



Оценка ТВ программ: почему они это смотрят?

Татьяна Ильяшенко, старший исследователь отдела медиа-исследований,
GfK Ukraine


tetiana.iliashenko@gfk.com

Appreciation panel — международный инструмент GfK

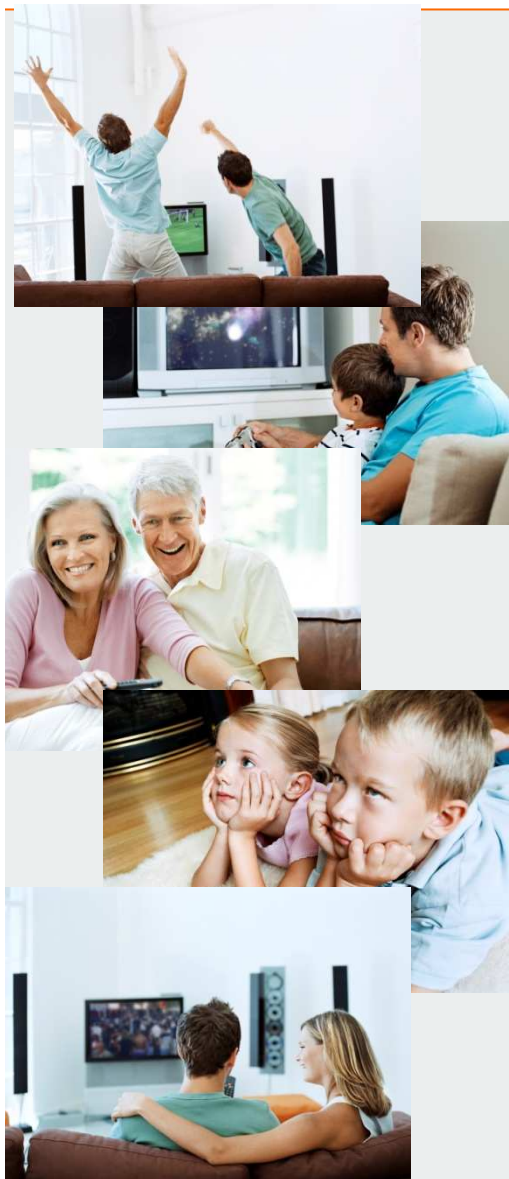
2

Appreciation panel — международный инструмент, успешно использующийся в группе GfK для оценки ТВ программ.

На сегодня в группе GfK успешно действует 7 таких панелей,
Суммарное число участников панели: 58 000

	Клиенты	Страна	Панель	Запуск
	Publieke Omroep	Нидерланды	8 000	2002
	BBC	UK		2004
	ТВ и радио		20 000	
	Youngview		2 000	
	Интернет		3 000	
	ITV	UK	10 000	2006
	ZDF	Германия	10 000	2006
	RTE	Ирландия	3 000	2007
	ChelloMedia	Нидерланды	1 000	2007
	TV3 Catalonia	Испания	1 500	2008

Зачем спрашивать, если есть рейтинг?



