

TV-GUIDE ANALYSIS

Presentation of the final project

Visual Analytics 2022/2023

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INTRODUCTION

We developed an interactive visualization tool for analyzing the Italian TV movies scheduling.

In particular, we use:

- **Stacked Bubble chart:**
- **Scatterplot**
- **Bubble plot**
- **Chord**
- **Calendar Heatmap**

DATASET

The final datasets are composed by multiple data coming from different sources:

- TV data from an **Italian TV guide**
- Movie information from **Kaggle**
- Sharing data from **Auditel** (Italian company for TV audience information).

DATASET

Sharing Dataset:

channel, month, number_movies, sharing

Italia 1, august, 9, 4.66

Movies Dataset:

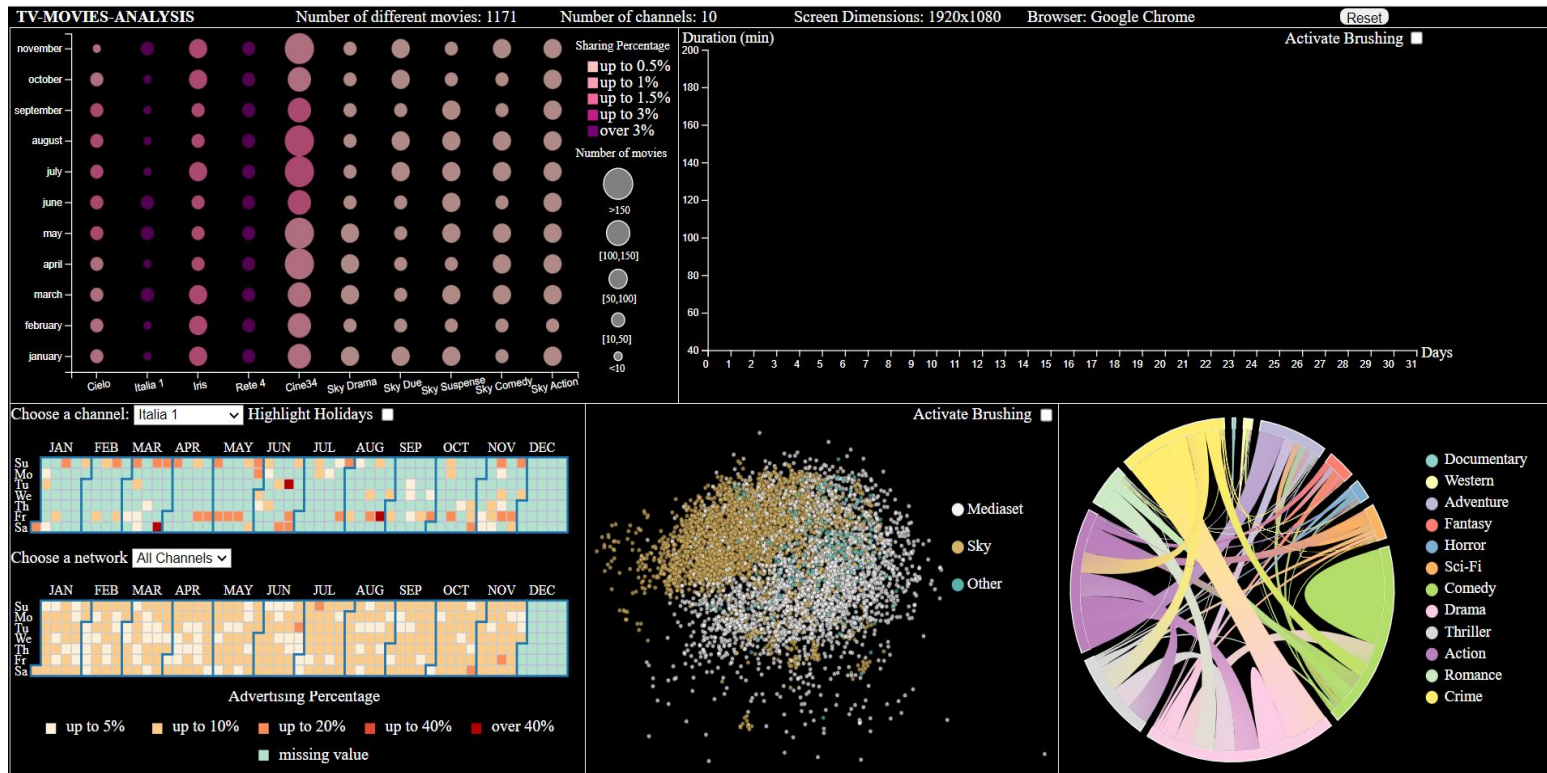
*day, day number, month, daytime, title, duration, duration with advertising,
advertising, channel, year, genres, rating*

