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Analyst, Linear Forecasting & Analytics (Disney Entertainment)

Job ID: 10116598**Location:** Burbank, California, United States**Business:** Disney Entertainment Television**Date posted:** Apr. 07, 2025**SHARE**

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Job Summary:



The Linear Forecasting & Analytics team on Disney Entertainment's (DE) Research, Insights & Analytics operation sits in the middle of business analytics and strategy by forecasting viewership across Primetime, Cable, News and Syndicated platforms and currencies (i.e. - linear and digital). This provides the business with targets in support of monetization, strategic consultation around programming, new measurement and risk planning. The team works across many stakeholders, providing a unique view of the business.

Job Summary:

The Linear Forecasting & Analytics Analyst will aid in the creation of strategic linear forecasts across ABC and the cable networks. This includes tracking Nielsen viewership across the TV landscape, as well as evaluating measurement

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The successful Analyst will have enthusiasm and curiosity for solving problems and learning new skill sets in this fast-changing media landscape. They will have passion for being part of numerous strategic projects that will aid in navigating the linear and overall Disney Media business.

Responsibilities:

- Analyze Linear trends, evaluate methodology changes and alternative currencies to estimate their impact on the Disney Media business.
- Collaborate with analytics teams to align internal forecasts with machine learning as well as building more accuracy and scenario planning forecasts as well as partner with key executives of the business including finance, sales and scheduling.
- Evaluate methodology changes by Nielsen (i.e. Big Data) and other providers to alert key stakeholders on potential trend changes.
- Analyze content consumption and viewership for multiple networks.
- Work on in-season scenario planning and landscape forecasts.

Basic Qualifications:

- Minimum of one year experience using advanced Excel and or SQL, to analyze data or conducting qualitative business analyses and insights, or relatable required.
- Experience with PowerPoint, Keynote, and Tableau, Snowflake
- Superior project management skills and high attention to detail.
- Must live within a commutable distance to Burbank, Ca. The role requires someone onsite 4+ days a week.
- A deep passion for the media landscape and TV programs.
- Strong verbal and written communication skills.

Preferred Qualifications:

- Knowledge of Nielsen media tools (including NNTV and NPOWER)

Required Education:

- A bachelor's degree.

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needs. The base pay actually offered will take into account internal equity and also may vary depending on the candidate's geographic region, job-related knowledge, skills, and experience among other factors. A bonus and/or long-term incentive units may be provided as part of the compensation package, in addition to the full range of medical, financial, and/or other benefits, dependent on the level and position offered.

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About Disney Entertainment Television:

Disney Entertainment Television is a collection of renowned content brands at The Walt Disney Company creating original entertainment and news programming for the company's streaming platforms Disney+, Hulu and Star, and its broadcast and cable networks. Its extensive portfolio is comprised of ABC Entertainment, ABC News, ABC Owned Television Stations, Disney Branded Television, Freeform, FX, Hulu Originals, National Geographic Content and Onyx Collective, in addition to Disney Television Studios, which include 20th Television, 20th Television Animation, ABC Signature and Walt Disney Television Alternative. Responsible for over 4,500 hours of programming a year across more than 300 programs of all genres, Disney Entertainment Television's creative brands are at the forefront of groundbreaking storytelling, captivating audiences and generating critical acclaim. In 2023, Disney Entertainment Television's programming excellence earned 163 Emmy® nominations across daytime, primetime, news & documentary, and children's & family categories.



About The Walt Disney Company:

The Walt Disney Company, together with its subsidiaries and affiliates, is a leading diversified international family entertainment and media enterprise that includes three core business segments: Disney Entertainment, ESPN, and Disney Experiences. From humble beginnings as a cartoon studio in the 1920s to its preeminent name in the entertainment industry today, Disney proudly continues its legacy of creating world-class stories and experiences for every member of the family. Disney's stories, characters and experiences reach consumers and guests from every corner of the globe. With operations in more than 40 countries, our employees and cast members work together to create entertainment experiences that are both universally and locally cherished.

This position is with American Broadcasting Companies, Inc., which is part of a business we call Disney Entertainment Television.

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status, military or veteran status, medical condition, genetic information or disability, or any other basis prohibited by federal, state or local law. Disney champions a business environment where ideas and decisions from all people help us grow, innovate, create the best stories and be relevant in a constantly evolving world.

DISABILITY ACCOMMODATION FOR EMPLOYMENT APPLICATIONS

The Walt Disney Company and its Affiliated Companies are Equal Employment Opportunity employers and welcome all job seekers including individuals with disabilities and veterans with disabilities. If you have a disability and believe you need a reasonable accommodation in order to search for a job opening or apply for a position, visit the Disney [candidate disability accommodations FAQs](#). We will only respond to those requests that are related to the accessibility of the online application system due to a disability.

Having technical issues? [View the FAQs for help.](#)

Hiring Process

Where Does Your Story Begin?

Explore Disney Careers and the Life at Disney blog to learn about all the amazing opportunities waiting to be discovered at The Walt Disney Company.

Be Part of the Story

There are many different brands and businesses to explore. Once you've found the opportunity that is right for you, take the next step by completing your application.

The Next Chapter

Once you've applied, you will receive an email allowing you to access your candidate dashboard. Create your login and make sure to check your dashboard often to see your application progress.