3

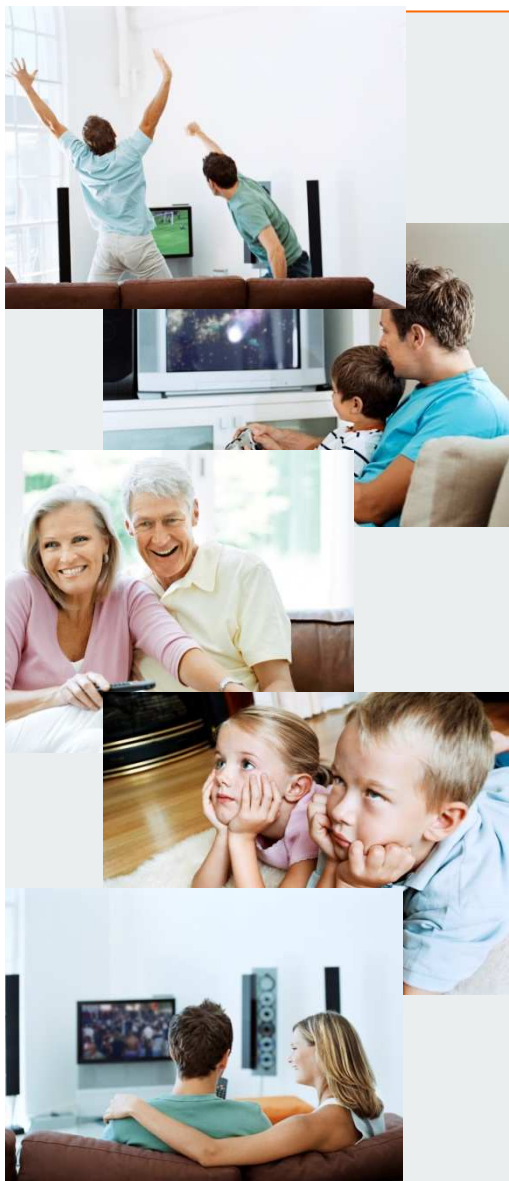
Количественные показатели программы — рейтинг и доля — зависят от большого числа факторов.

Количественные показатели не дают ответа на вопросы:

- насколько нравится программа [насколько она лучше/ хуже предыдущие выпуски]?
- сохраняют ли зрители интерес?
- что именно нравится или не нравится зрителям?
- что бы зритель хотел сказать авторам передачи?

Для более полного анализа необходимо объединить данные о количественных показателях программы и оценке этой программы зрителями.

Что может предложить онлайн панель?



4

Онлайн панель для этих задач имеет 3 преимущества перед офлайн панелью:

- **гибкость** Анкета изменяется ежедневно, за день до эфира ее можно откорректировать, добавить «горящие» вопросы
 - **оперативность** Результаты могут быть предоставлены уже на следующий день
 - **стоимость** Значительно меньшие затраты на рекрутмент и управление панелью
- + дополнительные преимущества**
- контроль за временем заполнения анкеты
 - идеально подходит для молодежной аудитории

Ограничения онлайн панели:

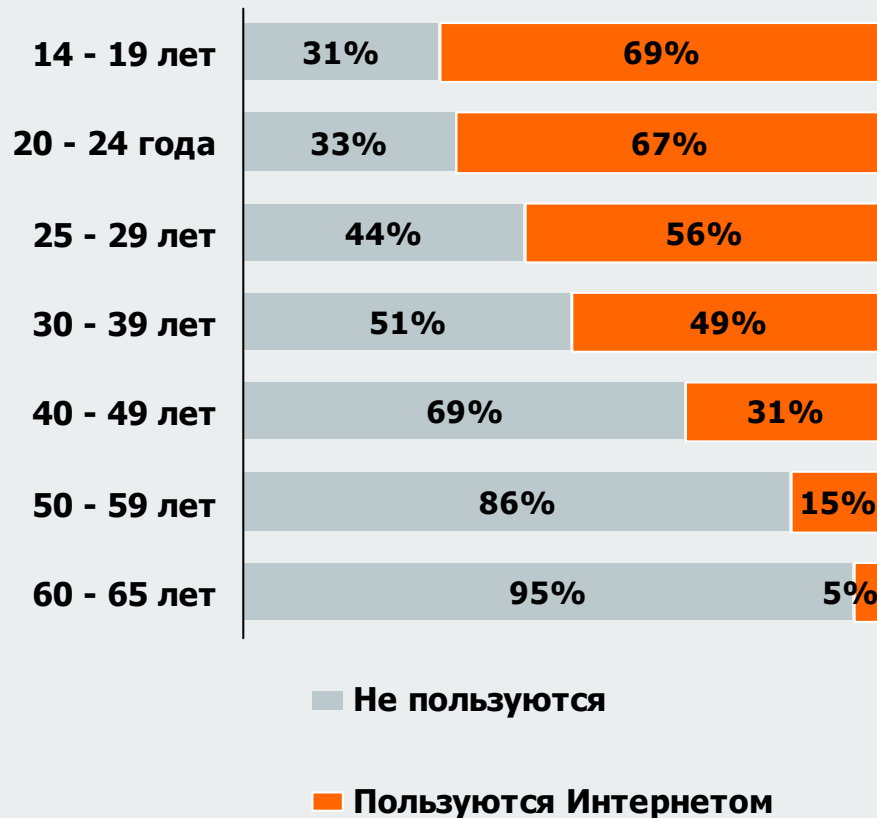
отдельные целевые группы пока не представлены в достаточном количестве в интернете [старики, 50-]

