



Real Time Media Insights

— 2020 —

**How to survive without primary
research?**

Adapt quickly or die quickly?

**EVERYTHING HAS CHANGED!!!!
Yet, nothing has changed?**

I miss primary
research...quant, qual,
ethnographies,
personas,
segmentation...

Thanks **Accelerant**!



PS - Not selling you anything

TABLE OF CONTENTS

Teams Work

Background

Television – Sleeping in

Digital – Show Me The Money

Social Media – Can I trust that?

One Market Example - PANELS!

What Else?

Teams Work



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30+ years



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*Digital, social
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*TV, data
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Director of Research

*Primary & secondary
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We are not all the same (thank goodness!)

Diversity:

Skills

Lives

Attitudes

Relationships:

Other departments

Outside the organization

Each other

Agility:

Priorities

Resources

Processes

What are you building?

TEAMS WORK

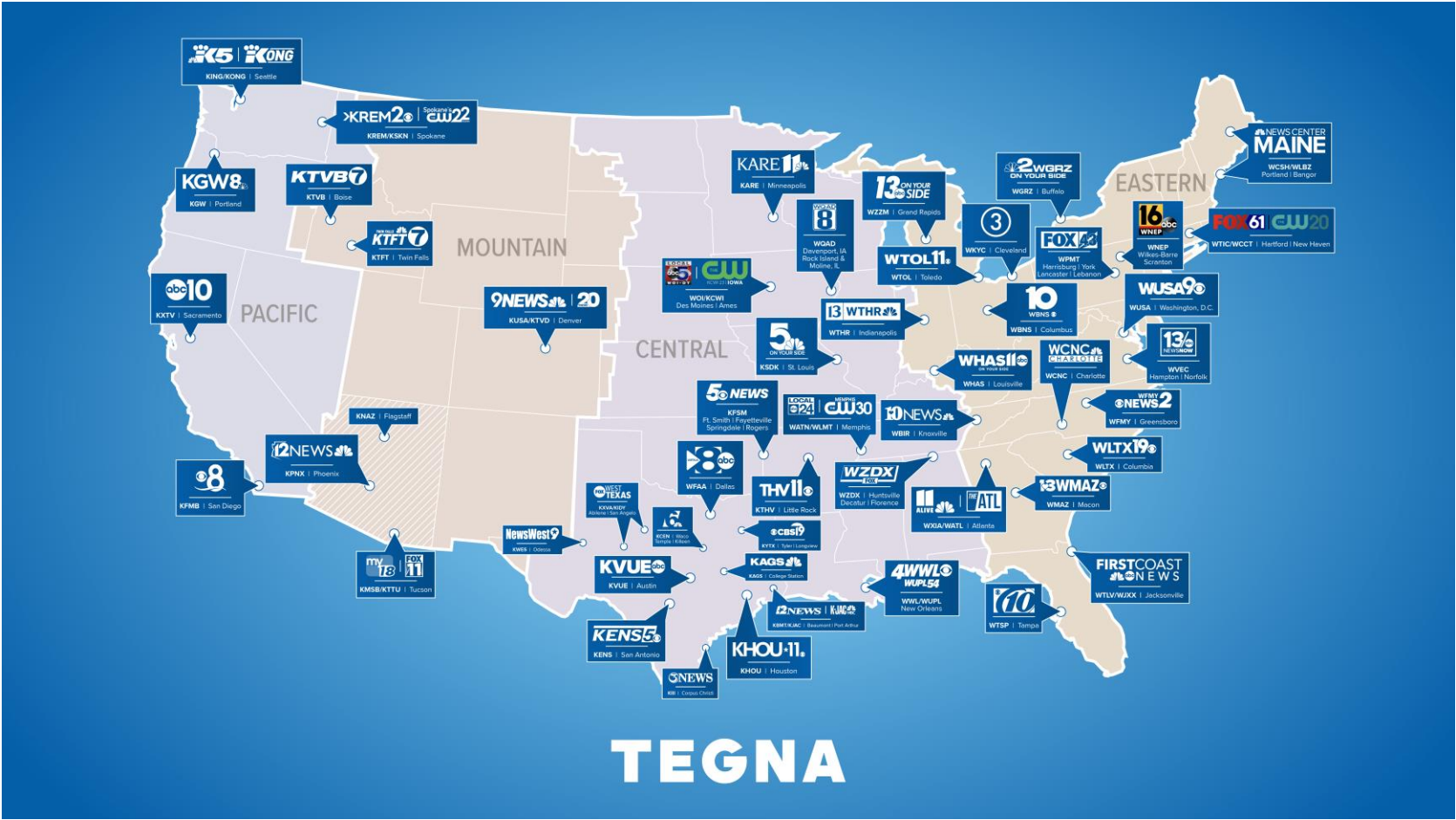


62 TV stations in 51 markets

Reach 39% of all TV homes
50+ Million monthly via digital
33 Million social followers

