



Shake It Off

The critics don't know what the people want

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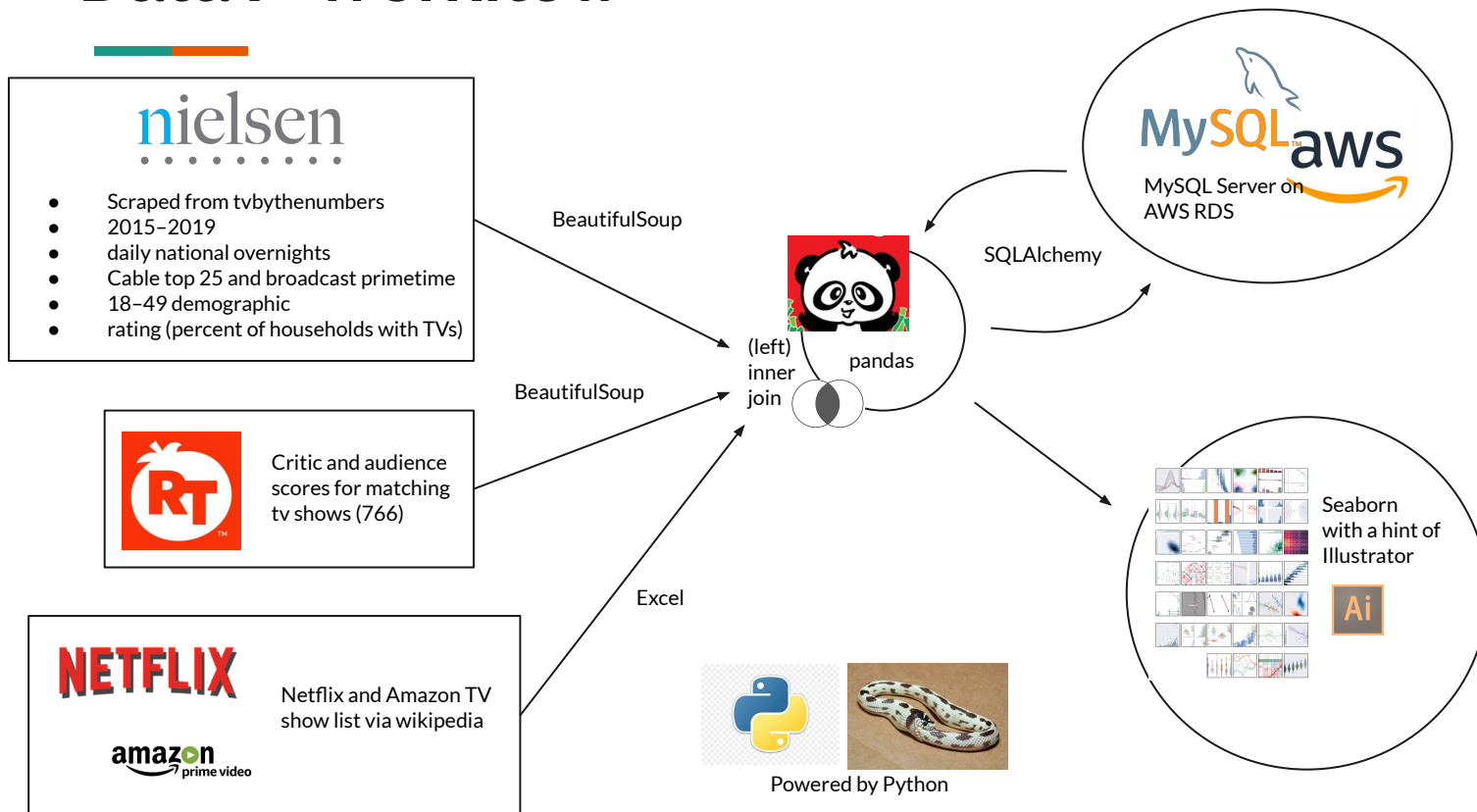
Nov 1, 2019



What makes people watch TV?