Какие целевые группы уже в Интернете?

Результаты установочного исследования, % респондентов

5

Все города 50+



Фактически, более половины жителей городов 50+ в возрасте до 40 лет уже пользуются Интернетом.

Более старшие возрастные группы пока отстают в использовании Интернета.

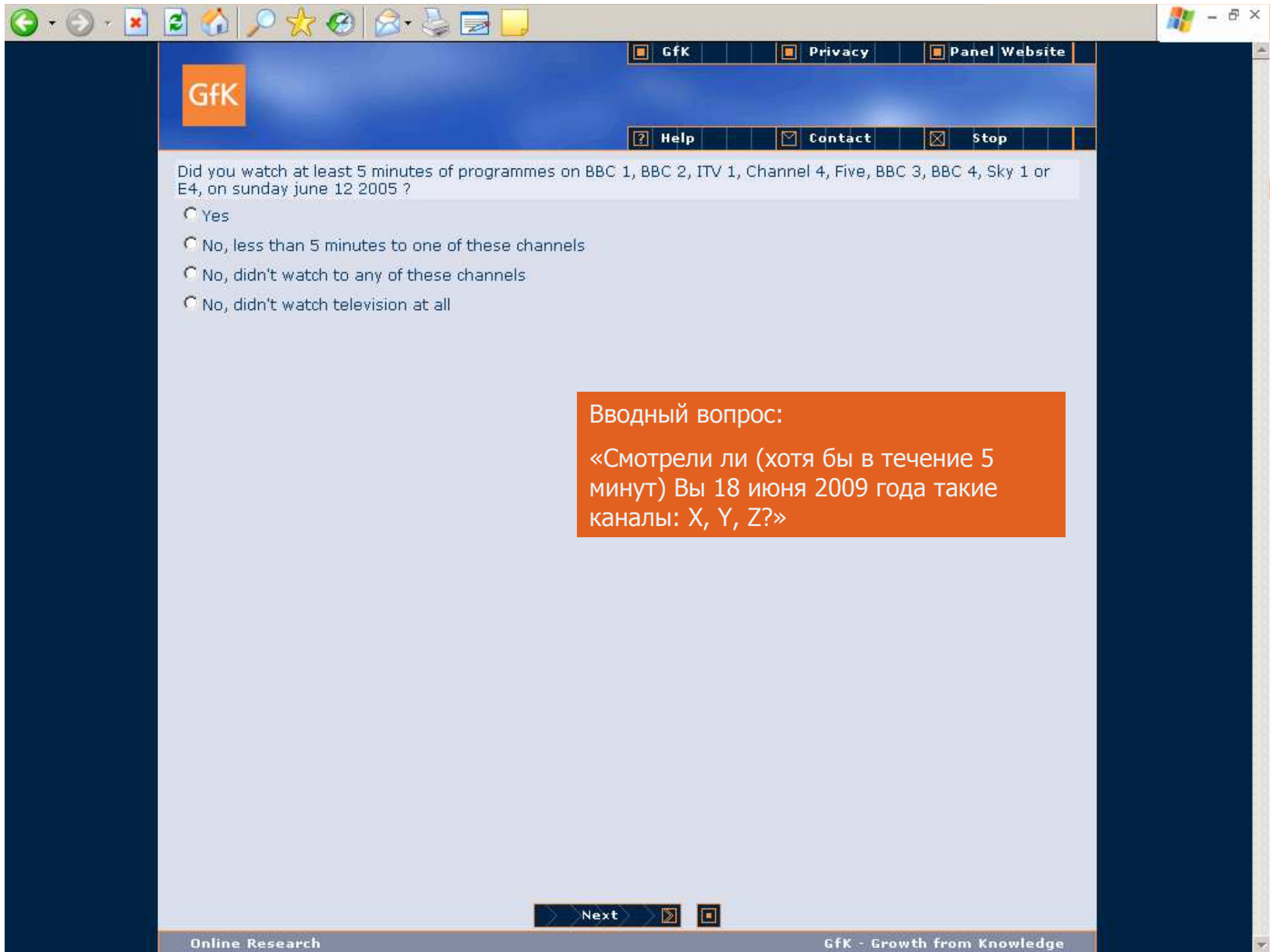
Эта категория интересна рекламодателям.

