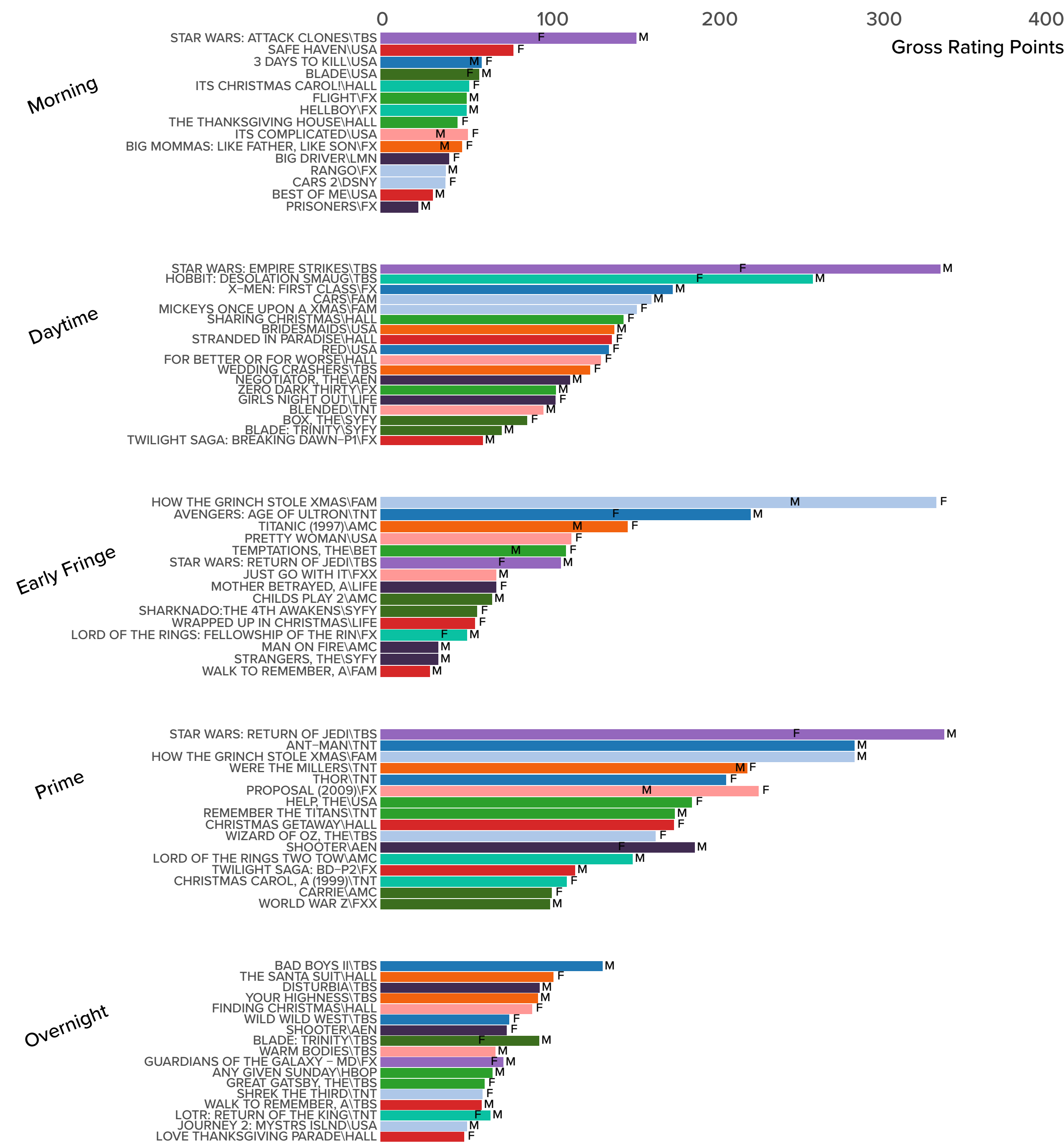# NETWORK TV MOVIE TRENDS

From Q4 2016-Q4 2017, women in the 18-49 audience watched more movies than men in most genres and across all dayparts. Examining viewership by network & daypart reveals that a select few networks dominate GRPs; genre data offers insight into the content that draws viewers to popular networks.