- We collected Nielsen ratings (viewership) and Rotten Tomatoes scores (audience and critics) to see if people care about the “quality” of TV
- We thought that people might be more likely to watch critically well-reviewed shows
- They don't
- You should focus on giving the people what they want

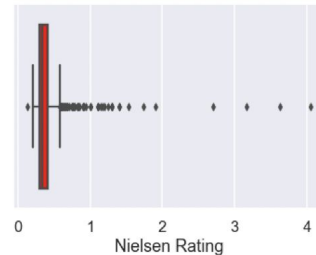
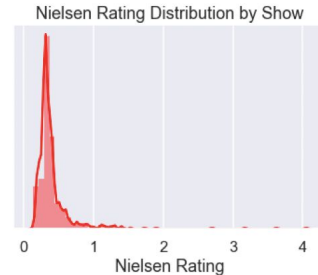
Data / Workflow



Most TV has modest viewership

| Nielsen Rating By Show | |
|------------------------|------|
| Count | 500 |
| Mean | 0.42 |
| STD | 0.35 |
| Min | 0.13 |
| 25% | 0.30 |
| 50% | 0.33 |
| 75% | 0.41 |
| Max | 4.05 |

*descriptive statistics for each shows average A18-49 demo rating

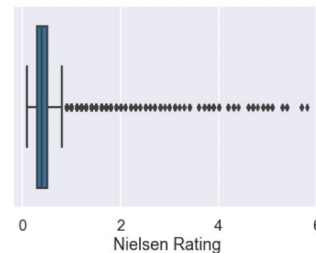
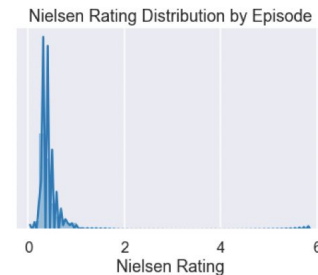


Outliers represent a few breakout hits (not much sports in our dataset)

- Game of Thrones
- The Walking Dead

| Nielsen Rating By Episode | |
|---------------------------|-------|
| Count | 24643 |
| Mean | 0.43 |
| STD | 0.27 |
| Min | 0.1 |
| 25% | 0.3 |
| 50% | 0.4 |
| 75% | 0.5 |
| Max | 5.8 |

*descriptive statistics for the A18-49 demo rating for all episodes in all shows

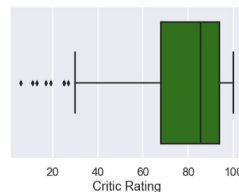
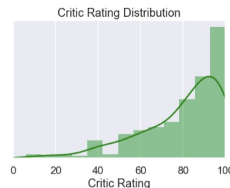


Most reviews are high

Critic and audience ratings go hand in hand

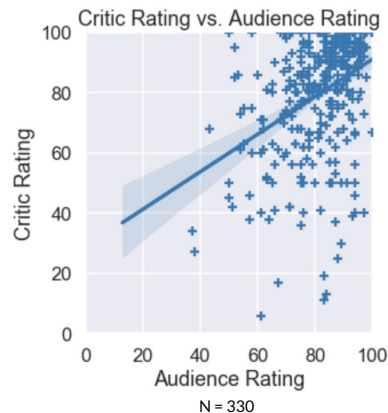
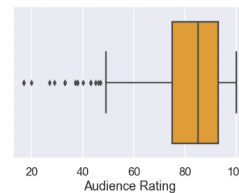
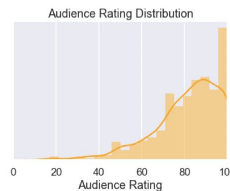
| Critic Rating | |
|---------------|-----|
| Count | 338 |
| Mean | 79 |
| STD | 19 |
| Min | 6 |
| 25% | 68 |
| 50% | 86 |
| 75% | 94 |
| Max | 100 |