С точки зрения исследований требует осторожного подхода.

Как это выглядит на практике?

Опыт ВВС





Did you watch at least 5 minutes of programmes on BBC 1, BBC 2, ITV 1, Channel 4, Five, BBC 3, BBC 4, Sky 1 or E4, on sunday june 12 2005 ?

- Yes
- No, less than 5 minutes to one of these channels
- No, didn't watch to any of these channels
- No, didn't watch television at all

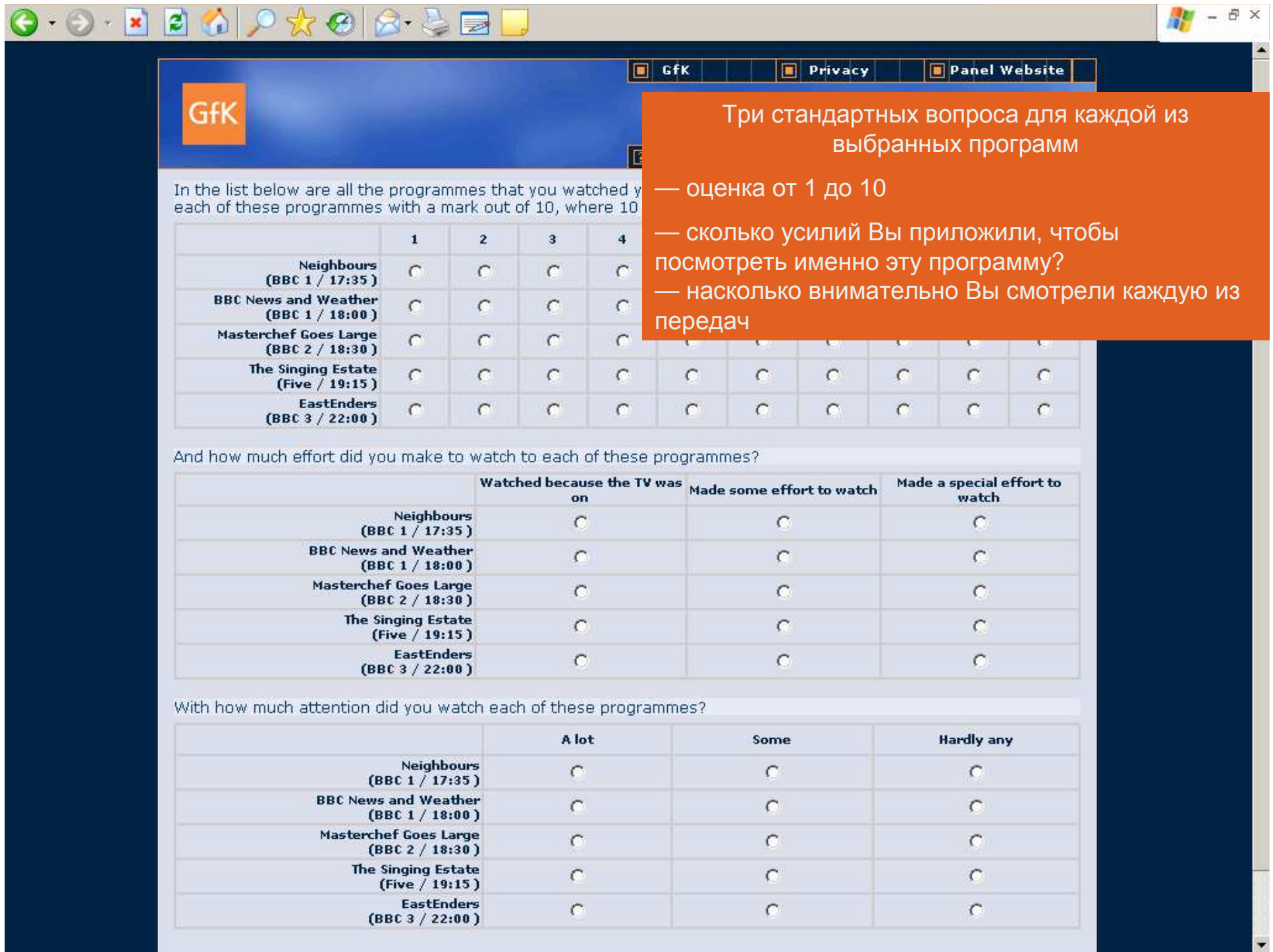
Вводный вопрос:
«Смотрели ли (хотя бы в течение 5 минут) Вы 18 июня 2009 года такие каналы: X, Y, Z?»