*Tuesday, 25, january, night, match point, 124, 125, Sky Due, 2005,
"Romance,Thriller,Drama", 7.6,*

DIMENSIONALITY REDUCTION

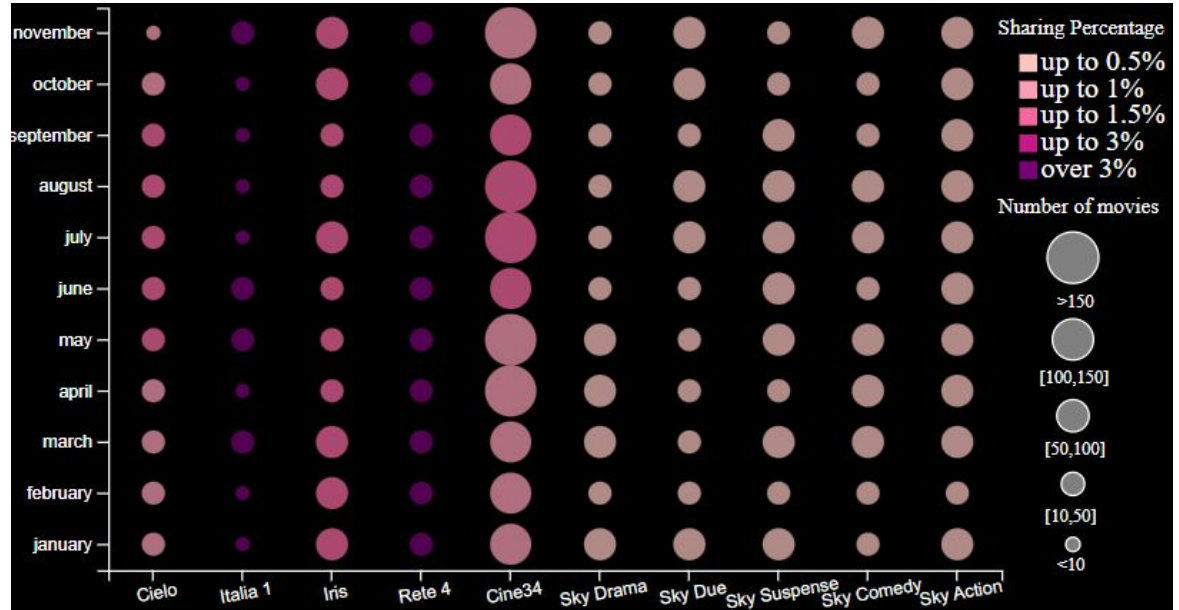
- **Euclidean** distance: Numerical attributes
- **Day** distance
- **Month** distance
- **Daytime** distance
- **Title** distance
- **Genres** distance