Serve the greater good of our communities

TEGNA



**Not all the same:
then or now**

**Different
stages**

=

**Different
moods & needs**

*The need for
personalization &
connection*

ONE SIZE DOESN'T FIT ALL



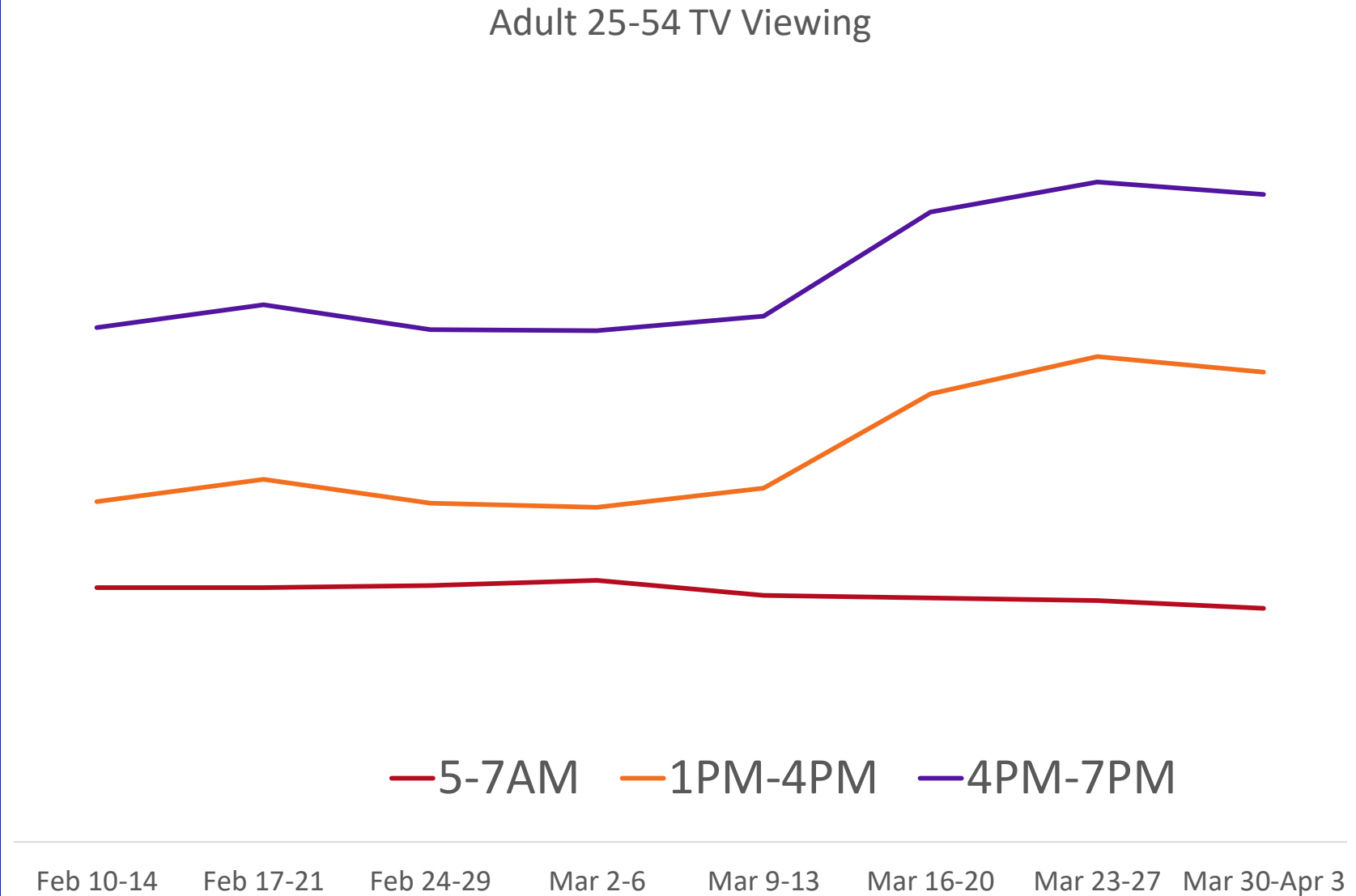


TELEVISION

Television consumption exploded!