Next

<p>14:30 Norwich Union International Match Glasgow</p> <p>16:25 BBC News; Regional News; Weather</p> <p>16:40 Final Score</p> <p>17:00 Final Score from Northern Ireland</p> <p>17:15 Match of the Day Live</p>	<p>Ross</p> <p>13:00 Australian Open Tennis</p> <p>14:00 Norwich Union International Match Glasgow</p> <p>14:30 World Indoor Bowls Championships</p> <p>16:20 Falcon Beach</p> <p>17:05 Sound</p> <p>17:40 What the Papers Say</p> <p>17:50 Dad's Army</p>	<p>on Ice - the Skate Off</p> <p>11:55 ITV News and Weather</p> <p>12:05 UTV Live News and Weather</p> <p>12:10 Coronation Street Omnibus</p> <p>14:35 Primeval</p> <p>15:35 UTV Live News and Sport</p> <p>15:50 Harry Potter and the Prisoner of Azkaban</p>	<p>11:25 Friends</p> <p>11:55 Pussycat Dolls Present: The Search for the Next Pussycat Doll</p> <p>13:00 Age of Love</p> <p>14:00 Channel 4 Racing from Cheltenham and Doncaster</p> <p>16:10 Deal or No Deal</p> <p>16:55 Jamie at Home</p> <p>17:30 Hugh's Chicken Run</p>	<p>McBoing Boing</p> <p>09:30 Jane and the Dragon</p> <p>10:00 Football Italiano Highlights</p> <p>10:30 Fifth Gear</p> <p>11:30 Geppetto</p> <p>13:15 Greyfriars Bobby</p> <p>15:05 Catch a Falling Star</p> <p>16:35 The House on Carroll Street</p>	
					