VISUALIZATION AND INTERACTIONS

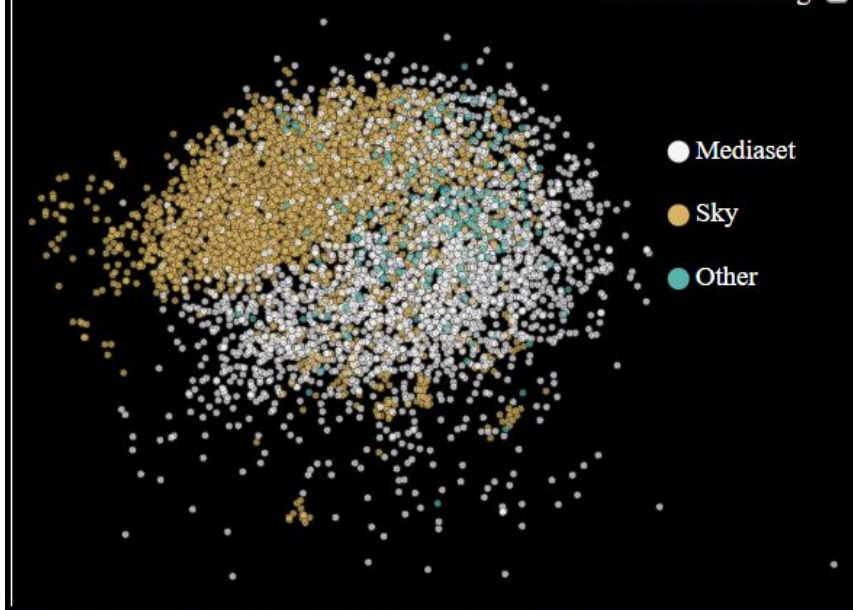


STACKED BUBBLE CHART

It is used to visualize the **sharing** obtained and the **number of movies** broadcast for each specific channel during the year.



SCATTERPLOT



It is possible to visualize in it the results of Dimensionality Reduction applied on our dataset throughout the Multidimensionality Scaling technique (**MDS**).

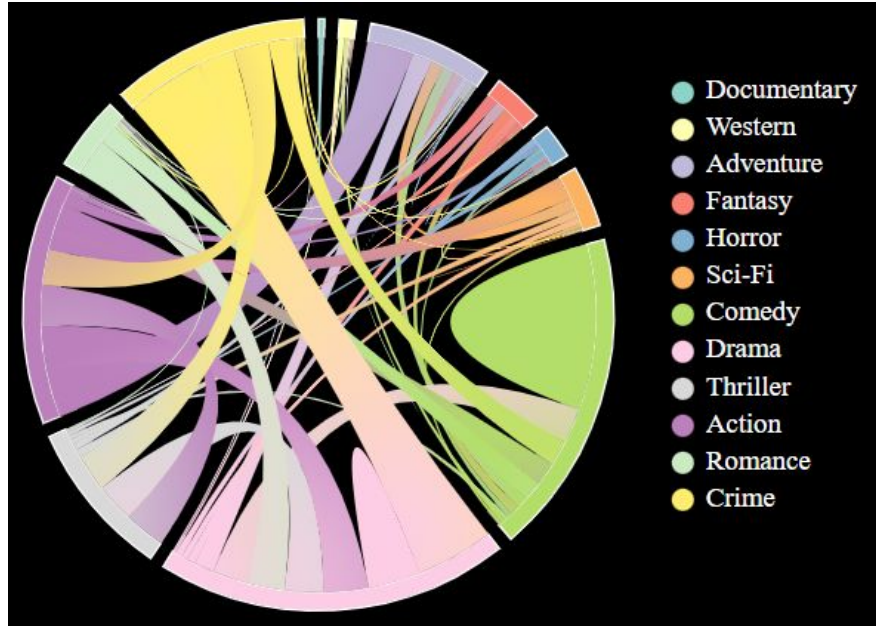
BUBBLEPLOT

The usual X and Y dimensions represent, respectively, the **day** in which the movie has been broadcast and its **duration**.

The third dimension is the radius of the bubble which represents the **rating** of the movie according to the IMDB votes.