*descriptive statistics for the Rotten Tomatoes critic ratings



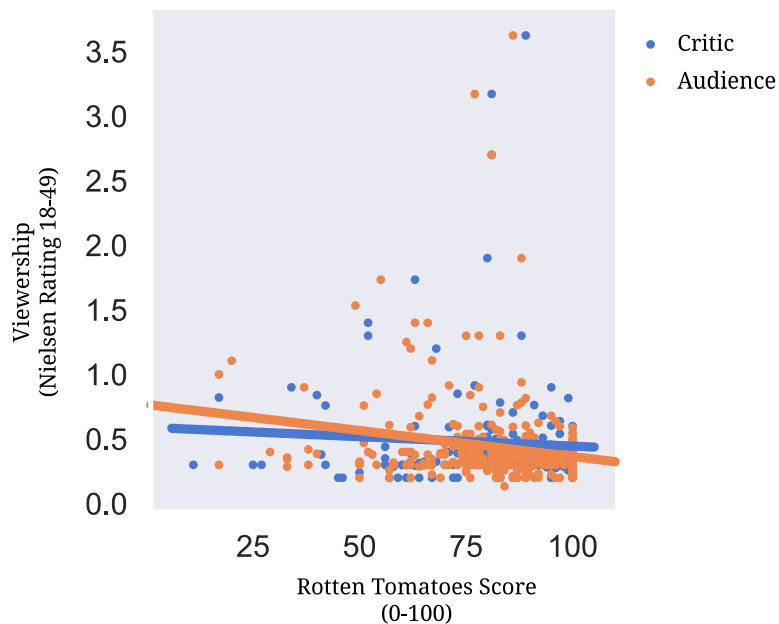
| Audience Rating | |
|-----------------|-----|
| Count | 575 |
| Mean | 82 |
| STD | 16 |
| Min | 17 |
| 25% | 75 |
| 50% | 85 |
| 75% | 93 |
| Max | 100 |