Not all time periods increased

Markets changed at different rates
(Tied to specific variables)



‘Shift’ focus and resources

One traditional morning
‘driver’ of station choice
(traffic) not as relevant...is
weather?

What needs to be:

Dropped?

Evolved?

Added?

*Where can you reach
consumers now?*

INSIGHTS

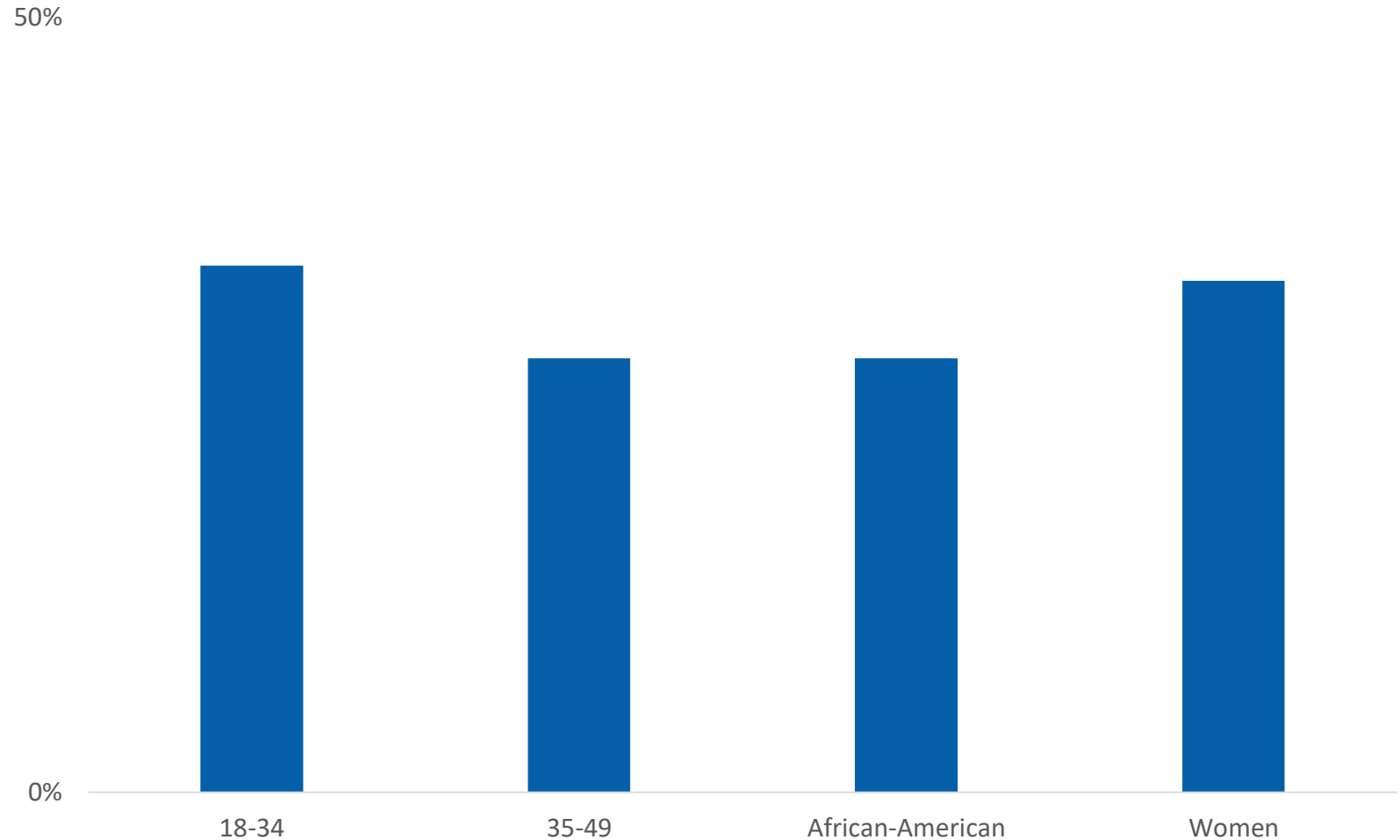


TELEVISION VIEWING UP:

Those under 50
African-Americans
Women
All incomes

What to do with all this reach?