<p>18:00</p> <p>19:30 The One and Only</p> <p>20:35 The National Lottery Draws</p> <p>20:45 Casualty</p> <p>21:35 The One and Only</p> <p>22:05 BBC News; Weather</p> <p>22:25 Match of the Day</p> <p>23:45 The Omen</p>	<p>18:00</p> <p>18:20 Coast</p> <p>19:20 The Culture Show</p> <p>20:10 Timewatch</p> <p>21:00 Have I Got News for You</p> <p>21:35 Match Point</p> <p>23:35 Hannah and Her Sisters</p>	<p>18:00</p> <p>18:15 ITV News and Weather</p> <p>18:30 All New You've Been Framed!</p> <p>19:00 Harry Hill's TV Burp</p> <p>19:30 Primeval</p> <p>20:30 Dancing On Ice - Make Me a Star</p> <p>21:05 Duel</p> <p>22:05 Thank God You're Here</p> <p>23:05 The Chronicles of Riddick</p> <p>23:45 ITV News and Weather</p>	<p>18:00</p> <p>18:30 Channel 4 News</p> <p>19:00 Grand Designs</p> <p>20:00 ER</p> <p>21:00 Forrest Gump</p> <p>23:35 City of Vice</p>	<p>18:00</p> <p>18:30 Regarding Henry</p> <p>20:25 five news and sport</p> <p>20:40 NCIS</p> <p>21:35 CSI: NY</p> <p>22:35 Law and Order</p> <p>23:35 True CSI</p>	<p>18:00</p> <p>19:00 Sound</p> <p>19:30 Africa Cup of Nations 2008</p> <p>20:30 Top Gear</p> <p>21:35 Man on Fire</p> <p>23:55 Two Pints of Lager and a Packet of Crisps</p>
					

Программа передач только для тех каналов, которые смотрел респондент (до 10 каналов)

Программа подгружается в день трансляции



In the list below are all the programmes that you watched y each of these programmes with a mark out of 10, where 10

	1	2	3	4										
Neighbours (BBC 1 / 17:35)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>										
BBC News and Weather (BBC 1 / 18:00)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>										
Masterchef Goes Large (BBC 2 / 18:30)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>										
The Singing Estate (Five / 19:15)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
EastEnders (BBC 3 / 22:00)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Три стандартных вопроса для каждой из выбранных программ

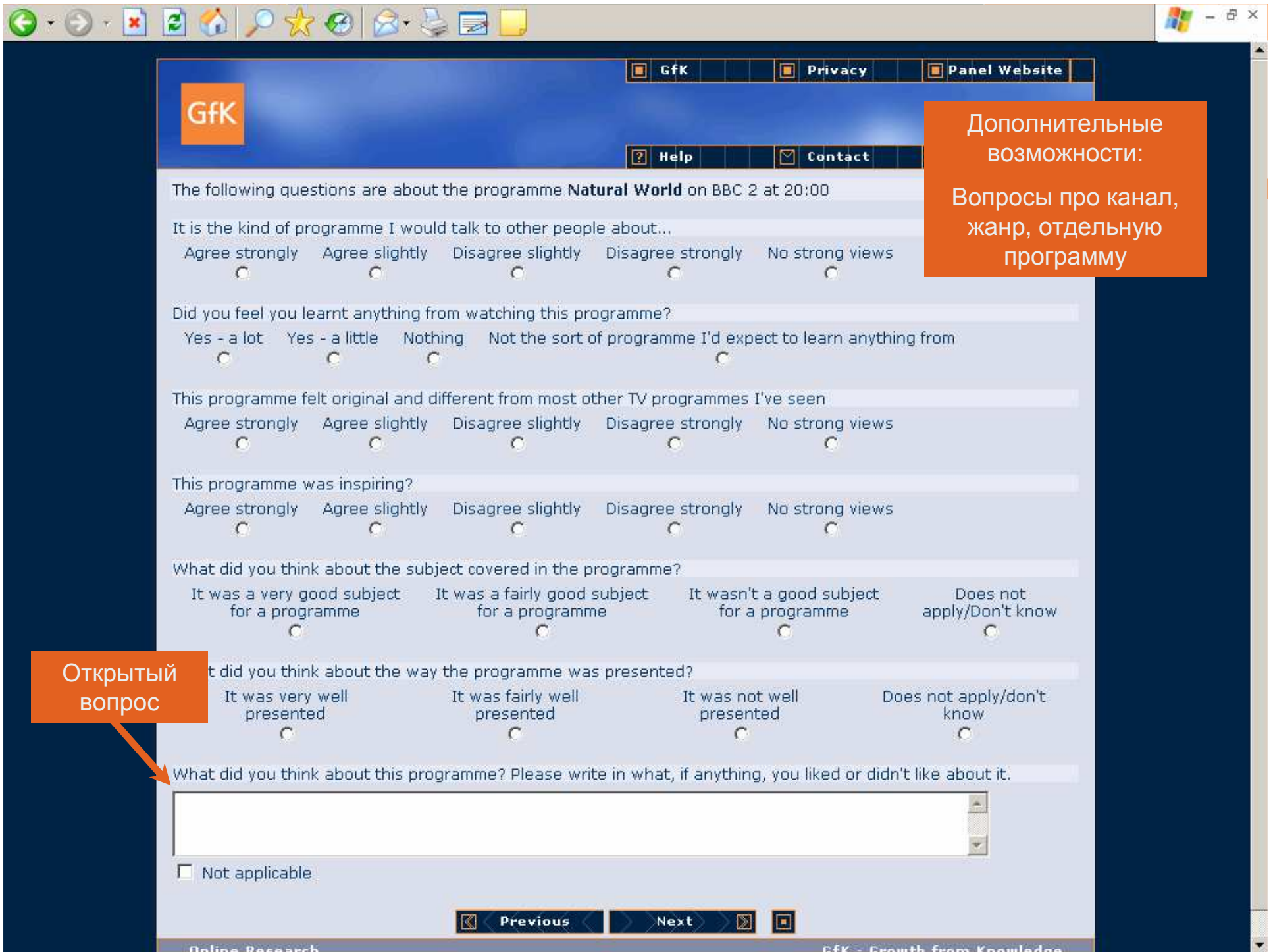
- оценка от 1 до 10
- сколько усилий Вы приложили, чтобы посмотреть именно эту программу?
- насколько внимательно Вы смотрели каждую из передач

