



Platform Specific Advertising

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Quibi : Overview

- Abbreviation for “Quick Bites”, mobile platform for short-form content (episodes under 10 min)
- Launched April 6, 2020 with 53 shows released or announced
- Key shows:
 - Survived (Sophie Turner)
 - I Promise (Lebron James)
 - Punk’d (Chance the Rapper)
 - Chrissy’s Court (Chrissy Teigen)
- Target audience: 25-35 year olds

Source: <https://en.wikipedia.org/wiki/Quibi>



Quibi : Overview

Similar to many other media platforms, equal to none

1. Short, digestible content
2. High production value (\$100k per minute)
3. Often consumed during “in-between” moments



Quibi : Overview

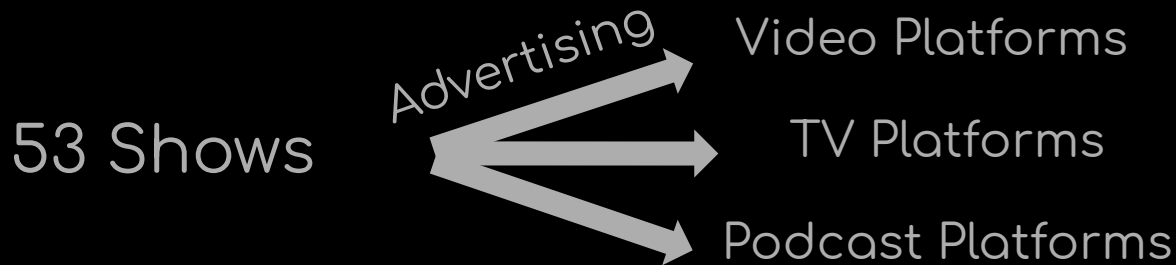
Similar to many other media platforms, equal to none

1. Short, digestible content similar to Videos
2. High production value (\$100k per minute) similar to TV
3. Often consumed during “in-between” moments similar to Podcasts



Goal

Given the way Quibi draws on characteristics of other media, what is the best way to advertise current programming on other platforms?



Gathering Info

Using Reddit's Pushshift API, gathered title and selftext from key subreddits:

- Video (/r/videos): Mostly short form
- Television (/r/television): High quality serialized content
- Podcasts (/r/podcast): Content often consumed “in-between” tasks, released episodically in series

To generate recommendations, scraped Quibi show info, descriptions, etc. from website



Filtering Out the Noise

Removed unhelpful words that are too strong indicators of a particular media

i.e. PODCAST, HBO, YOUTUBE

But skipped those that appeared regularly in the other subreddits:

i.e. PODCAST was removed, but CRIME was kept

These were set as stop words to help focus on the content of the subreddit

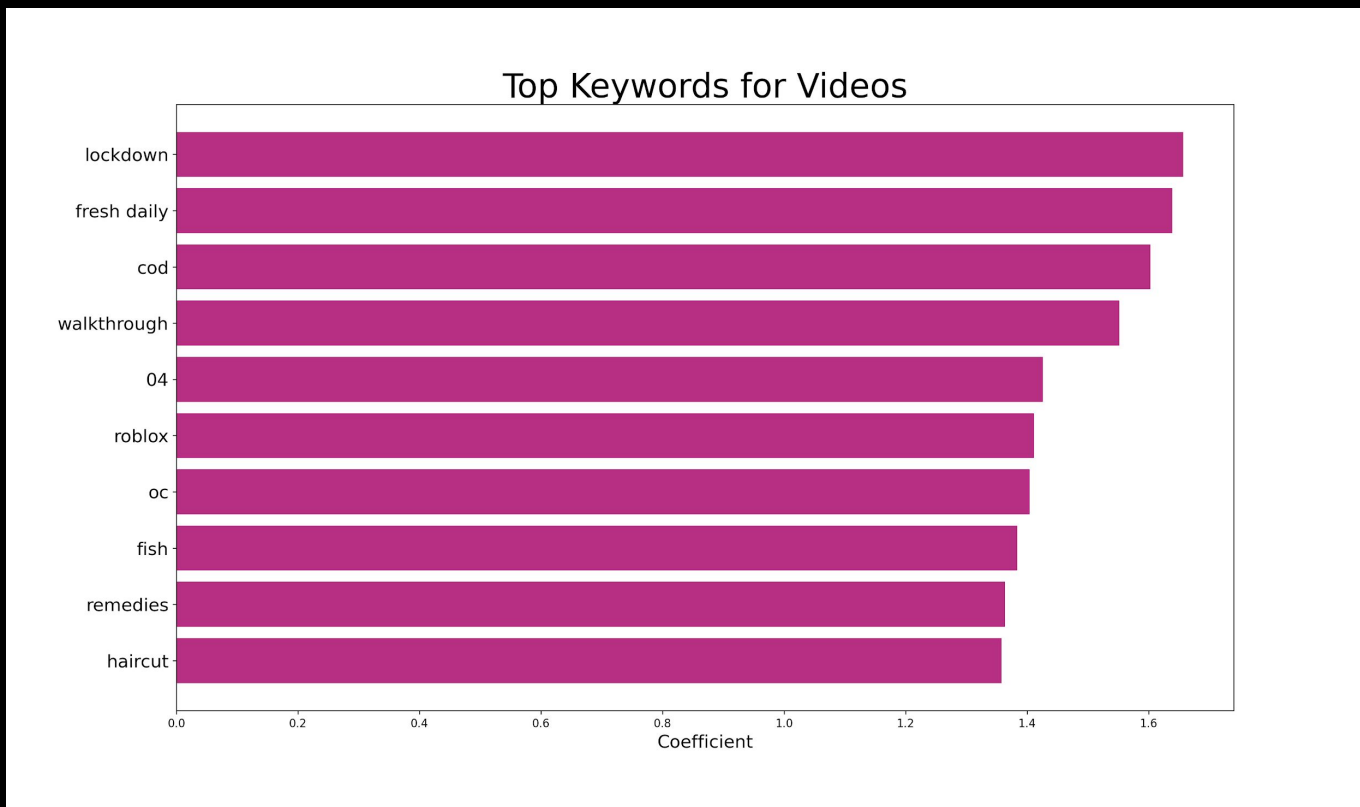


Model Process

