



# Syndication's Sitcoms: Engaging Young Adults

An E-Score Analysis of Awareness and  
Affinity Among Adults 18-34

 **CBS** TELEVISION  
DISTRIBUTION

 **Disney** \* **abc**  
DOMESTIC  
TELEVISION

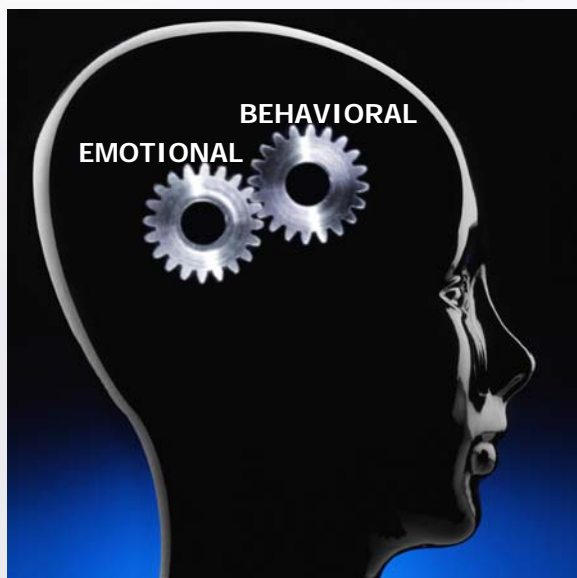
 **NBC**  **UNIVERSAL**  
TELEVISION DISTRIBUTION



March 2007



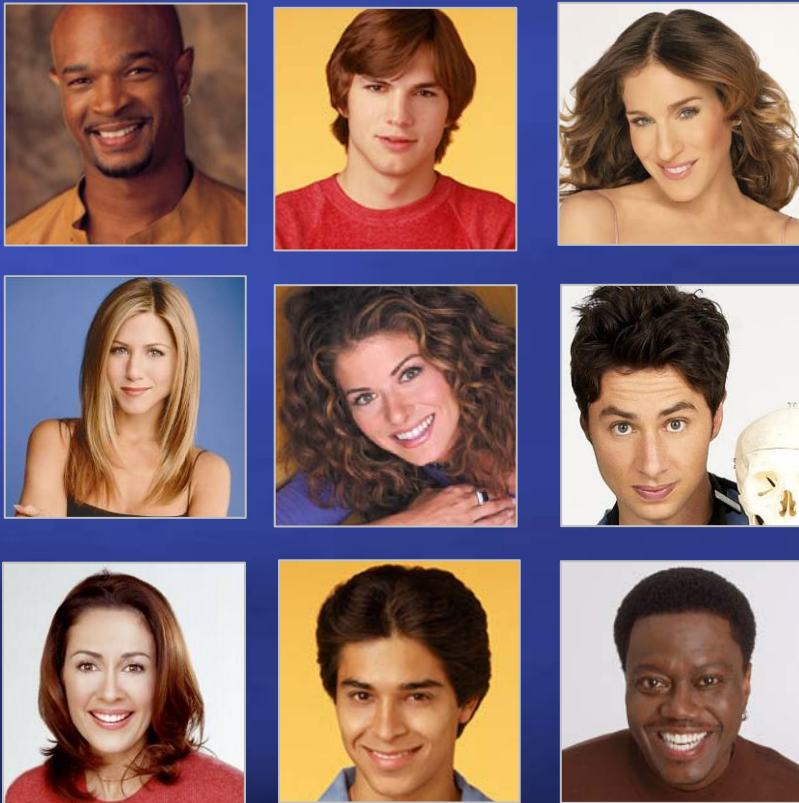
Syndicated Network Television Association



# **“Engagement happens inside the consumer”**

Joseph Plummer, Ph.D.  
Chief Research Officer  
The ARF

# Young Adults Have An Emotional Bond With The Stars Of Syndication's Sitcoms



- Personalities connect with their audience
- Sitcoms evoke a wide range of emotions
- Positive emotions make for positive associations

# SNTA Partnered With E-Score To Measure Viewers' Emotional Bonds



- 3,000+ celebrity database
- 1,100 respondents per celebrity
- 46 personality attributes
- Conducted weekly
- Fielded in 2006 and 2007
- Key engagement attributes
  - Awareness
  - Affinity
- This Report: A18-34 segment, stars of syndicated sitcoms



# Syndication's Off-Network Stars: Beloved Household Names



## Awareness

<u>Personality</u>	<u>Index</u>
Jennifer Aniston	390
Courtney Cox-Arquette	344
Sarah Jessica Parker	339
Lisa Kudrow	311
Ashton Kutcher	297
Debra Messing	294
Bernie Mac	287
Matt LeBlanc	266
Ray Romano	262
Damon Wayans	260
Matthew Perry	255
David Schwimmer	239
Kelsey Grammer	229
Jim Belushi	223
Wilmer Valderrama	205
Kim Cattrall	197
Megan Mullally	183
Doris Roberts	178
Brad Garrett	175
Peter Boyle	174
Zach Braff	161
Eric McCormack	160
Courtney Thorne-Smith	157
Mila Kunis	156
Patricia Heaton	153



Source: E-Poll Market Research E-Score Analysis, 2006, 2007.  
Index of Average Female/Male Performer: Awareness, A18-34