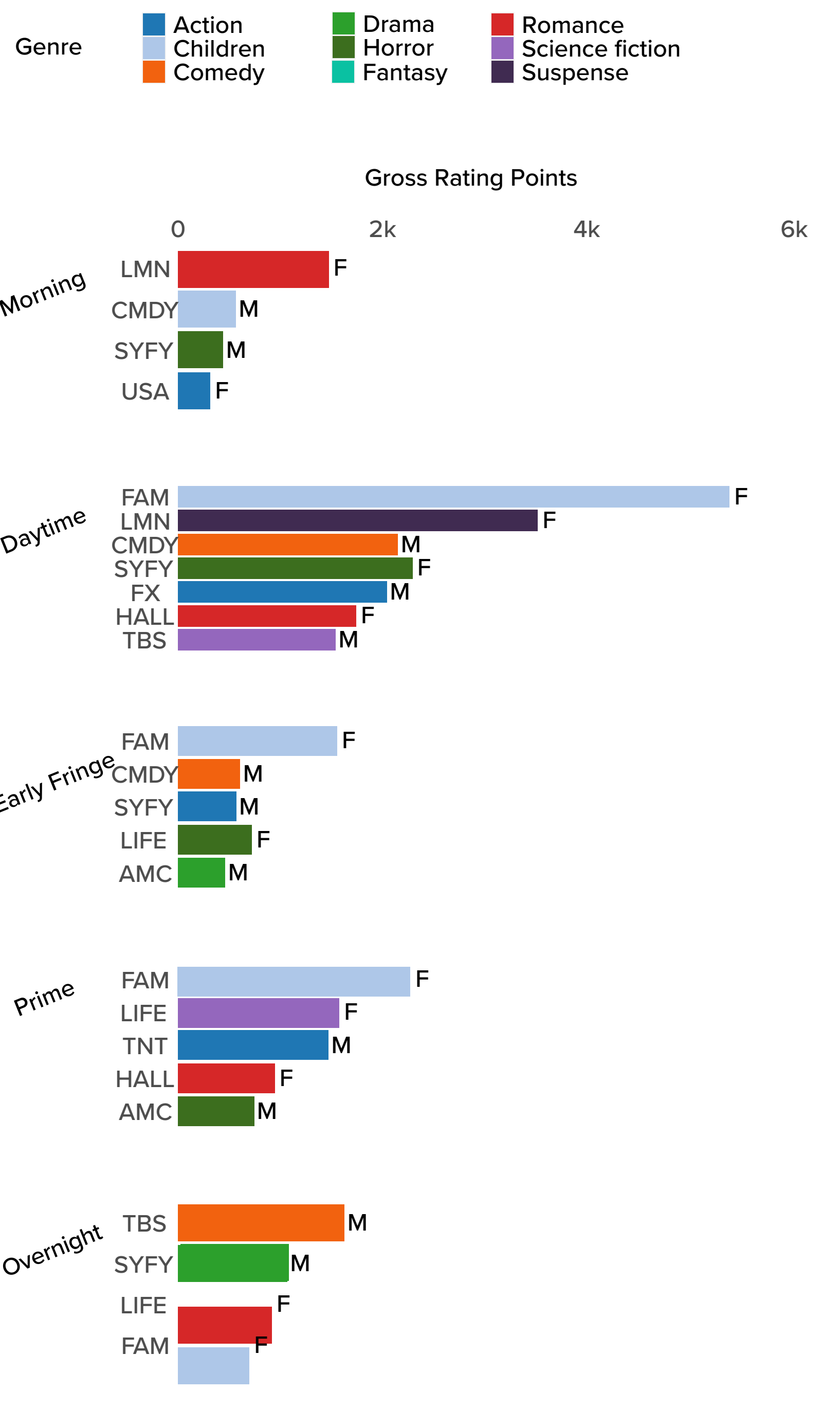
MOST POPULAR FILMS: MIDDLE AGE ADULTS

What is the most popular film on television by genre and daypart for 35-44 year old male and female audiences?


HIGHEST RATED NETWORKS

What are the most popular networks by genre, daypart, and sex?

