



Shake It Off

The critics don't know what the people want

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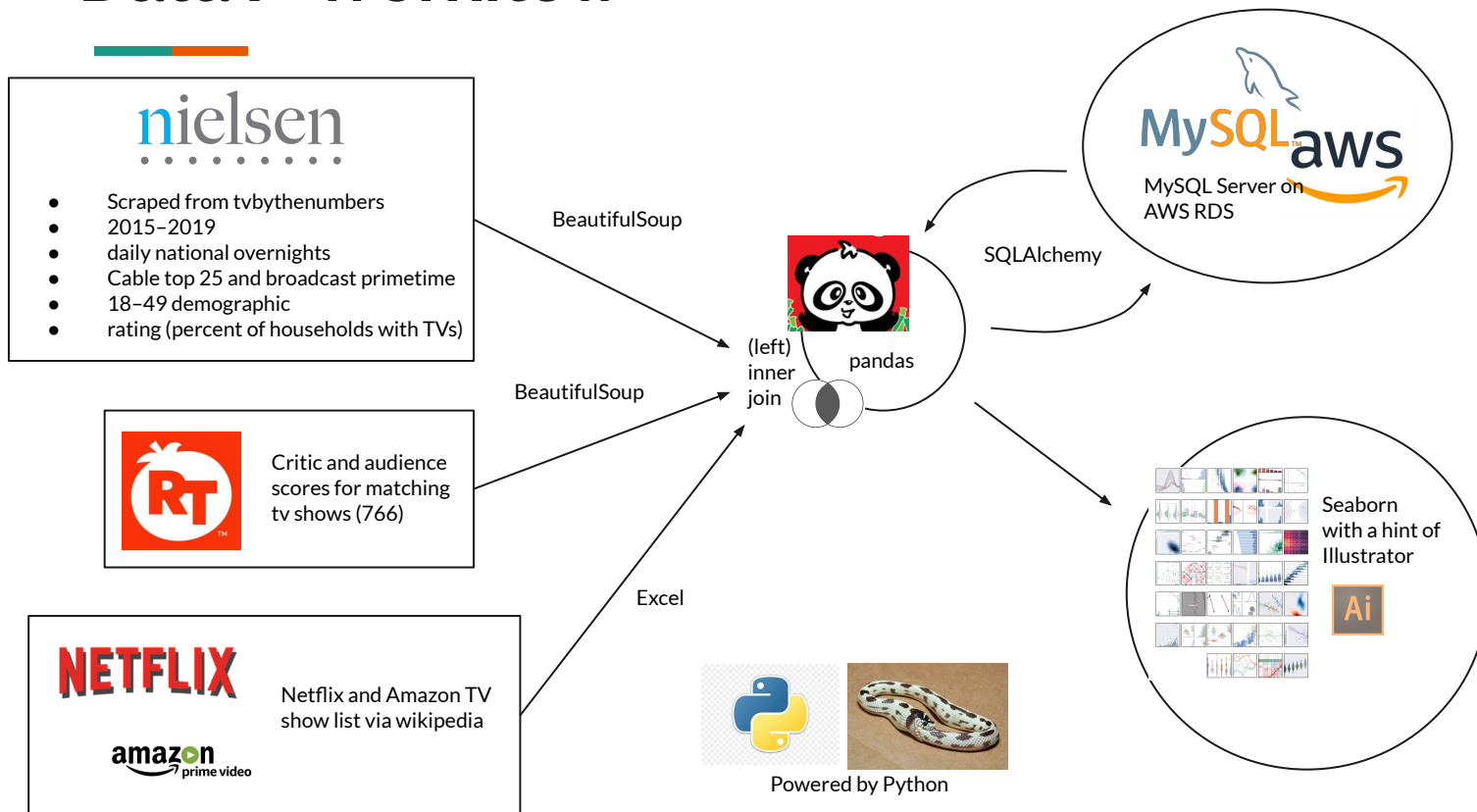
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What makes people watch TV?