And how much effort did you make to watch to each of these programmes?

	Watched because the TV was on	Made some effort to watch	Made a special effort to watch
Neighbours (BBC 1 / 17:35)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BBC News and Weather (BBC 1 / 18:00)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Masterchef Goes Large (BBC 2 / 18:30)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Singing Estate (Five / 19:15)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
EastEnders (BBC 3 / 22:00)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

With how much attention did you watch each of these programmes?

	A lot	Some	Hardly any
Neighbours (BBC 1 / 17:35)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BBC News and Weather (BBC 1 / 18:00)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Masterchef Goes Large (BBC 2 / 18:30)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Singing Estate (Five / 19:15)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
EastEnders (BBC 3 / 22:00)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Дополнительные возможности:
Вопросы про канал, жанр, отдельную программу

Открытый вопрос

The following questions are about the programme **Natural World** on BBC 2 at 20:00

It is the kind of programme I would talk to other people about...

Agree strongly Agree slightly Disagree slightly Disagree strongly No strong views

Did you feel you learnt anything from watching this programme?

Yes - a lot Yes - a little Nothing Not the sort of programme I'd expect to learn anything from

This programme felt original and different from most other TV programmes I've seen

Agree strongly Agree slightly Disagree slightly Disagree strongly No strong views

This programme was inspiring?

Agree strongly Agree slightly Disagree slightly Disagree strongly No strong views

What did you think about the subject covered in the programme?

It was a very good subject for a programme It was a fairly good subject for a programme It wasn't a good subject for a programme Does not apply/Don't know

What did you think about the way the programme was presented?

It was very well presented It was fairly well presented It was not well presented Does not apply/don't know

What did you think about this programme? Please write in what, if anything, you liked or didn't like about it.

Not applicable

Previous Next

Пример дополнительных вопросов

11



Кто из звезд сериала Вам нравится?

Кого бы Вы заменили, если бы могли?

Navigation icons: back, forward, home, search, star, refresh, mail, print, help, stop.

GfK Privacy Panel Website

GfK

Help Contact Stop

The following questions are about the programme **Strictly Come Dancing** on BBC 1 at 17:45

In order to enjoy Strictly Come Dancing, how important is the ability to vote, and influence the results?

- Very important
- Fairly Important
- Neither Important or Unimportant
- Not very important
- Not important at all
- Don't Know

Currently half of the 25p cost of the calls goes to charity, we would like to get your views on this.

Which of the following statements do you agree with?