Genre:
- Action
- Children
- Comedy
- Drama
- Horror
- Fantasy
- Romance
- Science fiction
- Suspense

MOTIVATION

Network groups can sell airtime to advertisers at a premium when both parties understand, with high granularity, who is watching what when. Although viewership of linear programming is lower in the digital era, television advertising remains a surefire way to connect with large audiences with shared interests. Hypertargeting extends beyond marketing; content can be personally tailored when network groups understand their viewers.
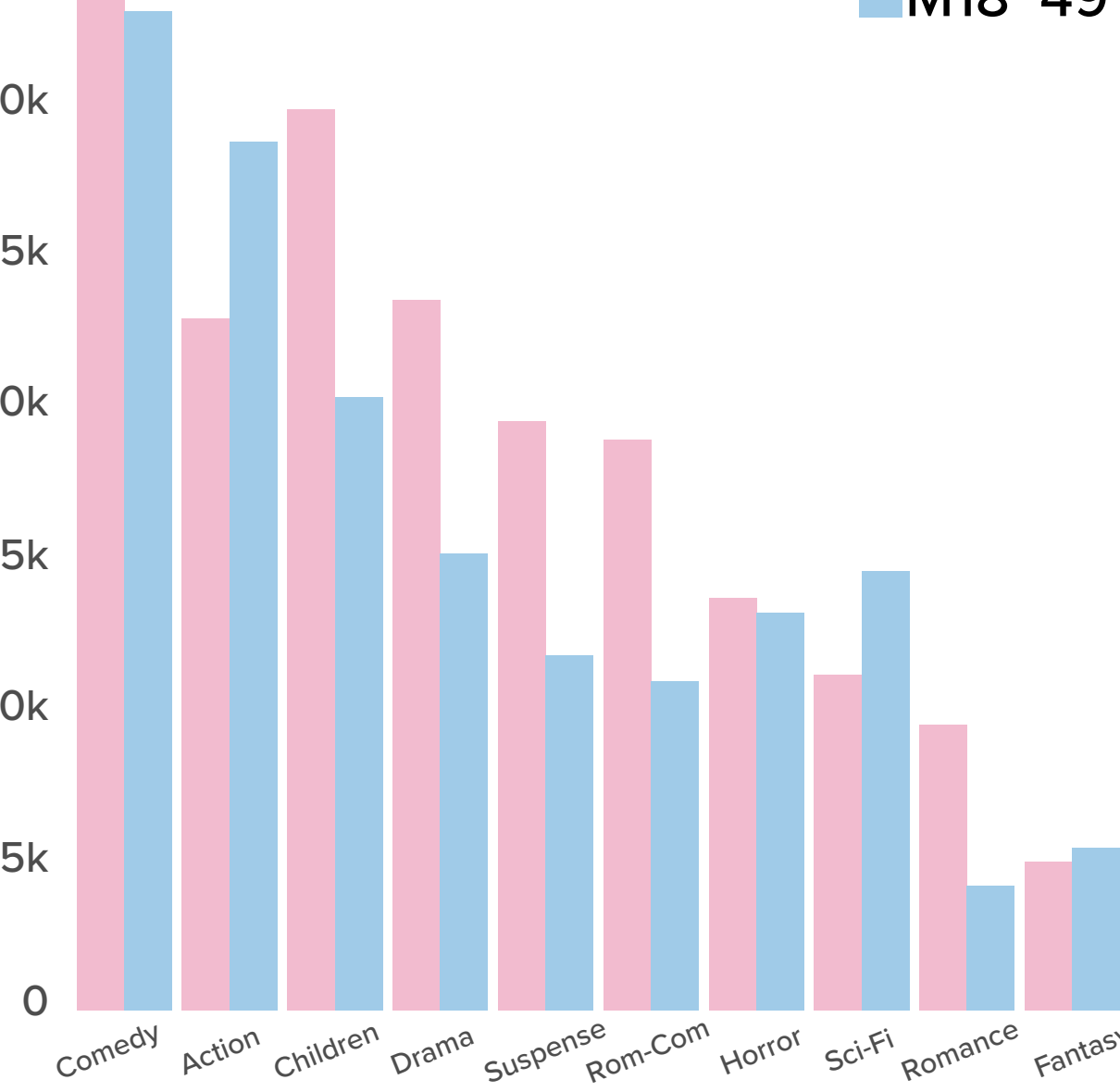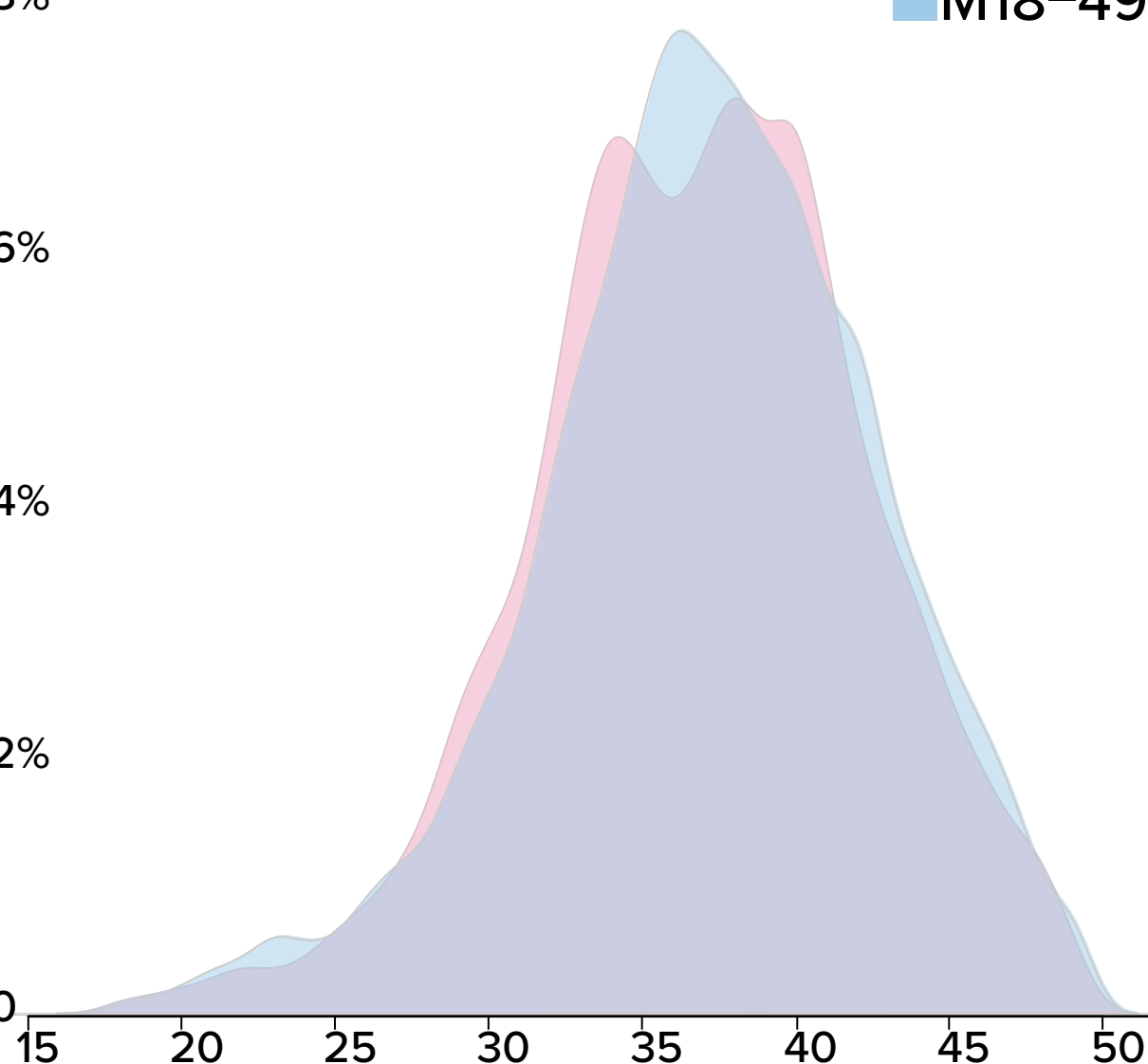
Sam Deery-Schmitt
IST 719, Information Visualization
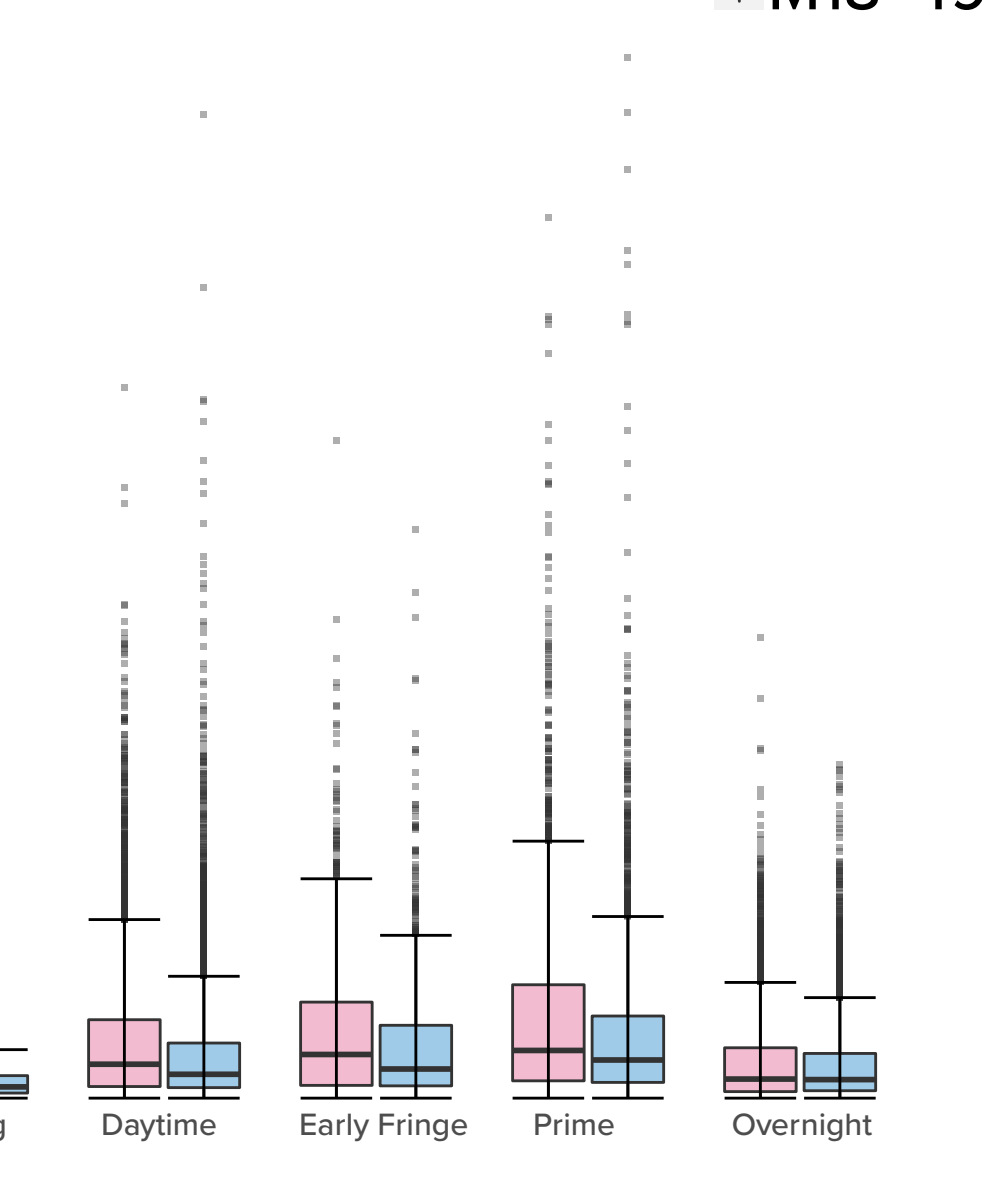MS Applied Data Science Candidate
Syracuse University

DATA

The initial dataset featured 114,373 observations of 17 variables; each record details data about the performance of one movie on one network. This dataset features the most popular movies during the time period. Aggregations were done by age, sex, daypart, genre, network, and network group.

GRP by Genre

GRP by Daypart

Age Distribution

Most GRP by Network & Daypart