- 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

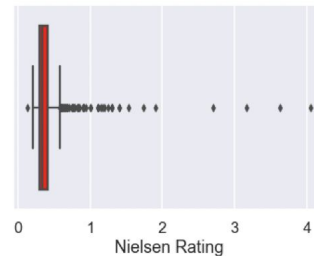
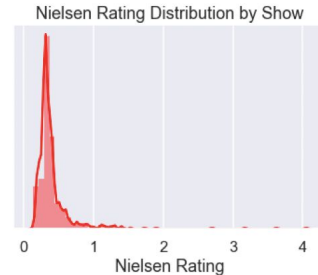
Data / Workflow



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

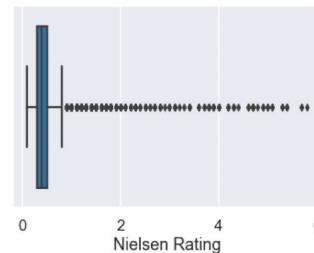
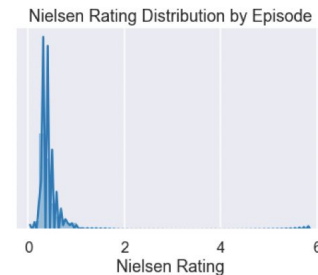


Outliers represent a few breakout hits (not much sports in our dataset)

- 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

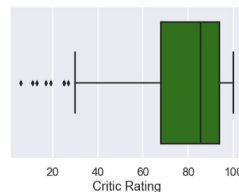
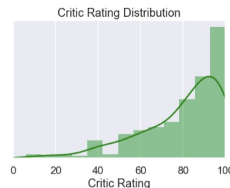


Most reviews are high

Critic and audience ratings go hand in hand

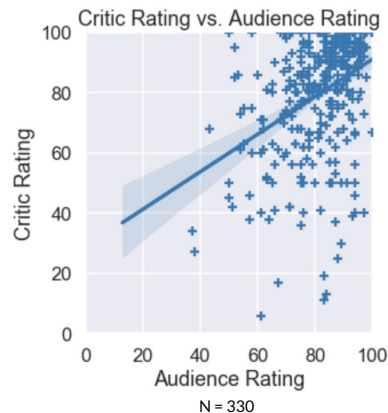
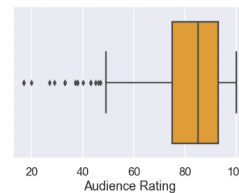
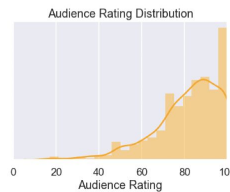
Critic Rating	
Count	338
Mean	79
STD	19
Min	6
25%	68
50%	86
75%	94
Max	100

*descriptive statistics for the Rotten Tomatoes critic ratings



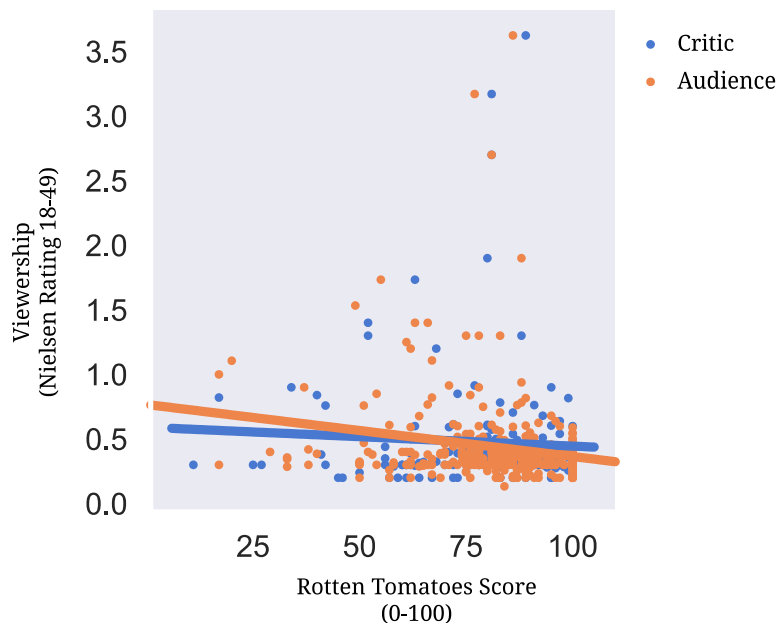
Audience Rating	
Count	575
Mean	82
STD	16
Min	17
25%	75
50%	85
75%	93
Max	100