CHORD



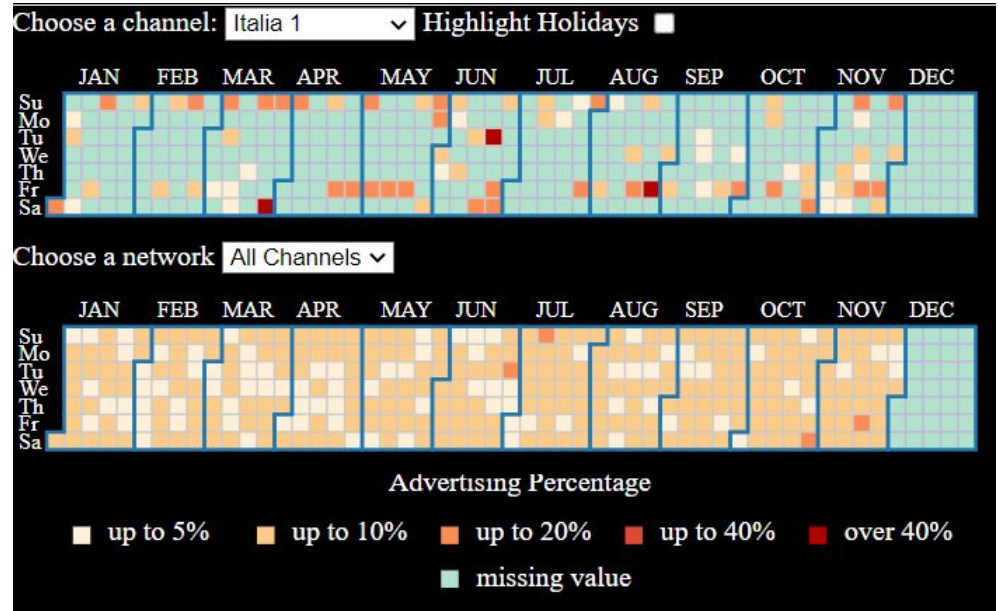
It displays the movies' **genres** and their **connections** and can be interacted with **clicking** on a path or on a genre on the legend.

CALENDAR HEATMAP

Advertising Trend

Top: Specific Channel

Bottom: Network



RELATED WORKS

[1] M.Gambaro (2004), The Relationship between Different Distribution Channels for Movies: Some Lessons from the Case of Free Television

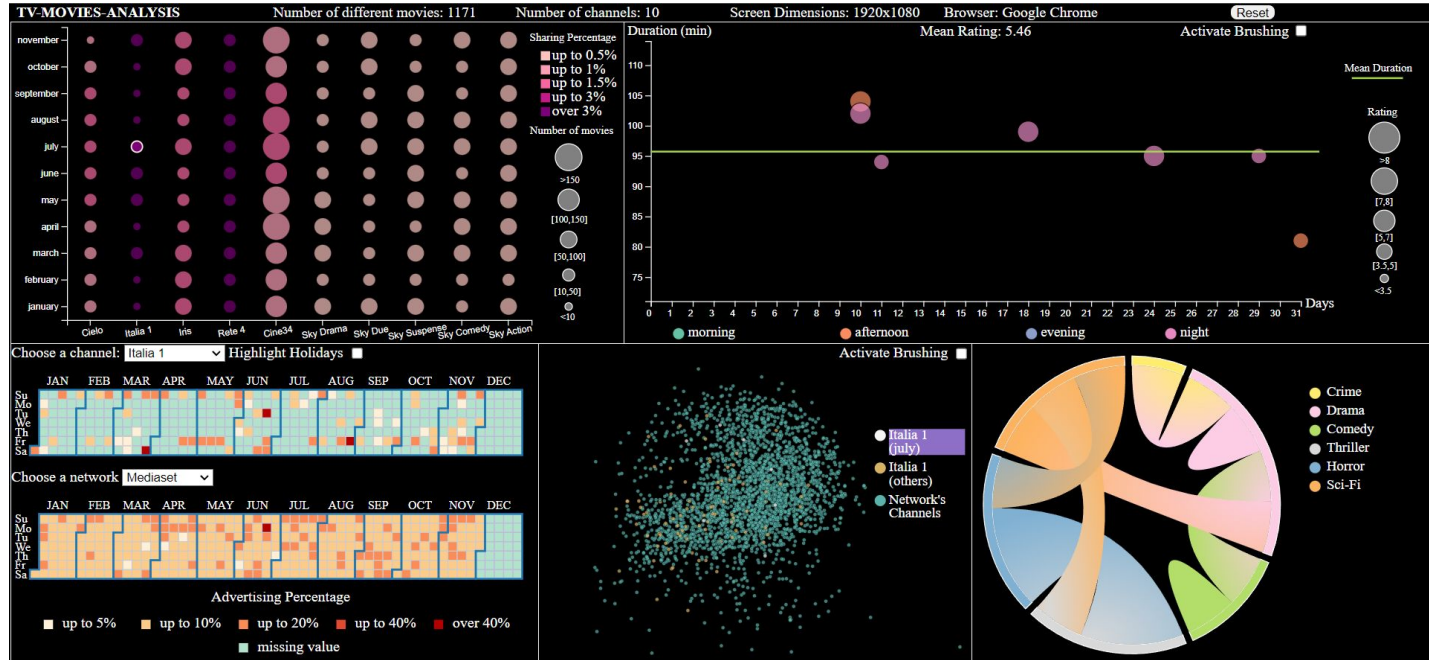
[2] J.Candeloro, M.Cucco (2008), Italian Feature Films on National Public and Private Broadcasting Networks

