



# Notre Dame Television: Ratings Report

Spring 2010

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# Overview

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- In the Spring 2010 period (January 11, 2010 through May 17, 2010), **50.55%** of NDtv On Demand plays were for new episodes released during this period.
- The top rated shows for plays over the entire period were the **Spring Live Broadcast** and **Late Night ND**.
  - The single highest rated episode was episode 1102 of **NDtv News**, with a total of **138** plays.
  - The average episode received a total of **28.28** plays over the entire period.
- The shows with the highest weekly play rate were **Spot On** and **Sassafras and Shattered Glass**.
  - The average episode received **6.88** plays each week.
- On average, **47.07%** of viewers who started an episode watched the entire episode.
- A total of **1,019** ad impressions were served during the period.

# Methodology and Disclosures

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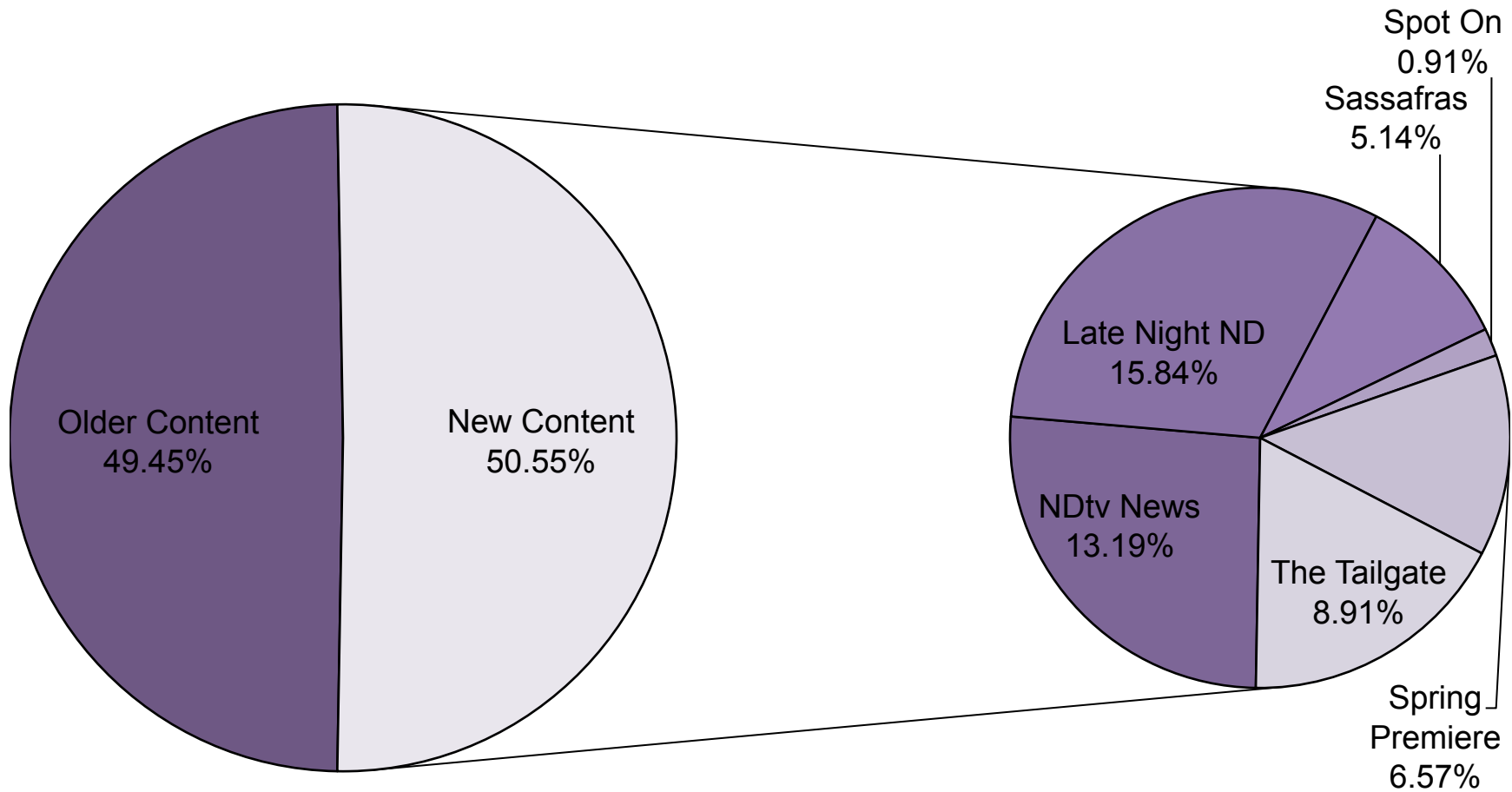
- Ratings are provided in two forms: plays over the entire period and plays per week.
  - Plays over the entire period are often greater than plays per week, but episodes which were released earlier in the period will have longer to accumulate more plays.
    - Plays over the entire period are weighted – this means that a viewer who watches an entire episode will count as one play, while a viewer who only watches part of an episode will count as a fraction of a play, based on the amount of the episode he/she watched.
  - Plays per week divides the plays over the entire period by the number of weeks the episode was available in the period. Plays per week allows for direct comparison between episodes regardless of the ages of the episodes.
- Ratings information are calculations based on system generated reports of online video plays.
  - The ratings data provided may not be exactly accurate, but are general estimates of viewership and trends.
  - Partial plays are calculated using blocks – the number of segments an episode is split into for ad breaks. The number of blocks is one greater than the number of ad breaks. Thus a viewer who watches one block of an episode with four blocks will count as .25 of a play, regardless of how much of that block the viewer actually watched.