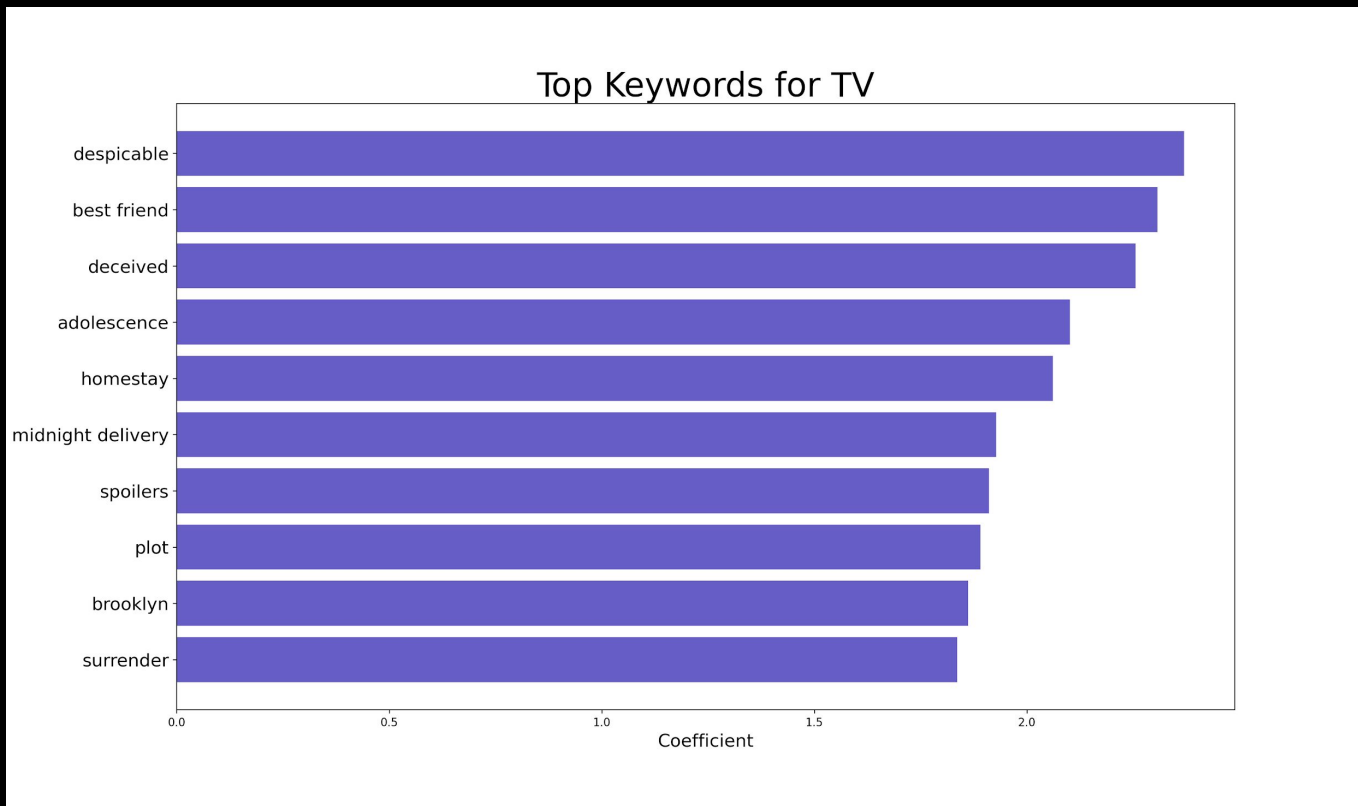
- Multiclass Logistic Regression
- Included pairs of words
- Terms must appear in less than 95% of documents
- Excluded 1000+ stop words
- 80% accuracy