*descriptive statistics for the Rotten Tomatoes audience ratings



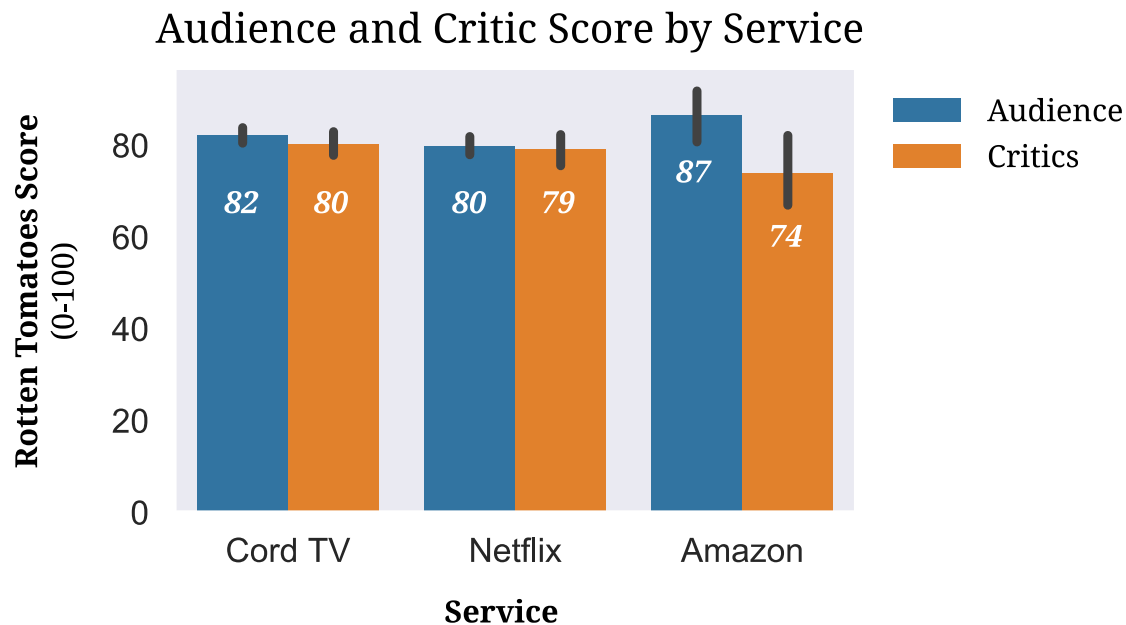
Viewers don't care about quality

Viewership versus Rotten Tomatoes Score

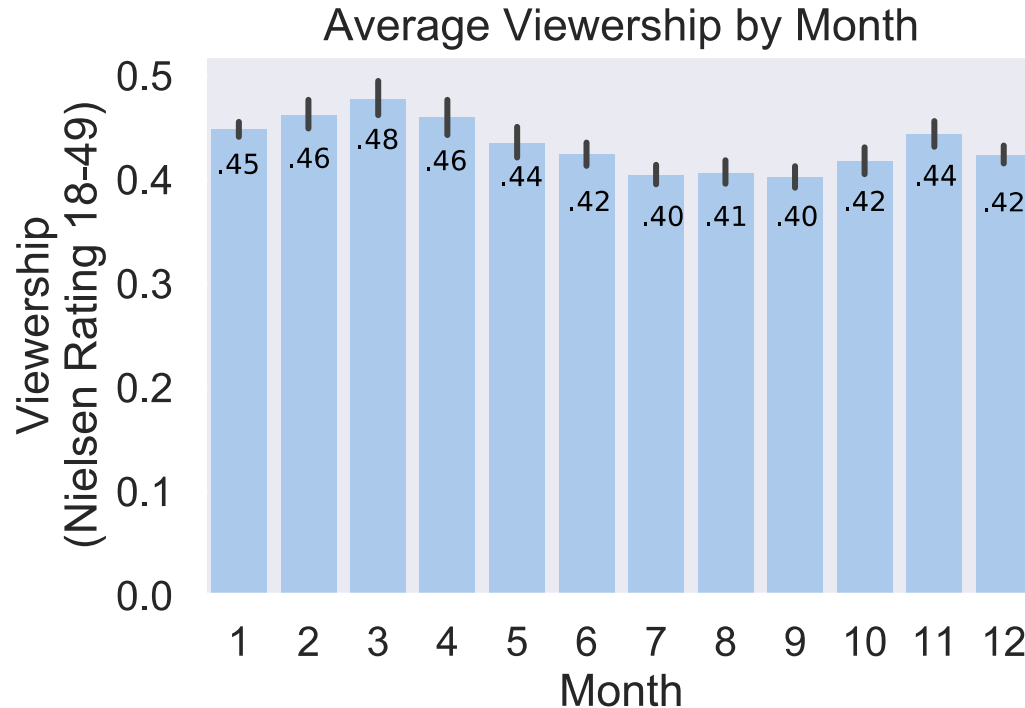


| | Viewership | Viewership |
|---|-------------------|---------------------|
| Critic | -0.002 (0.002) | |
| Audience | | -.004*** (0.001) |
| Intercept | 0.59*** (0.16) | 0.77*** (0.10) |
| N | 171 | 333 |
| R ² | 0.003 | 0.033 |
| Coeff (SE) *: p < 0.1 **: p < 0.05 ***: p < 0.01 | | |

Amazon appears to have figured this out



Time your releases to build a viewership base





Takeaways/Conclusions

- Don't worry about the reviews
 - Even the audience's rotten tomatoes score don't seem representative of what people actually watch
- Prestige TV (Emmys) and Blockbusters can drive attention, but aren't the core offering
- Pay close attention to what Amazon is doing
- Time your releases for when people are already watching TV