# Additional Notes About Ratings Data

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- Ratings data is based on the number of times video files are requested from the NDtv On Demand video host.
  - While online video viewership alone cannot be used to draw conclusions about television broadcast viewership, total viewership is, at minimum, equal to online video viewership and will usually be greater.
- Ratings data reflects the number of plays, not individual viewers.
  - A single viewer can play an episode multiple times.
- The number of impressions any specific ad receives is based on the total number of ads.
  - Ads are randomly selected by a server to be played during ad breaks. Thus, the likelihood of a particular ad being played decreases as the number of possible ads increase.
- Ratings data may be skewed by low episode counts.
  - Certain shows, such as Spot On and NDtv News, only produced and/or posted online one episode during the period. As such, ratings information for these shows may not be the complete picture.
  - In addition, not all shows posted episodes online. These shows are not included in this report.
- Past performance is not a guarantee of future performance.

# Share of Video Plays Over Entire Period



# Organization's Explanation of Trends

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- Plays per week is a good measure of “rewatchability.”
  - Shows such as Spot On and Sassafras and Shattered Glass have high plays per week. These shows are not time sensitive and therefore remain appealing to viewers several weeks after being posted.
  - Other shows, such as Late Night ND, post impressive plays over the entire period but lower plays per week. These shows are more time sensitive and may not continue to attract as many views as time passes. However, these programs make up for this with a large initial viewership.
- NDtv News may be confused for New Delhi Television's national Indian news coverage.
  - NDtv News has an extraordinarily high rating, despite only posting one episode. This may be due to the fact that some web site viewers confuse Notre Dame Television for New Delhi Television (also named NDTV), which is a major broadcaster in India.
- High retention rates need to be considered in the context of viewership numbers.
  - Shows such as The Tailgate post high viewer retention rates. However, it is important to note that retention rates are expressed as a percentage – therefore a show with a lower number of plays will need to retain fewer of its viewers to achieve a high retention rate.

# New Content in Spring 2010

Show Name	Number of Episodes
Late Night ND	5
NDtv News	1
Sassafras and Shattered Glass	4
Spot On	1
Spring Premiere	1 (50 minute broadcast)
The Tailgate	9

Episodes are 30 minutes in length, unless otherwise stated.

This list only includes shows and episodes used for calculating ratings data in this report.

# Show Descriptions

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- Late Night ND
  - Late Night ND is a sketch comedy/talk show and is produced every two weeks. The show features host monologues, sketches and a weekly guest.
- NDtv News
  - NDtv News covers campus, local, national, and international news on a biweekly basis. NDtv News also includes a sports segment, with a focus on Notre Dame sports.
- Sassafras and Shattered Glass
  - Sassafras and Shattered Glass reimagines classic stories with a Notre Dame twist.
- Spot On
  - Spot On is a serialized comedy/drama about the challenges Spot Marner faces in trying to achieve his goals while in college.
- Spring Premiere
  - The Spring Premiere was a one-off event, originally broadcast live from the NDtv studios to kick off the Spring 2010 season.
- The Tailgate
  - The Tailgate is a satirical news program, which pokes fun at recent events both on campus and around the world.