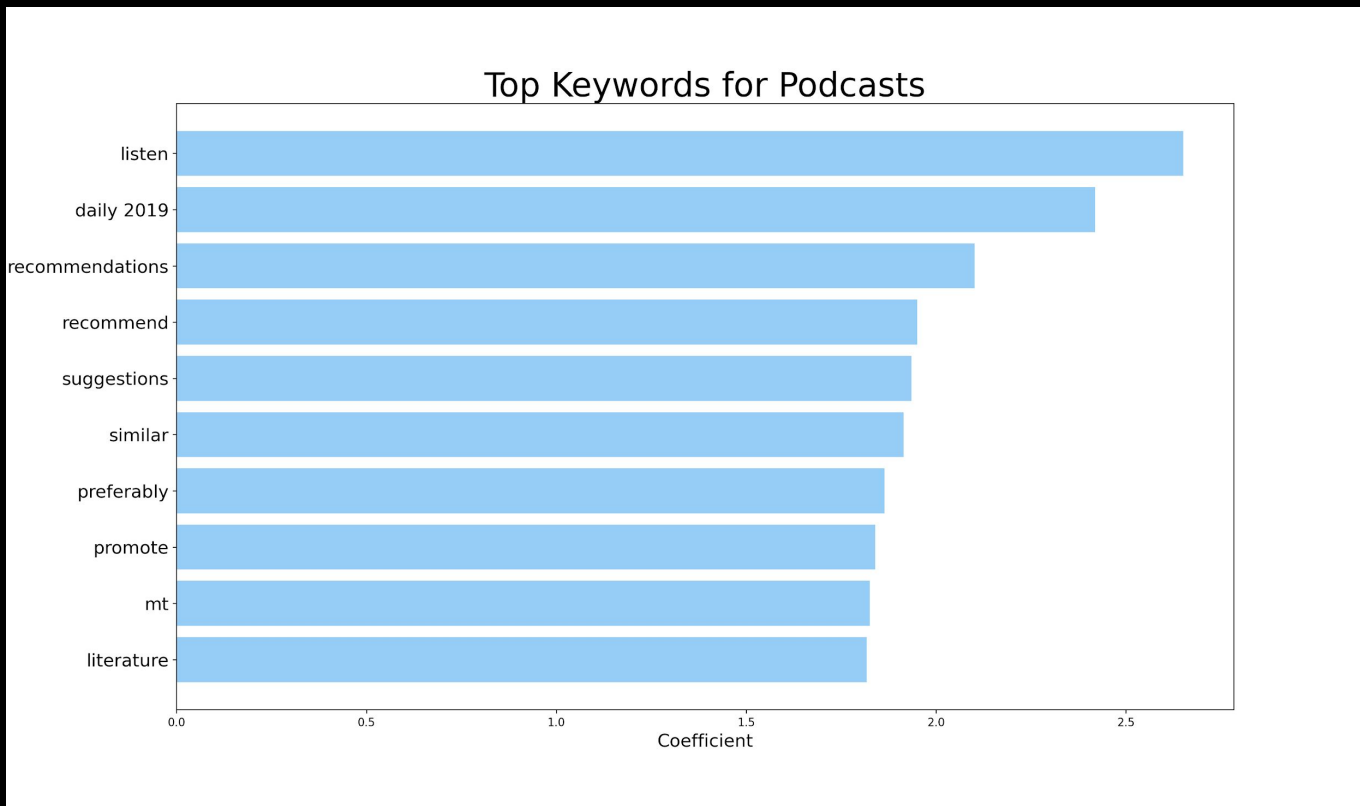
Greatest Hits: Videos



Greatest Hits: Television



Greatest Hits: Podcasts



Applying the Model to Quibi Shows

Input show title,
genre, description to
model

PUNK'D



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PUNK'D

Find
probability of
each outcome

Pod - 0.0025%

TV - 99.63%

Video - 0.3659 %



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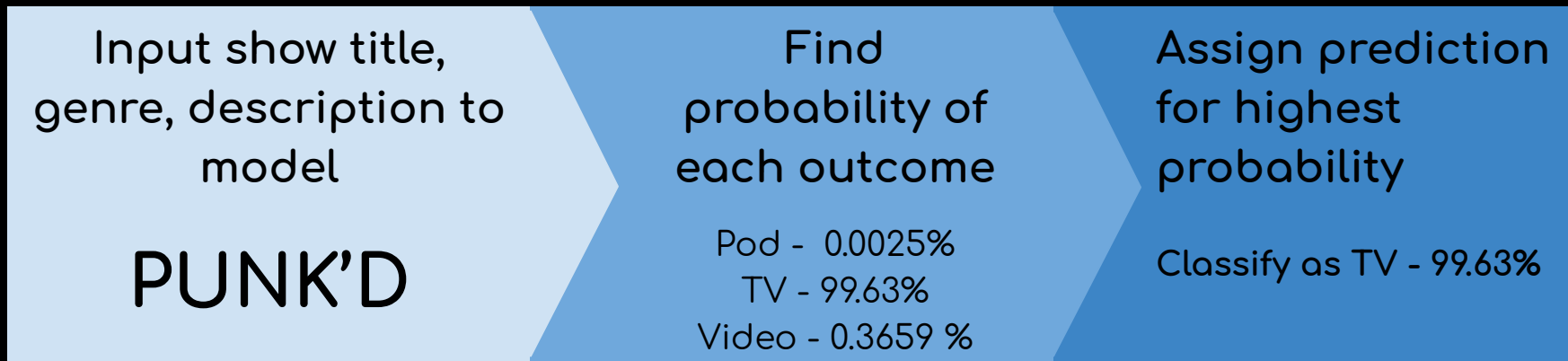
Pod - 0.0025%
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Video - 0.3659 %

Assign prediction
for highest
probability

Classify as TV - 99.63%



Applying the Model to Quibi Shows



PUNK'D is most similar to TV, would be best for TV audience, we should advertise it there.



Recommendations

What is the best way to advertise current programming on other platforms?



Recommendations

Podcasts

1. Sports AM by TSN - Sports, News
2. Speedrun by Polygun - Gaming
3. POP5 - News, Music

TV

1. Most Dangerous Game - Action, Thriller
2. Prodigy - Sports, Documentary
3. Dishmantled - Cooking Competition

Video

1. The Sauce - Dance Competition
2. Weather Today by the Weather Channel - Weather
3. Auga Donkeys - Buddy Comedy

Podcasts - 19

TV - 22

Video - 12



Closer Look - Top 10% Keywords

Suggested Platform to Advertise On: **Television**

Most Dangerous Game (Action, *Thriller*)

A man (Liam Hemsworth) desperate and in debt. In a dystopian *thriller* where the *hunter turns* out to be the hunted. Game on. New episodes every weekday.

Suggested Platform to Advertise On: **Video**

The Sauce (Competition, *Dance*)

Who's the best *dance* crew in the country? Viral *dance* sensations Ayo & Teo *travel* across America as *teams* battle head-to-head for a chance to take home \$25,000. All episodes streaming now.



Next Steps

- This process was bare-bones, there is WAY more that can be done
 - Additional/segmented Reddit sources
 - Stricter stop words
 - Further tuning of the model for our specific goals
- After implementation, evaluate!
 - Improve the model by evaluating the predictions