[3] M.Gasparini, D.Imparato (2007), Forecasting TV audience: a consulting project with the Italian public television

INSIGHTS

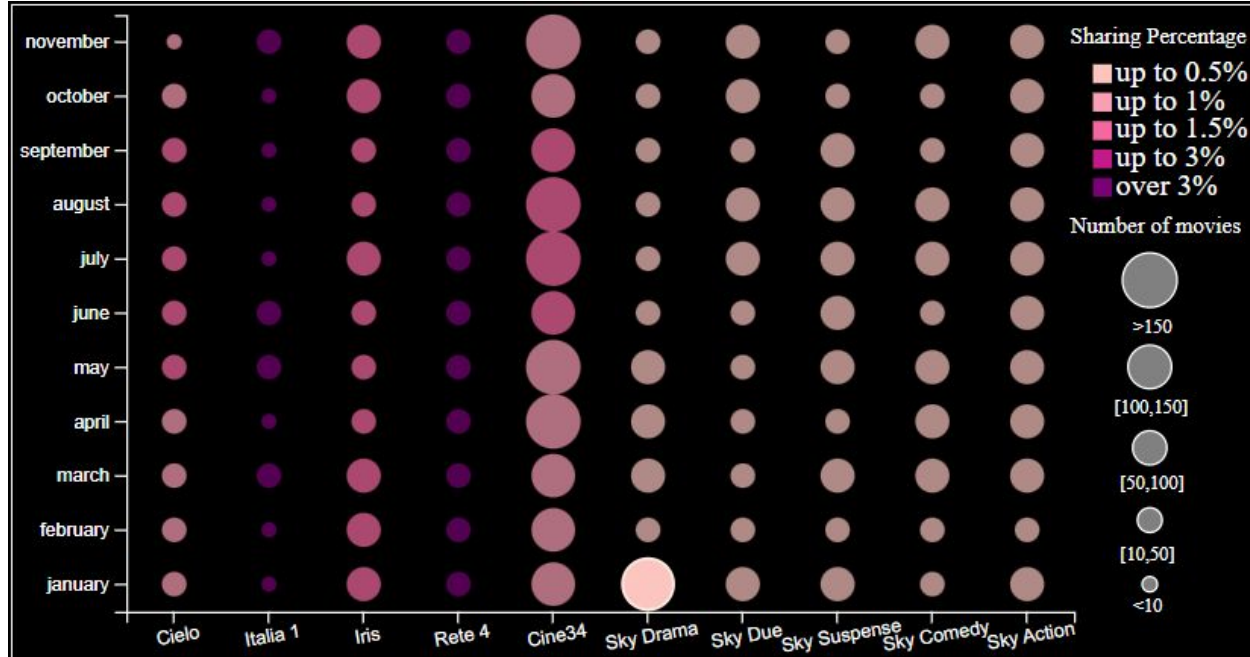
In [1], the authors conclude that “[...] *In particular movies that had a scanty success in cinemas reach high audience performance if broadcast on hi-share TV networks*”.

This thesis can be visually confirmed through our tool.