## Measures of Viewer Affinity

- Identify with
- Trustworthy
- Stylish

# Young Adult Viewers: Identify With Syndication's Sitcom Stars

## Identify

### Personality

### Index

Zach Braff	242
Danny Masterson	227
Topher Grace	205
Debra Messing	184
Bernie Mac	174
Matthew Perry	169
Courtney Cox-Arquette	163
Jane Kaczmarek	163
Jim Belushi	161
Peter Boyle	158
Matt LeBlanc	156
Tisha Campbell-Martin	150
Megan Mullally	149
Jennifer Aniston	145
Brad Garrett	140
Ray Romano	137
Laura Prepon	136
Patricia Heaton	131
Kristin Davis	127
Sarah Jessica Parker	127
Bryan Cranston	125



Source: E-Poll Market Research E-Score Analysis, 2006, 2007.  
Index of Average Female/Male Performer: Can Identify With, A18-34



# They're Trusted



<u>Personality</u>	<u>Trust Index</u>
Bryan Cranston	281
Kimberly Williams	195
Jennifer Aniston	182
Topher Grace	163
Kristin Davis	162
Debra Messing	158
Patricia Heaton	143
Laura Prepon	139
Eric McCormack	139
Sarah Jessica Parker	136
Courtney Cox-Arquette	131
Zach Braff	124



Source: E-Poll Market Research E-Score Analysis, 2006, 2007.  
Index of Average Female/Male Performer: Trustworthy, A18-34

# More Than Just Trendy, They're Stylish



<u>Personality</u>	<u>Style Index</u>
Eric McCormack	233
Sean Hayes	207
Jennifer Aniston	155
Kim Cattrall	144
Sarah Jessica Parker	144
Damon Wayans	130
Kristin Davis	127
Ashton Kutcher	124
Kellita Smith	124
Debra Messing	121
Megan Mullally	121



Source: E-Poll Market Research E-Score Analysis, 2006, 2007.  
 Index of Average Female/Male Performer: Stylish, A18-34

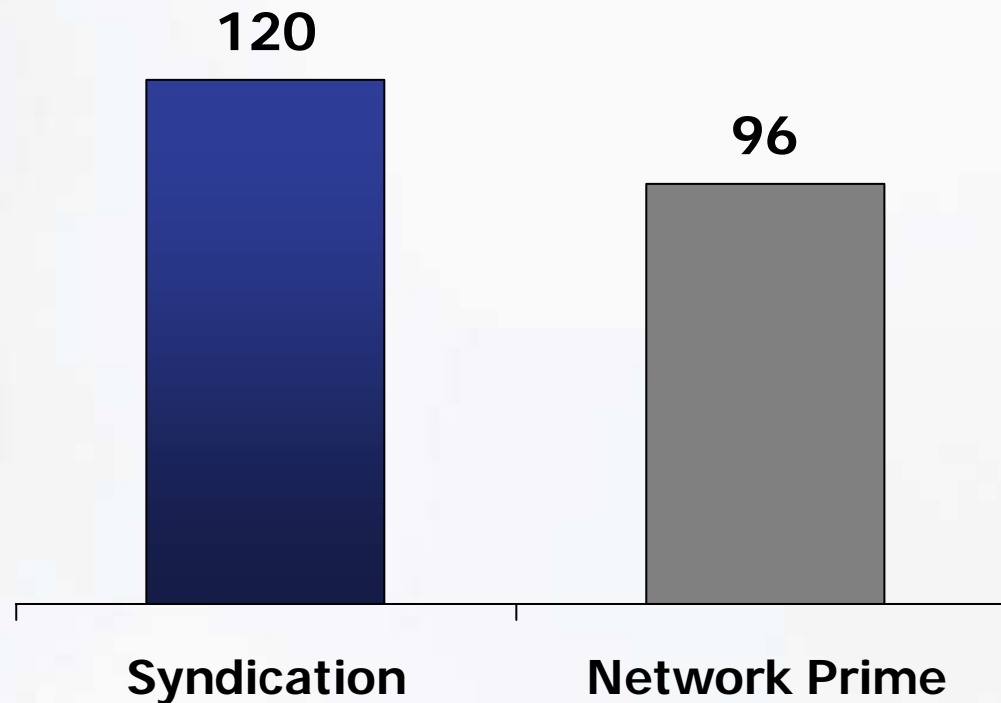




# **Emotional Connections Lead To Increased Commercial Receptivity**

# Syndication's Viewers: 20% More Ad Receptive

## Relative Targeting Index



# First Run Syndication: Engaging Young Adults As Well



- They're on a first name basis
  - 14 hosts have a 150 index or higher
- Their shows are built on Trust
  - 17 hosts have an index of 150 or higher
- They're Stylish, too
  - 10 hosts have a style index of 140 or higher

# Emotional Connections: Necessary For Viewer Engagement



- Young adults have high awareness of the stars of syndication's sitcoms
- Greater affinity across measures
  - Identify With
  - Trustworthy
  - Stylish
- Young adults connect with syndication's first run stars as well
- Relationships with these stars lead to even more behavioral engagement advantages
  - Visit us at [www.snta.com](http://www.snta.com) for the Syndication 2007 presentation and learn more about syndication's timely viewing, attentiveness, loyalty, recall, real ratings and commercial retention





# **Syndication:** *Television That Engages*