THE POWER OF CONTENT TO DRIVE ROI
Phase 1 Summary:

CROSS-CHANNEL ADVERTISING ATTRIBUTION

Multiplatform TV drives an ROI halo, usually attributed to digital

Source: Accenture whitepaper. Digital includes Paid Search, Display and Short-Form Video Advertising.
Phase 2 Summary:

EXPLORE KEY ROI DRIVERS IN MULTIPLATFORM TV

✦ What aspects of programming positively impact ROI?
✦ To what extent do linear TV ratings determine ROI?
✦ To what extent does social activity correlate with ROI?

PHASE 2 SCOPE

$25B in Marketing Spend
26 National Brands
Real Media Schedules
Real Sales across 3 Years
Phase 2 Results:
3 KEY DRIVERS FOR SALES ROI

1. AUDIENCE SIZE
2. CONSUMER COMMITMENT TO CONTENT
3. CONSUMER PERCEPTIONS OF CONTENT QUALITY
Ads Yield 2x the Return in Higher-Rated Programs with

SALES EXCEEDING COST INCREASES

Higher-rated programs deliver double the ROI
of lower-rated programs

While CPM does increase with higher-rated programs,
sales impact increases faster

RELATIVE ROI BASED ON PROGRAM’S C7 RATING

LOWER RATED PROGRAMS

MEDIAN RATED PROGRAMS

HIGHER RATED PROGRAMS

SALES MULTIPLE

COST MULTIPLE

Sources: Nielsen Ad Intel; Nielsen amRLD as reported by Lake 5, Jul 2013 - Jun 2016; Accenture Data & Analysis
Programs that Viewers Prioritize Watching & Tweet about

YIELD HIGHER ROI

ROI based on Viewer Intentionality measured using Magid Intentionality

Lower Intentionality: 20%
Medium Intentionality: 50%
Higher Intentionality: 30%

1.0X
1.8X
2.0X

ROI based on Social Engagement Score measured as volume of tweets normalized for audience scale

Lower / No Social Volume: 65%
Medium Social Volume: 30%
Higher Social Volume: 5%

1.0X
1.6X
2.0X

Programs that Viewers Prioritize Watching & Tweet about YIELD HIGHER ROI

Sources: Magid EmotionalDNA™ Intentionality Index™ May 2013 - May 2016; Nielsen Ad Intel; Accenture Data & Analysis; Nielsen Social Linear Twitter Volume Jul 2013 - Jun 2016; Nielsen Ad Intel; Accenture Data & Analysis
Programs that Earn High Marks Drive ROI Lifts

AS MUCH AS 1.5X OR MORE

ROI based on Program Evaluations of A18+ using Magid Evaluations

<table>
<thead>
<tr>
<th>Evaluation</th>
<th>% of Programs Evaluated</th>
<th>Index Parameters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lower</td>
<td>20%</td>
<td>&lt;3.6</td>
</tr>
<tr>
<td>Medium</td>
<td>50%</td>
<td>3.6-3.9</td>
</tr>
<tr>
<td>Higher</td>
<td>30%</td>
<td>3.9+</td>
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</table>
Content with Strong Emotional Signatures

DRIVE HIGHER ROI

ROI based on Emotional Dimensions measured using Magid Emotional DNA Signature Dimensions

<table>
<thead>
<tr>
<th>Smarts</th>
<th>Edge</th>
<th>Relatability</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.5X</td>
<td>3.4X</td>
<td>4.2X</td>
</tr>
</tbody>
</table>

Sources: Magid EmotionalDNA Signature Dimensions May 2013 - May 2016; Nielsen Ad Intel; Accenture Data & Analysis; Emotional Signature Show Details; Magid eDNA, Sep-Dec 2016 Continuous Field Data (Rolling 3mo., Pulled on 1-9-18)
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