# Ratings Over Entire Period

Show Name	Average Plays Per Episode
Late Night ND	37.3
NDtv News	138
Sassafras and Shattered Glass	22.42
Spot On	9.5
Spring Premiere	45.83
The Tailgate	13.81
<b>Average Episode Rating</b>	<b>28.28</b>

Ratings over entire period measures the number of times an episode was played in its entirety during the period. If an episode was played for less than its entirety, it is registered as a fraction of a play.

The table above shows the average episode rating for each show.

# Ratings Per Week

Show Name	Average Plays Per Episode
Late Night ND	5.81
NDtv News	10.62
Sassafras and Shattered Glass	7.28
Spot On	9.5
Spring Premiere	3.06
The Tailgate	6.59
<b>Average Episode Plays</b>	<b>6.88</b>

Ratings per week measures the number of times an episode was played in its entirety divided by the number of weeks the episode was available for. If an episode was played for less than its entirety, it is registered as a fraction of a play.

The table above shows the average episode rating for each show.

# Retention Rates By Show

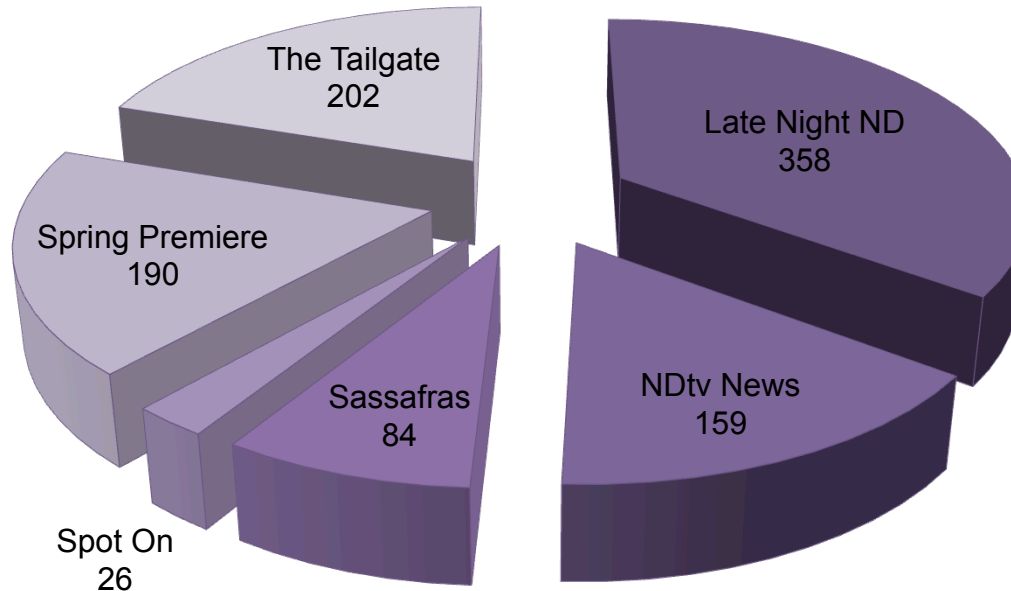
Show Name	Retention Rate
Late Night ND	37.79%
NDtv News	10.94%
Sassafras and Shattered Glass	29.17%*
Spot On	66.67%
Spring Premiere	37.65%
The Tailgate	59.09%
<b>Average Program Retention Rate</b>	<b>47.07%</b>

Retention rates are a measure of the percentage of viewers who watch an entire episode rather than only a fraction of the episode.

\* Retention rate for Sassafras and Shattered Glass is based only on two of the four available episodes. Retention data for the other episodes of the show were not available.

# Ad Impressions By Show

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Ad impressions is the number of advertisements that were presented over the entire period by each show.

The total number of ads served by NDtv On Demand during the period was 1,019.



**Disclaimer:**

The opinions and statements expressed in this document are not necessarily those of the University of Notre Dame, its colleges or student body.