Daytime TV Viewing Growth From February



UNEXPECTED REACH

Have a plan in advance...
or make one quickly

Core to your brand...
be appropriate for
the moment

What people want...
not what we think
they want

What can we give them to
take into the future?



Past performance is
no guarantee of
future success

Are you in touch
with consumers?

Daily?

Do you tap the
breaks?

Or

Do you hit the gas?

BIG BRANDS

Top Ten Market,
Early Evening News

-23%

First to **Third**

Top 25 Market,
Late Evening News

-34%

First to **Third**

KUSA in Denver **grew double digits** in morning,
early evening and late news

“Live” Sports deleted

GAP = Opportunity

Identify the consumer need

Ideate – Test - Spread

BONUS ROUND

Local Stars

My Favorite
(Moment, Game, Picture, etc.)

Home Exercise
(Shelter in Shape, Run Safe)

Games for Kids

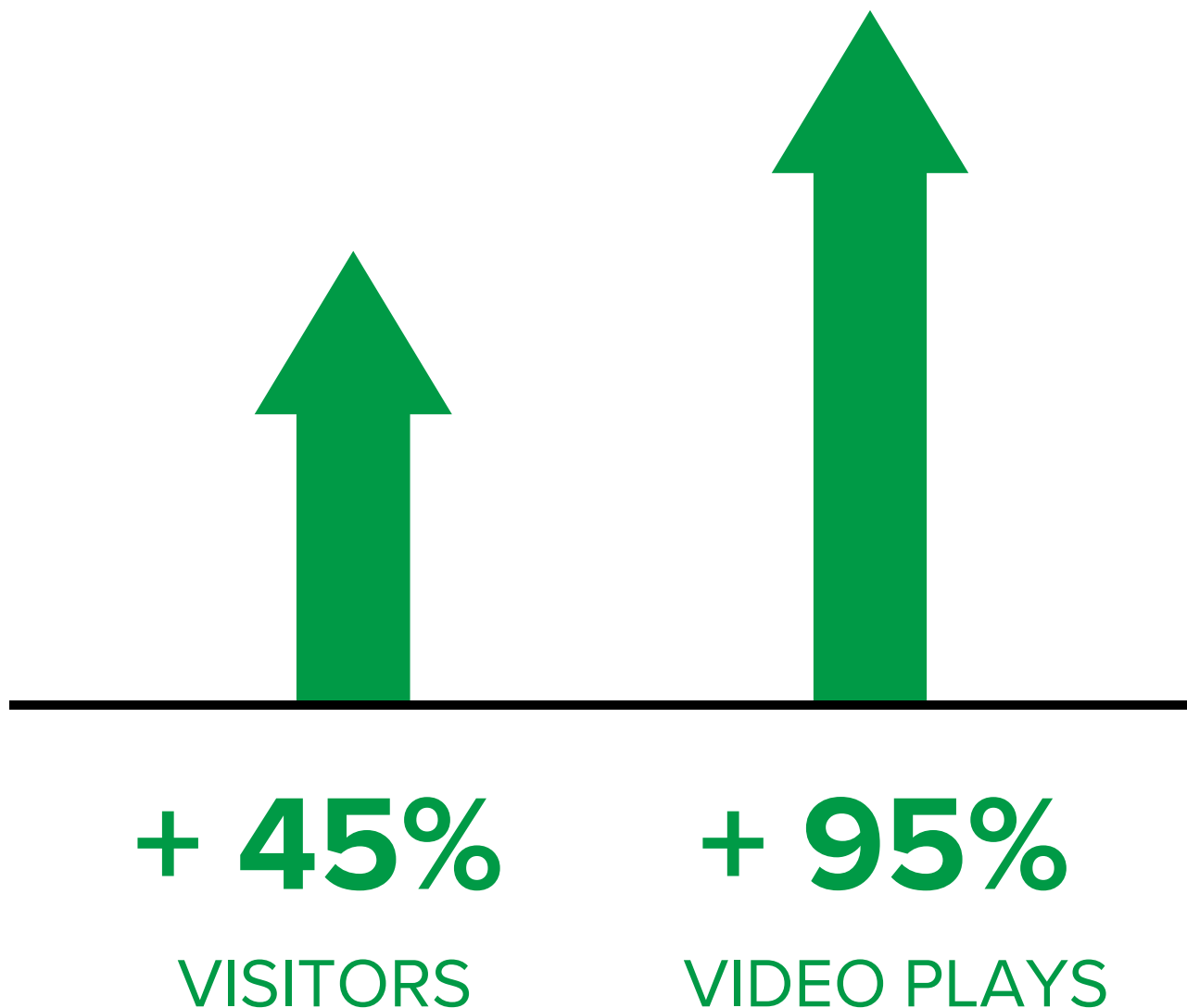
DIGITAL

A woman with curly hair is looking at a smartphone in a dimly lit room. In the background, there is a bookshelf filled with books. The overall mood is calm and focused.

Digital Reach & Consumption Exploded!

Record days in March

Avg Daily: February to March



WHEN do people visit?

Consumption shifts:

Less late evening

More morning

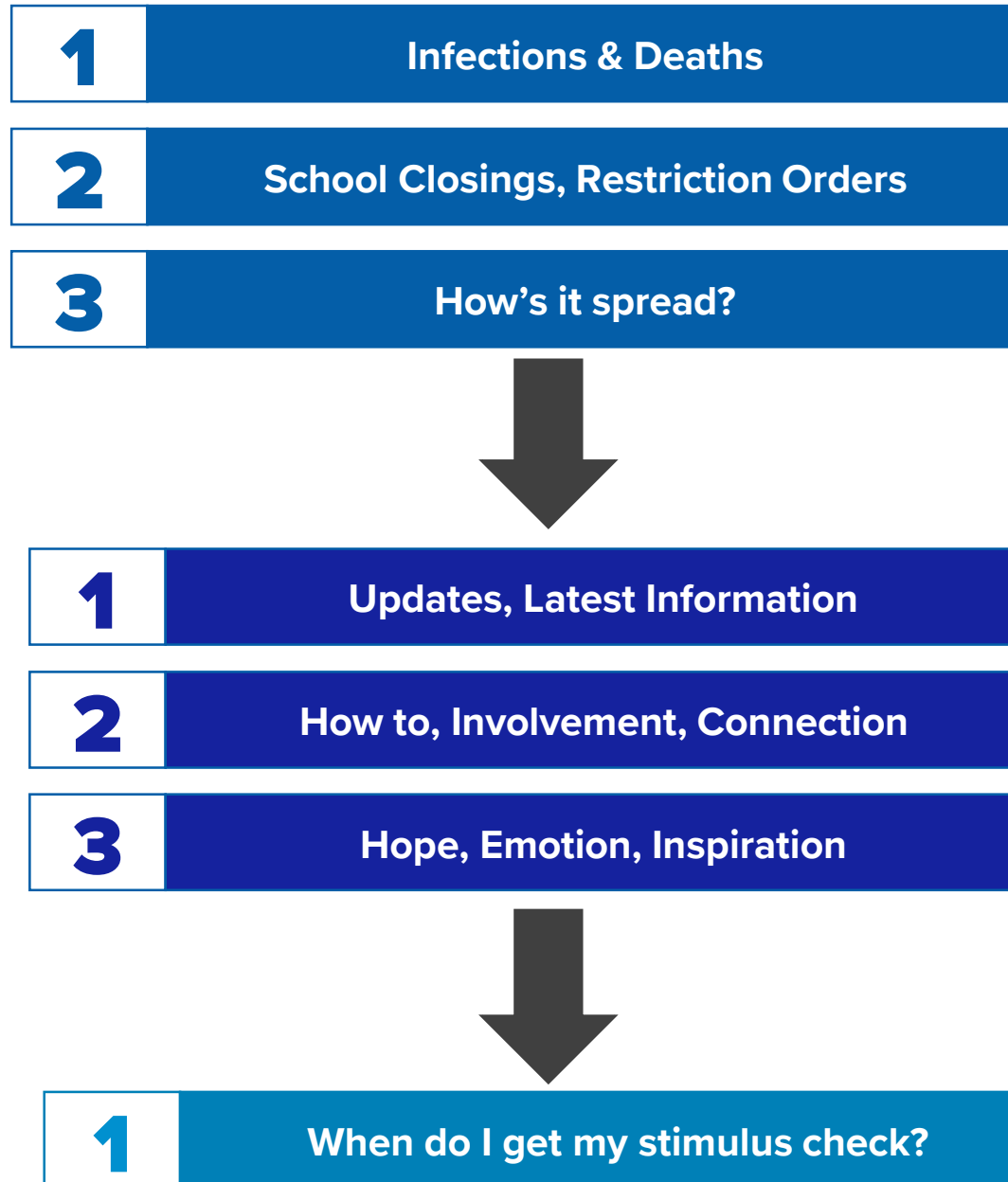
Flatter curve throughout the day

People are checking in often and regularly



WHAT do they want?

Behaviors remain consistent, consumption topics change



WHAT do they want?

People have a wide range of needs:

Some are common
Some are less so

How do I stay safe? (go to the store, order online?)

How do I make a mask?

How do I pay my rent?

How do I collect unemployment?

How can I help others?

How do I clean my (blank)?

How do I work from home better?

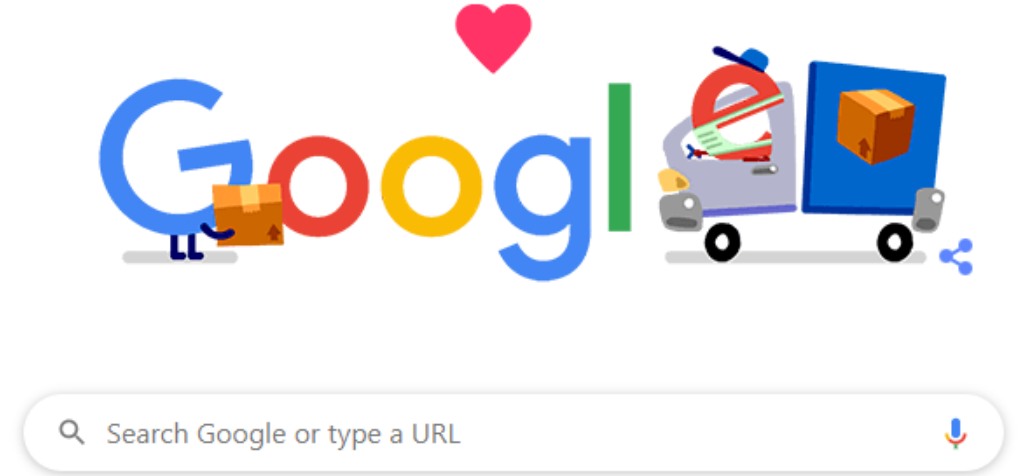
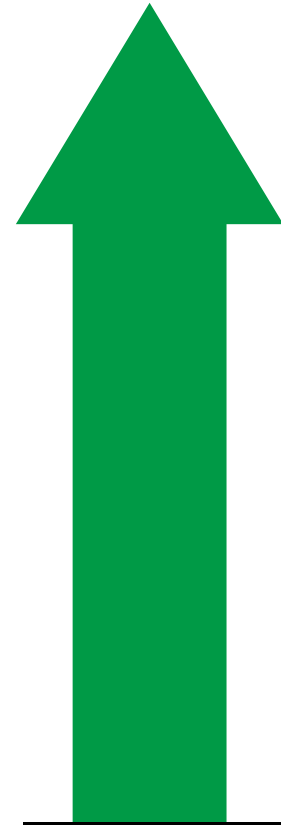
How do I deal/teach my kids (WOW teachers are great!)

Who IS my spouse? (similar to TV show)

What should I watch? (Tiger King, Local News!)

HOW do they find you?

Help people find you



+ 131%
SEARCH REFERRALS

HOW do they find you?

Give something

Build a relationship not dependent on 3rd parties?

The screenshot shows the Facebook profile of WCNC Charlotte. The profile picture is a blue circle with the WCNC Charlotte logo. The name is "WCNC Charlotte" with a verified checkmark and the handle "@WCNCtv". The left sidebar contains navigation links: Home, About, Posts, Photos, Videos (with a red "LIVE" badge), Groups, and Community. A green "Create a Page" button is at the bottom of the sidebar. The main content area shows a post from "WCNC Charlotte" stating "is live now" 6 minutes ago. The post text reads: "WCNC Weather School presented by Bojangles' for Wednesday, April 15th, 2020: Hurricanes. Kids stuck at home? WCNC Charlotte's First Warn Weather team is kicking off Weather School. With new episodes each weekday, join our team of meteorologists for free, easy to learn, fun to watch lessons about atmospheric science and STEM topics." Below the text is a video player showing a satellite image of a hurricane with the word "Hurricanes" in large 3D letters. The video has a "LIVE" badge and 215 views. A "Watch together with friends or with a group" button is at the bottom left of the video player, and a "Start" button is at the bottom right.