*descriptive statistics for the Rotten Tomatoes audience ratings



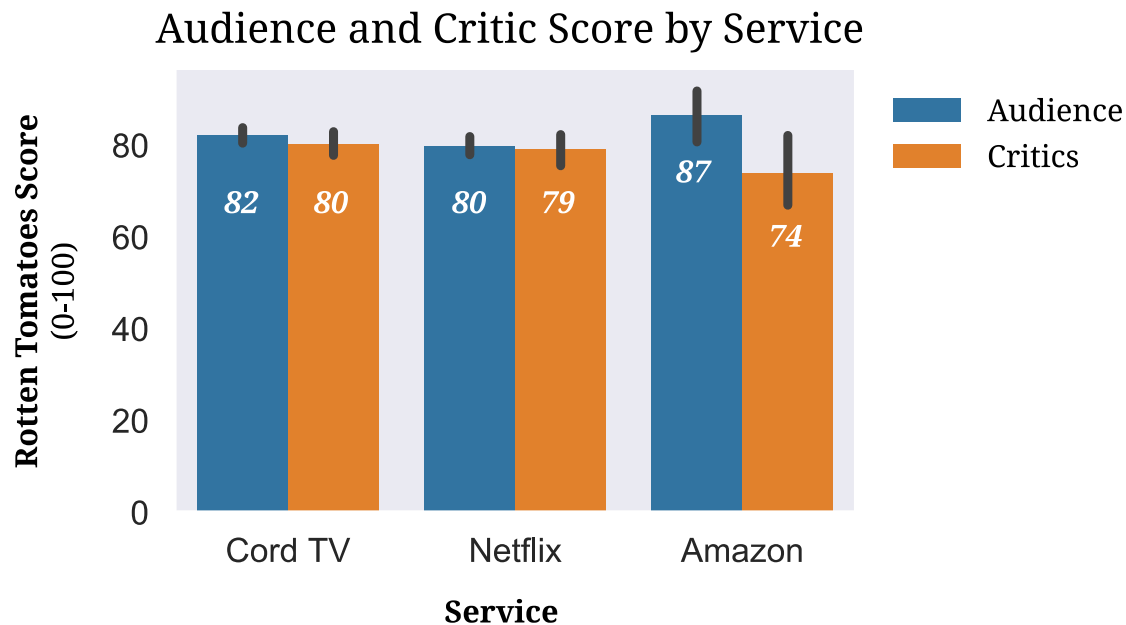
Viewers don't care about quality

Viewership versus Rotten Tomatoes Score

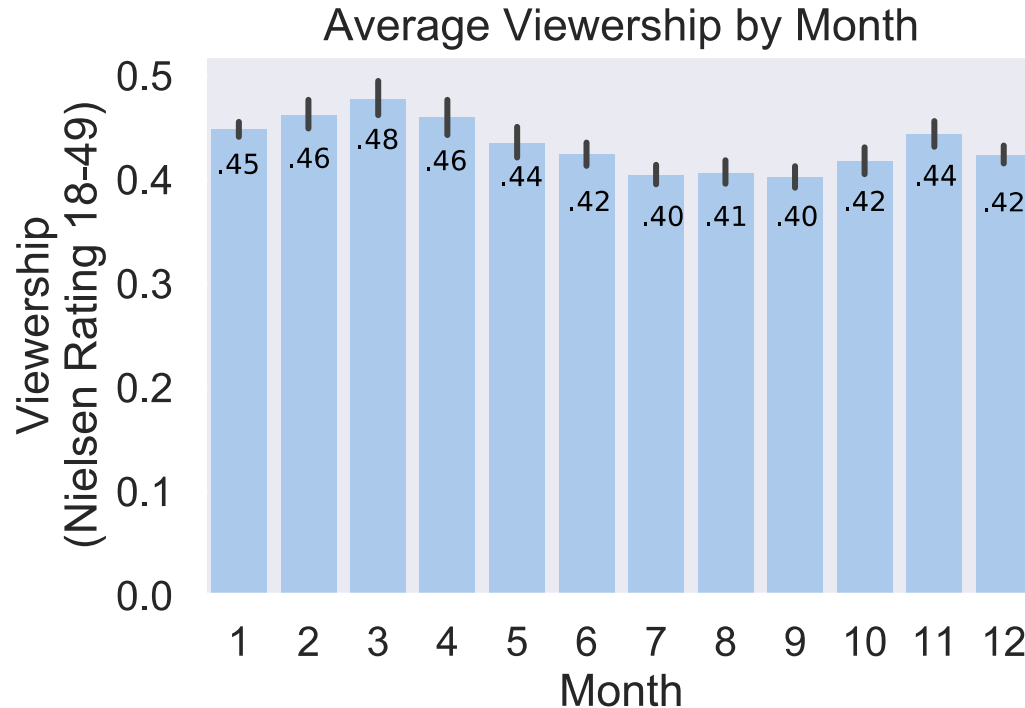


	Viewership	Viewership
Critic	-0.002 (0.002)	
Audience		-.004*** (0.001)
Intercept	0.59*** (0.16)	0.77*** (0.10)
N	171	333
R ²	0.003	0.033
Coeff (SE) *: p < 0.1 **: p < 0.05 ***: p < 0.01		

Amazon appears to have figured this out



Time your releases to build a viewership base





Haters gonna hate... just shake it off

- 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