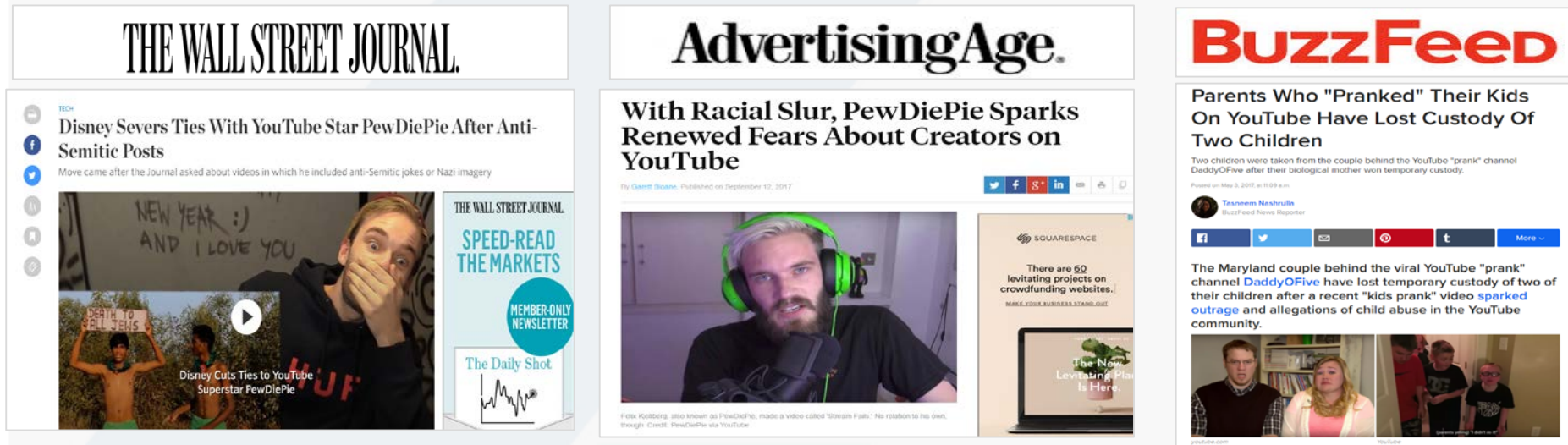
\$8.8MM

TV-driven Social Actions YouTube Twitter Facebook

32.8MM

9.2MM

# “Environment” Has Grown Increasingly Important As Ad Placement Next To Objectionable Online Content Continues To Be a Concern



Consumer reaction to online advertising adjacent to objectionable content...

- ...20% will boycott, be vocal, or raise issues about it
- ...37% say it will change how they think of the brand when making a decision to buy
- ...48% of consumers will abandon brands they love if their ads run alongside offensive online content

# And So Why Are Emotions Important? Because They Drive Intention & Build Brands



85% of purchases are drive by emotion



58% of consumers believe TV is where they will find ads that elicits emotion



64% of consumers believe TV is where they will find ads that are memorable

# Indicators Of Emotional Engagement: A Summary

## ***Time Spent & Attention***

*Time is our most precious resource. Focusing our attention on something signals commitment, loyalty, and interest*

*If viewed consecutively, the average American would devote 80 days - 20% of their year - to watching TV*

## ***Insatiable Appetite for More***

*More anticipation, more conversation, more spoilers, more episodes, more related content*

*Nearly 60% of program tweets are anticipation for the next episode*

## ***Viewer Receptivity & Mindset***

*People go to the devices & platforms with an established expectation for their experience*

*People rely on TV for comfort, to unwind, to connect, to experience, to escape and to indulge*

## ***Attachment to Characters***

*The willingness of viewers to repeatedly open their homes and hearts to the characters they love - and love to hate!*

Character attachment drives consumers to create petitions to change storylines, to form active fan communities, to see their favorite TV stars in movies - and even impacts how they seek medical treatment!

## ***Why does emotional engagement matter?***

85% of consumer purchases are driven by emotional attachment

58% of consumers believe TV is where they are most likely to find advertising that makes them feel emotional  
(6x greater than Social media)

64% of consumers believe TV is where they will find ads that are memorable  
(6x greater than Social media)

# Related VAB Reports



CONTACT US

For More Information Visit Us Online  
TheVAB.com



Follow us: @VideoAdBureau



Like us: facebook.com/VideoAdvertisingBureau

Sean Cunningham  
President & CEO  
212-508-1223  
seanc@TheVAB.com

Danielle DeLauro  
SVP Strategic Sales Insights  
212-508-1239  
danielled@TheVAB.com

Jason Wiese  
VP Strategic Insights  
212-508-1219  
jasonw@TheVAB.com

Evelyn Skurkovich  
VP Strategic Research & Insights  
212-508-1220  
evelyns@TheVAB.com

Marianne Vita  
VP Strategic Insights  
212-508-1211  
mariannev@thevab.com



No platform drives business like  
TV's premium video-at-scale