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CASE STUDY: DISCOVERY CHANNEL

BUSINESS CHALLENGE

Bring together multiple sources of information to uncover key insights.

Discovery Channel's Asia Pacific office decided it needed to look beyond its traditional research program to get a better read on viewer satisfaction, attitudes and usage. Traditional market research needed to be coupled with subscriber and viewership data to gain a better understanding of their core audience, their preferences and viewing behaviors

As well, gaining additional insights from social media data was key to fully understanding viewers as they become multi-screen viewers.

At the heart of bringing these separate types of research data together is a branded community that Discovery Channel built and nurtured over the past several years. The "TalktoDiscovery" community is made up of core viewers that provide feedback and opinions to help shape the future of Discovery Channel's programming and more. This community enables Discovery Channel to survey viewers' over-time, and gather feedback on existing and future programs without the time and expense required to recruit for specific ad hoc surveys.

The community database includes key viewership information not only self-reported by the community members, but also available from Discovery Channel's subscriber database. This offers Discovery Channel a massive amount of demographic, viewership, attitudinal and behavioral information from which to gleam insights, segment their viewers, and drill down into more fully understanding sub-segments.

CLIENT:

Industry: Online Communities

Client Profile/Background:

Discovery Channel is the world's #1 non-fiction media company, providing content through 190 television networks

worldwide. Discovery Channel believes strongly in conducting the right market research to ensure bringing the right programs to its 2 billion subscribers and viewers.

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SOLUTION

The community has provided Discovery Channel a means to gain a multitude of additional insights:

- New information is gained about their audience on topics such as what channels are being watched, how frequently they watch TV and on what occasions they watch TV. Usage and attitude insights are continuously updated and can now be tracked over time.

- Discovery Channel is able to target parents in their studies, and survey them on how long and how often they let their children watch TV. They learned that the vast majority of parents do not let their children watch TV without supervision and also learned about what factors play a role in letting a child watch a certain show or not. This information is crucial when developing new programming.

- Discovery Channel continues to learn more about and optimize their highly popular 'survival' shows. The research team can identify why people like these shows and also, what their audience looks for in a "good" survival show. Using these findings, Discovery is able to make educated decisions about what shows should be aired on Discovery Channel.

- By taking advantage of Toluna's global respondent community, Discovery Channel is able to conduct advertisement and promo trailer recognition tests. This is ideal for when they need to gather feedback from the general population, in addition to Discovery Chanel viewers.

IMPACT

The Talk Discovery community not only allows Discovery Channel to survey their members, but to join them in conversations and gather feedback that wasn't possible before. In the private area of the community, Discovery Channel shows new promo trailers for upcoming shows and invites the community members to join a discussion. These discussions increase member engagement, provide rich feedback about their content and allow real-time, qualitative insight. As an additional benefit, the positive feedback they receive can then be used for marketing purposes.

> We rely on Toluna's Community to gather insight from our viewer community.
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> Discovey Channel