



arianna



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Viewing Behaviour

Analyse viewing behaviour and audience profile

Innovative modules such as Series & Competition and Arianna's unique Dynamic Targets (demographics based on viewing habits) broaden the scope of TV viewing analysis.

Viewing Behaviour

A comprehensive suite of modules for analysing television viewing patterns.

Viewing Behaviour modules are used by Networks and Agencies alike. Containing areas such as Dayparts, Programmes, and Reach & Frequency, it allows the user to perform analyses such as simple share reports, program rankings and frequency distributions.

Users can customise reports using drag-n-drop functionality, or add/delete rows and columns to suit their needs. Multiple reports and charts can also be generated from a single run.

Graphing and colour shading comes standard in all modules and are fully exportable to other software packages.

New drill down features, such as Arianna's Historical Trends, Delta (period on period % difference), Channel Migration (analysis of switching behaviour), Profiling and minute-by-minute time split allow more detailed analysis using a simple, logical workflow.

Program	Date	Time	Rating
THE MULE	18/06/00	19:00	1.1
BLUE HEELERS	20/06/00	20:00	1.2
SEARCHING FOR ALLSTARS	20/06/00	20:30	1.3
NEWS	19/06/00	19:00	1.4
NEWS	19/06/00	19:30	1.5
SEARCHING FOR ALLSTARS	19/06/00	19:30	1.6
SEARCHING FOR ALLSTARS	19/06/00	19:30	1.7
SEARCHING FOR ALLSTARS	19/06/00	19:30	1.8
SEARCHING FOR ALLSTARS	19/06/00	19:30	1.9
SEARCHING FOR ALLSTARS	19/06/00	19:30	2.0
SEARCHING FOR ALLSTARS	19/06/00	19:30	2.1
SEARCHING FOR ALLSTARS	19/06/00	19:30	2.2
SEARCHING FOR ALLSTARS	19/06/00	19:30	2.3
SEARCHING FOR ALLSTARS	19/06/00	19:30	2.4
SEARCHING FOR ALLSTARS	19/06/00	19:30	2.5
SEARCHING FOR ALLSTARS	19/06/00	19:30	2.6
SEARCHING FOR ALLSTARS	19/06/00	19:30	2.7
SEARCHING FOR ALLSTARS	19/06/00	19:30	2.8
SEARCHING FOR ALLSTARS	19/06/00	19:30	2.9
SEARCHING FOR ALLSTARS	19/06/00	19:30	3.0