- A higher amount should be given given to charity
- The amount given to charity is just right
- A lower amount should be given to charity
- BBC should charge for cost of call and give no money to charity
- Don't Know/None of the above

Which charity do you think the money raised from the phone vote goes to?

- Comic Relief
- Children in Need
- Sport Relief
- Another non BBC charity
- Don't Know

Next

Online Research GfK - Growth from Knowledge

Пример дополнительных вопросов по конкретной передаче



Вопросы по содержанию программы могут быть добавлены в день трансляции

The following questions are about the programme **BBC News and Weather** on BBC 1 at 18:00

Which of the following stories particularly stood out for you in yesterday's news? (one answer only, please)

- | | | | | | |
|--|-----------------------|-------------------------------------|-----------------------|---|-----------------------|
| 200 Dogs rescued from house in West Sussex | GPs pay | Nurse found guilty of double murder | Chernobyl anniversary | Anniversary of San Francisco earthquake | None of these |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Which of the following stories would you most like to find out more about? (one answer only, please)

- | | | | | | |
|--|-----------------------|-------------------------------------|-----------------------|---|-----------------------|
| 200 dogs rescued from house in West Sussex | GPs pay | Nurse found guilty of double murder | Chernobyl anniversary | Anniversary of San Francisco earthquake | None of these |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Which of the following stories is of no interest to you? (one answer only, please)

- | | | | | | |
|--|-----------------------|-------------------------------------|-----------------------|---|-----------------------|
| 200 dogs rescued from house in West Sussex | GPs pay | Nurse found guilty of double murder | Chernobyl anniversary | Anniversary of San Francisco earthquake | NONE OF THESE |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

How trustworthy did you think this programme was?

- | | | | |
|-------------------------|---------------------------|------------------------|---------------------------|
| It was very trustworthy | It was fairly trustworthy | It was not trustworthy | Does not apply/don't know |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

How impartial did you think this programme was?

- | | | | |
|-----------------------|-------------------------|-----------------------|---------------------------|
| It was very impartial | It was fairly impartial | It was not impartial | Does not apply/don't know |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

What did you think about the way the programme was presented?

- | | | | |
|------------------|--------------------|----------------|----------|
| It was very well | It was fairly well | It wasn't well | Does not |
|------------------|--------------------|----------------|----------|

Index - Microsoft Internet Explorer provided by Intomart GfK

Bestand Bewerken Beeld Favorieten Extra Help

Vorige Zoeken Favorieten

Adres http://

MC&A AUDIENCES ONLINE ... the home of Audience Research GfK

Results Trend Demographics Adults 16+

Programme Selection

Name: spooks

Date from: 10-09-2006 to: 13-11-2006

Starttime from: 2100 to: 2330

Channel: BBC 1 Network

Genre: Drama

Synopsis

All Programmes

Programme Audience

Audience (000's): 5648

Audience share (%): 24.1 %

Appreciation Index Special Effort (%) Attention (%)

Legend: below average performance (red), average performance (yellow), above average performance (green)

Programme Results

Bar chart comparing 'spooks' (dark blue) and 'Drama' (light blue) across various metrics. Scores range from 0 to 100.

Metric	spooks	Drama
Appreciation Index	86	81
Special Effort	76	65
Attention	87	76
High Quality	75	54
Original	55	35
Talk about	37	25
Inspired	23	16
Learned something new	12	9
Thought-provoking	44	23
Good storyline	72	55
Good characters (drama)	75	61

Annotations:

- Стандартные вопросы и доп вопросы (Standard questions and additional questions) - points to the Programme Results bar chart.
- Импорт внешних данных (Import external data) - points to the Programme Selection filters.
- 3 стандартных вопроса в сравнении с оценками аналогичного жанра (3 standard questions in comparison with scores of similar genre) - points to the three gauge charts.



Оценка ТВ программ: почему они это смотрят?

Татьяна Ильяшенко, старший исследователь отдела медиа-исследований,
GfK Ukraine

tetiana.iliashenko@gfk.com