

# GALLUP & ROBINSON, INC.

ADVERTISING RESEARCH NEWS

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FOR IMMEDIATE RELEASE

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GALLUP & ROBINSON RELEASES NEW FINDINGS ON  
THE ACCURACY OF ESTIMATES OF PRIME TIME AUDIENCE  
IN FORTHCOMING TV SEASON

Princeton, N.J., -- Advertising Agency and Network professionals show keen forecasting abilities in predicting network TV prime time audience shares for forthcoming seasons. Pre-season audience share estimates offered by the Agency and Network professionals were off by an average of only 1.7% share points.

These are the findings from a recent analysis by Gallup & Robinson, Inc. The analysis is based on a comparison of actual audience shares in the opening six weeks (Sept. 21-Nov. 1) of the 1992-1993 season and the pre-season estimates offered by Agency and Network professionals. The data used were published by Broadcasting & Cable in the Fall of 1992.

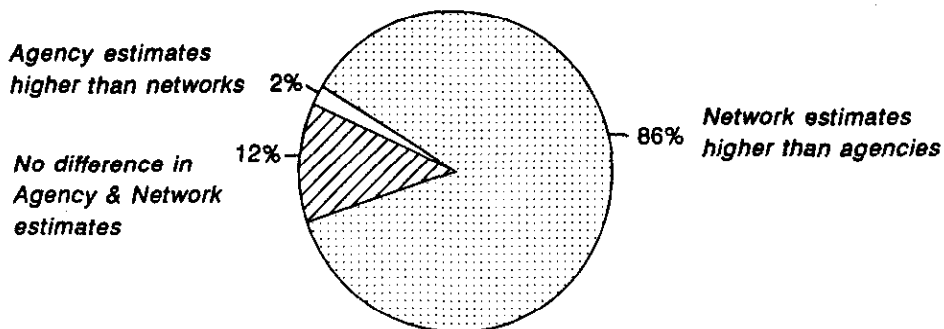
Some interesting results:

More . . .

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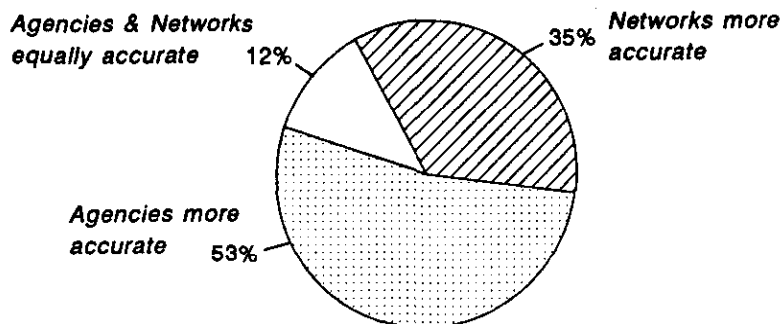
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- (1) Network professionals consistently believed their programs would deliver larger audiences than did the Agencies:



Agency And Network Estimates Differences  
For '93 Prime Time Programs

- (2) Advertising Agency professionals' estimate of audience shares were more often closer to the actual audience shares than the estimates of the Network professionals:



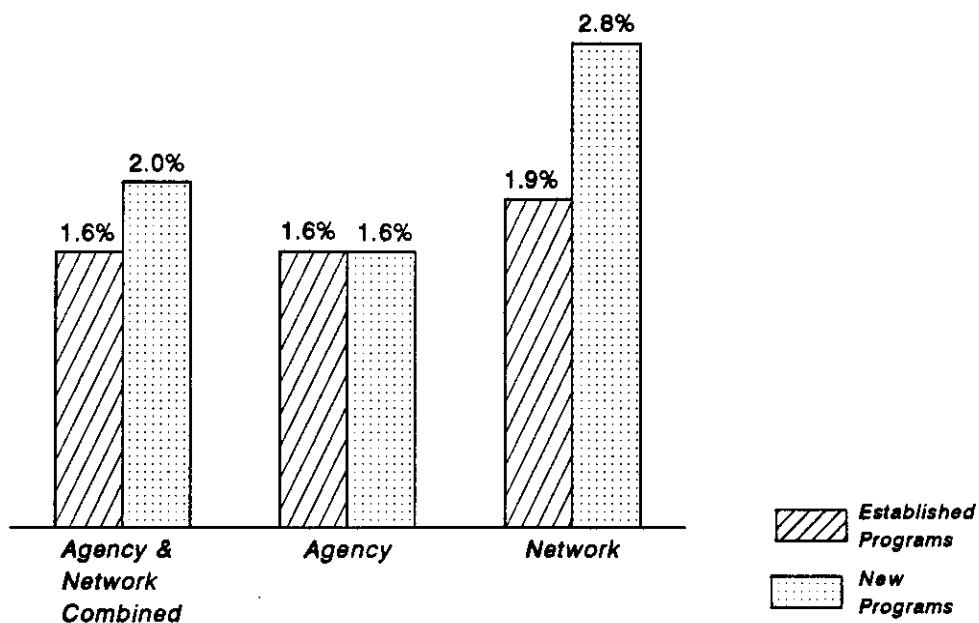
Agency And Network Estimates Accuracy Levels  
For '93 Prime Time Programs

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(3) The overall program share prediction errors were significantly larger for new programs than for established programs. This pattern was mainly true for the Networks; Agency predictions were similar for new and established programs:



Average Difference Between Pre-Season Estimates And Actual Audience Shares For New And Established Programs

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(4) Nice surprises:

Programs that performed better than expected (based on Agency and Network combined estimates):

- . Roseanne (ABC, Tuesday)
- . America's Funniest Home Videos (ABC, Sunday)

Prediction disappointments:

Programs that performed below expectations (based on Agency and Network combined results):

- . Different World (NBC, Thursday)
- . Rhythm and Blues (NBC, Thursday)
- . Here and Now (NBC, Saturday)

(5) Networks, not the Agencies, also expected the following programs to perform much better than they did:

- . Picket Fences (CBS, Friday)
- . The Hat Squad (CBS, Wednesday)
- . Beverly Hills 90210 (Fox, Wednesday)
- . Major Dad (CBS, Friday)
- . Bob (CBS, Friday)

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