Spread!



SOCIAL

SOCIAL NEEDS

Can I share that?



Teach me how to...

VERIFY

Video: WUSA9

VERIFY: Meme spreads misinformation that children hospitalized for coronavirus aren't allowed parents present

Amid the pandemic, hospitals introduced new visitation policies. A fake meme claims children hospitalized for COVID-19 are barred from all visitors, even parents.

VERIFY

Video: WUSA9

VERIFY: Fake message about helicopters spraying disinfectant to kill coronavirus goes global

A viral message warns that you should close your windows because of the spraying. A U.S. Department of Defense spokesman said "none of this is true."

d for COVID-19, are not

Author: Eliana Block

Published: 10:21 PM EDT March 24, 2020

Updated: 11:20 PM EDT March 24, 2020

wed at least one parent or

WASHINGTON — QUESTION:

A viral warning being shared on messenger apps, including Whatsapp, claims helicopters will be spraying disinfectant in the air to kill coronavirus. It warns that the public should stay indoors and close windows. Is this message legitimate?

ANSWER:

No, the message does not say who plans to spray or where, but our Verify researchers contacted federal and local agencies to determine that this message is in fact a hoax.

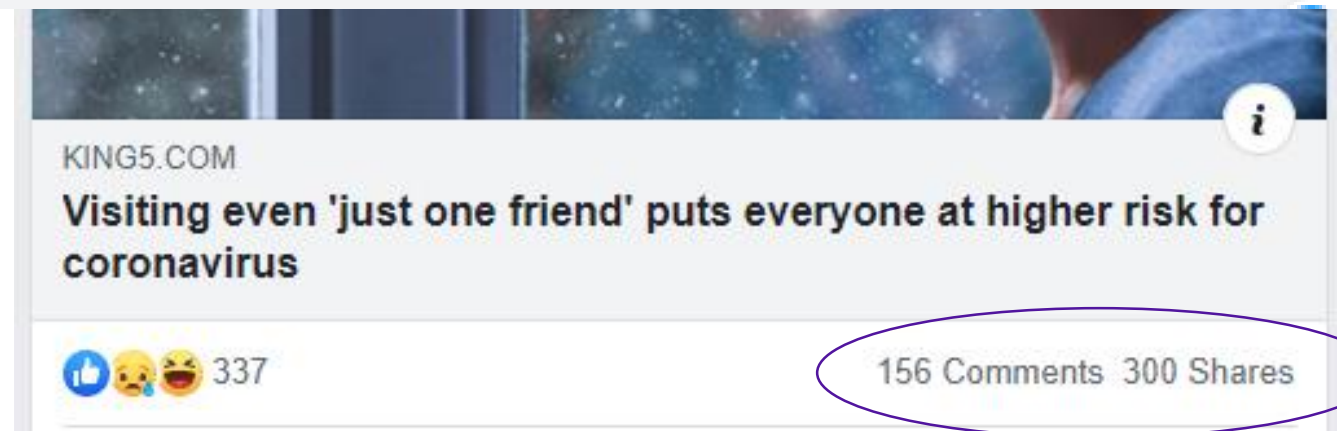
SOCIAL

When?
What?

Say What?



Robin LaRue I'd rather go see my boyfriend a few times a week then go to the store. I know who he's been around but I dont know who the people at the stores have been around. People going in and out the stores, no mask, etc are the ones I worry about. Gives me anxiety just thinking about it.



PANELS



PANELS

1,000
interviews

Quick turn

COVID19 Safe



What precautions are you taking because of the coronavirus?