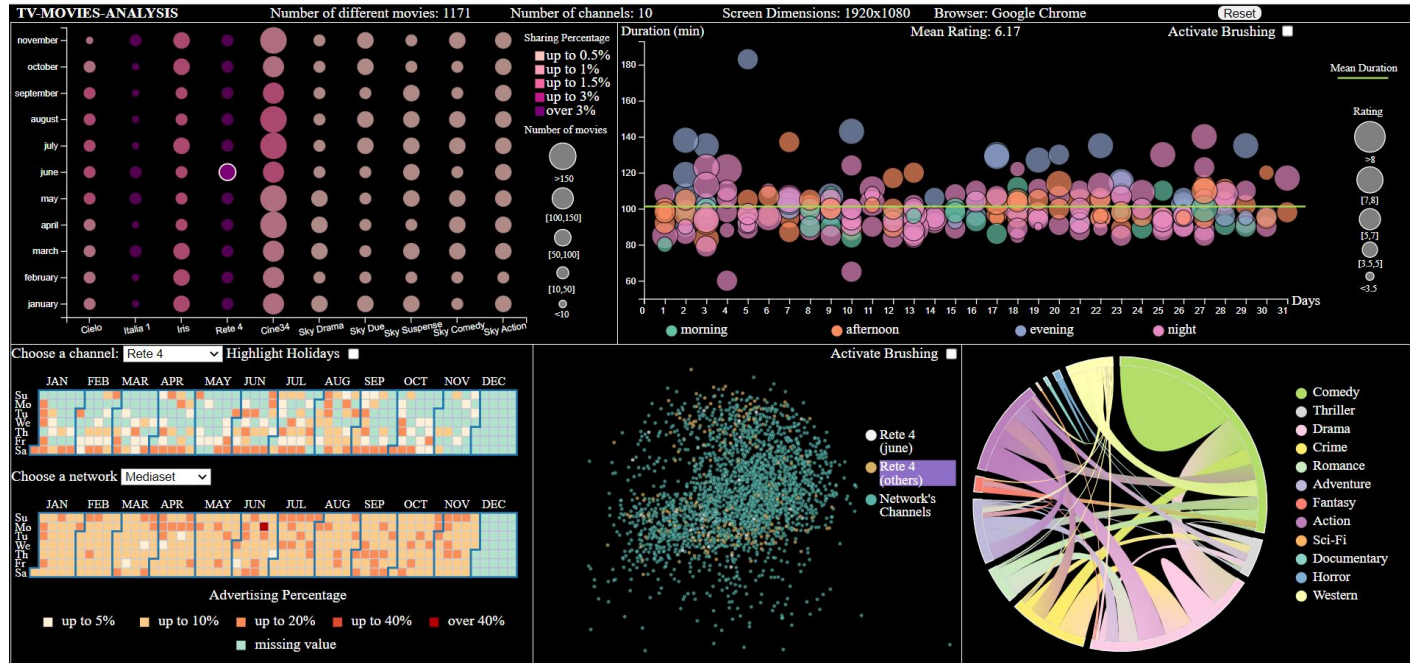
INSIGHTS

In [2] the authors conclude that “[...] *The channel which pays most attention to Italian cinema is Rete4 (445 films/year), followed by Italia1 (237) and Rai3 (218).*” Even if this thesis was related to 2008, the same trend can be confirmed nowadays through our tool.



INSIGHTS

From [2] "[...] Italia1, RAI1 and Rete4 are the channels with the most Italian feature films broadcast in the night time slot [...]". Also this trend can be visually confirmed according to nowadays.



CONCLUSIONS AND FUTURE WORKS

Moreover, this project can be extended given the lack (according to our research) of a similar system and of data:

- Complete dataset with more information
- Add other networks

REFERENCES

[1] M.Gambaro (2004), *The Relationship between Different Distribution Channels for Movies: Some Lessons from the Case of Free Television*

[2] J.Candeloro, M.Cucco (2008), *Italian Feature Films on National Public and Private Broadcasting Networks*

[3] M.Gasparini, D.Imparato (2007), *Forecasting TV audience: a consulting project with the Italian public television*

[4] M. Angelini, G. Santucci *Material of Visual analytics course, 2022/2023*

[5] <https://github.com/d3/d3/wiki>

[6] <https://www.kaggle.com/datasets/komalkhetlani/imdb-dataset>

[7] <https://www.laguidatv.it/tutti-i-mesi>



DEMO