

# TV INSIGHTS

## BROADCAST TV: WHERE CRITICAL ACCLAIM MEETS CRITICAL MASS

The Primetime Emmys are the ultimate celebration of TV's finest. This year, the Academy of Television Arts & Sciences has nominated a total of 14 shows for the two most coveted categories, Outstanding Drama and Outstanding Comedy Series.

These series have won high praise among industry insiders, but what about average viewers? Have people seen them? Do they even know these shows are on the air? This line of questioning is becoming increasingly relevant, as many of today's critically-praised shows are found in relatively new places, such as Netflix, Amazon and Hulu.

To better understand the awareness and viewership of these Emmy nominees, Katz Television Group polled 500 U.S. adults in the week leading up to the September 17<sup>th</sup> awards telecast.

The votes are in: **Most Emmy nominated TV series are not being watched by the American public; and many have very low awareness levels.**

Even Netflix's Golden Globe winning series, *The Crown*, suffers from a lack of awareness, with 6 out of 10 Americans having never heard of it – and only 6% ever watched it. Hulu's breakout hit, *The Handmaid's Tale*, has similarly low levels of awareness and viewership.

**Broadcast TV is the exception, with all three nominees exhibiting high viewership and awareness levels.**

ABC's *Modern Family* is this year's most watched nominee with more than half of Americans claiming to have seen the show (56%), while only a small fraction are unfamiliar with it (3%). NBC's *This is Us* and ABC's *Black-ish* were the 2<sup>nd</sup> and 3<sup>rd</sup> most watched nominees at 35% and 28%, respectively.

Ultimately, viewers are using their remote controls to vote for the "best" TV shows. And for advertisers looking to attach their message to popular programs that engage millions of consumers – **Broadcast TV offers the best of both worlds: critical acclaim and critical mass!**

### 2017 Emmy Nominated Series

% of Americans Who Have...

Watched | Heard of, never watched | Never heard of

#### Modern Family (ABC)

56% | 41% | 3%

#### This Is Us (NBC)

35% | 43% | 21%

#### Black-ish (ABC)

28% | 59% | 13%

#### Stranger Things (Netflix)

21% | 43% | 36%

#### House of Cards (Netflix)

19% | 68% | 13%

#### Better Call Saul (AMC)

18% | 46% | 36%

#### Westworld (HBO)

17% | 37% | 46%

#### Veep (HBO)

10% | 54% | 35%

#### Unbreakable Kimmy Schmidt (Netflix)

9% | 33% | 58%

#### Silicon Valley (HBO)

8% | 43% | 50%

#### The Crown (Netflix)

6% | 31% | 63%

#### Atlanta (FX)

5% | 26% | 69%

#### The Handmaid's Tale (Hulu)

5% | 38% | 58%

#### Master of None (Netflix)

5% | 20% | 76%

Source: OurMedia.com panel from Katz Media Group.  
Fieldwork: September 7-12, 2017. Based on 500 Adults 18+.  
51% of respondents have access to/subscribe to OTT services.