90%
washing
hands



85%
avoiding large
gatherings



75%
using hand
sanitizer



54%
canceling
travel plans

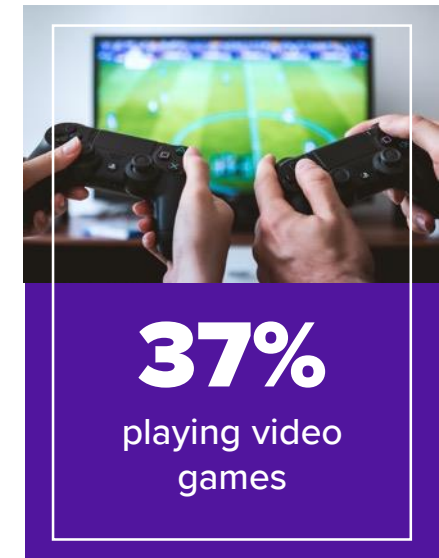
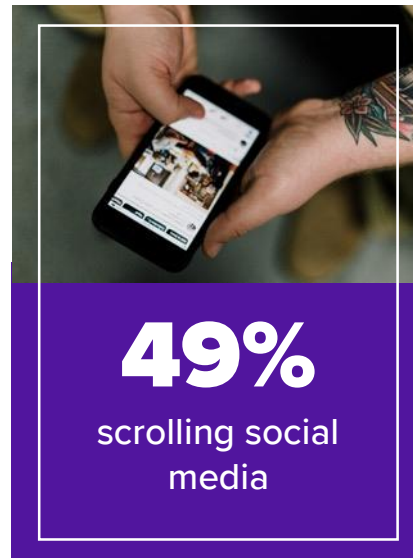
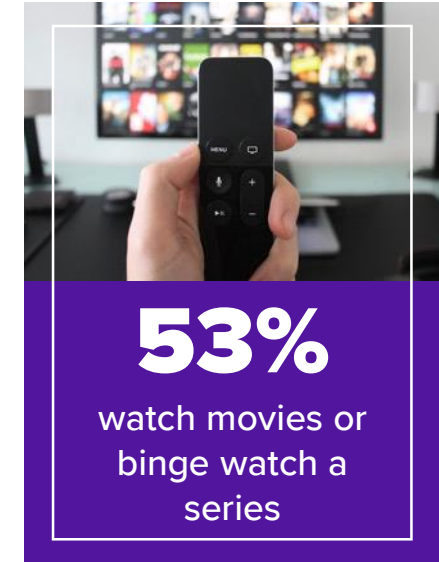
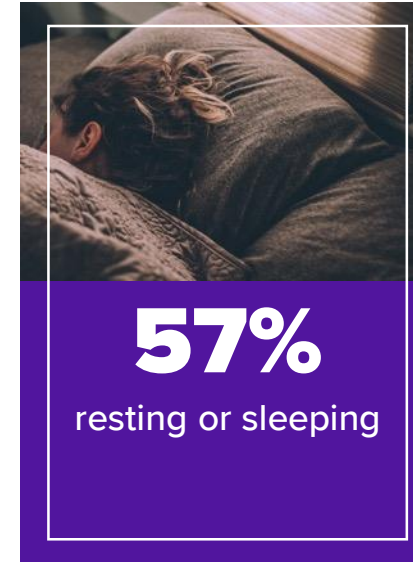
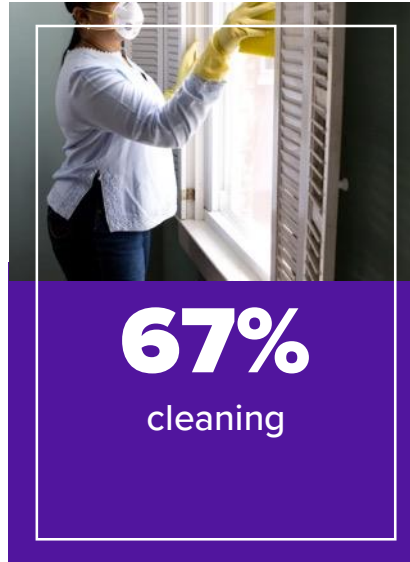


46%
working from
home



24%
wearing a
face mask

What are you doing to occupy your time at home?




MOOD

Changes

Impacts
behavior

Impact on
Advertising

ALL	18-34	BLACK
Cautious	Cautious	Cautious
Worried	Bored	Worried
Frustrated	Annoyed	Hopeful
Stressed	Anxious	Calm
Anxious	Frustrated	Anxious



**We'll get
through
this
together!**

TEGNA



<https://www.accelerantresearch.com/>

Thanks Accelerant

#QVIC2020

#TEGNA

@ToSomers