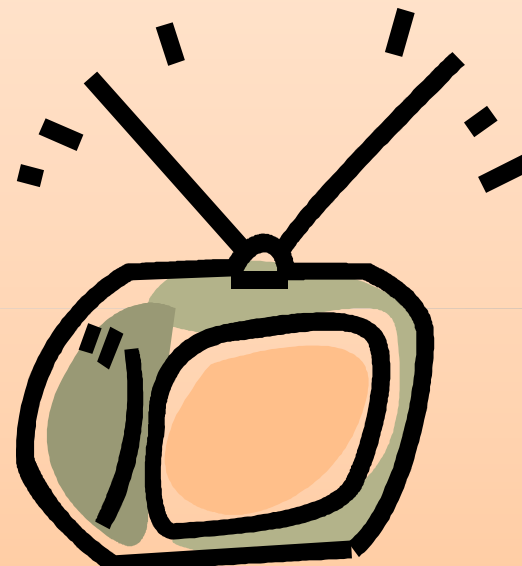


'Reality Rules'

Reality TV Viewer Insights Survey

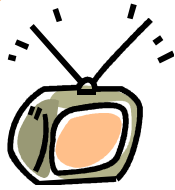


Report Preview
November 2011

realityravings
Australia's Leading Reality TV Blog

NittyGritty 
Marketing Insight and Research





Reality Rules

About This Study's Authors

- *Reality Ravings* is Australia's Leading Independent Reality TV blog. The Editor/Publisher Emma Ashton, takes an analytical but irreverent look at Reality TV, and has a highly engaged readership. She is considered a leading reality TV expert. In the four years she has been writing the blog her readership has continued to grow. In November 2011 she started Australia's first reality TV consultancy.
- Nitty Gritty is a Melbourne Based social marketing consultancy headed by Julie Houston a consumer psychologist with extensive research and consulting expertise. Julie's recent research into the blogger industry led her to partnering Emma on this project.
- Emma Ashton realityravings@hotmail.com
- Julie Houston julie@nittygritty.net.au

realityravings
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NittyGritty 
Marketing Insight and Research





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The Study

- In 2011 Australian viewers made Reality TV shows some of the highest rating of the year contributing to the highest audience for free-to-air in the last seven years. There has been little dedicated research to focus on how and why Reality TV has captured the public's imagination.
- In particular the Australian context is lacking research into what specifically engages viewers of Reality television genres. Advertisers have heavily invested in although information about its effectiveness is sparse
- The results provide directional guidance for marketers, PR professionals, advertisers, TV networks and production companies to further their insights into the genre.





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The Approach

Objectives

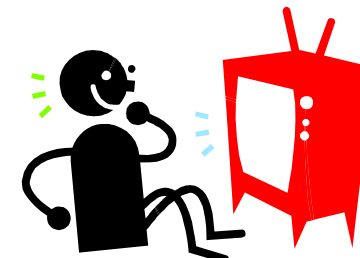
To explore viewer insights emerging from the Reality TV landscape in Australia in the most naturalistic way.

The information gathered includes:

- A detailed snapshot of Reality TV viewing habits and preferences for genres, and shows
- Insights into the dynamics of social media usage within Reality TV viewing
- Exploring viewers' attitudes and how behaviours are impacted by Reality TV
- Investigating impact of brands and advertising
- Future trends and opportunities for advertisers and marketers

Our Methodology

- An online study with a '*blog community*' of **406 Australian Reality TV viewers**, the majority of who read and or participate in Reality TV blogs. Viewers who made contact with Reality Ravings during August 2011 were invited to participate.



Why Speak to Reality TV Enthusiasts?



Impact in the Blogosphere is usually fragmented and difficult to track

'Superfans' are key influencers online and off line for shows and brands



Social media reflects a high level of engagement with these shows

Subtle impacts and issues are magnified for closer investigation





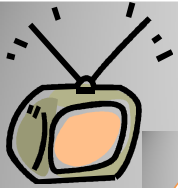
Table of Contents

Reality Rules

The Reality TV Landscape	3
Why Do Research?	4
Study Objectives	5
Study Design	6
Why Reality TV Enthusiasts?	7
EXECUTIVE SUMMARY	8-13
THE DETAILED FINDINGS	
Reality TV Viewers' repertoire	14-25
Engagement with Reality TV	26-37
Reality TV Brand & Advertising Landscape	38-45
Reality TV & Online behaviour	46-52
Viewer Demographics	53-59
Appendices	60-62
Custom Reports	63



Report Sections



Reality
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What is the appetite for reality TV shows? How much and what are people watching?



REALITY TV VIEWERS' REPERTOIRE

Reality Rules November 2011 Insights Report 12

What do people like about watching Reality TV?



ENGAGEMENT WITH REALITY TV

Reality Rules November 2011 Insights Report 13

How does social media consumption and Reality TV viewing interact?

REALITY TV & ONLINE BEHAVIOUR



Reality Rules November 2011 Insights Report 13

How effective is advertising in this medium? Are people's behaviours impacted by advertising and product placement?

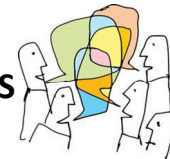
REALITY TV BRAND & ADVERTISING LANDSCAPE



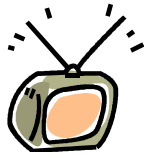
Reality Rules November 2011 Insights Report 14

Who are the Reality TV enthusiasts?

VIEWER DEMOGRAPHICS



Reality Rules November 2011 Insights Report 14



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Sample of Executive Summary

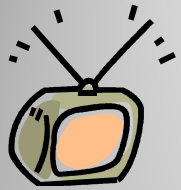
1. Reality TV Enthusiasts Present A Useful Mirror On The Industry To Generate Insights And Target Shows And Advertising

- Our 'blog community' survey with 406 Reality TV enthusiasts captured online are predominately female, higher income earners and consume a variety of show content.
- Whether this reflects women controlling the remote during prime time week night TV as a trade off for men's control of the remote for weekend sports viewing needs to be considered. It is likely that large numbers of men are watching Reality TV by default.

2. Networks And Production Companies Can Confidently Continue To Make Australian Made Reality TV Shows

- The audience for these shows are continuing to grow, with over 50% of respondents saying they watch more Reality TV than they did two years ago. This points to potential future growth.
- A preference is for Australian made productions which makes up a substantial part of the Reality TV fan diet.



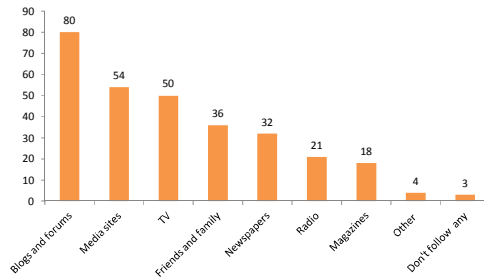


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Sample Outputs



Where do you get your Reality TV news from?



Internet is the main source of Reality TV information

While TV is a key source of reality TV news for one in two people, blogs and forums are considerably more popular as sources of news and information about reality TV shows. Mainstream media sites also attract a high incidence of reality TV viewers seeking this information.

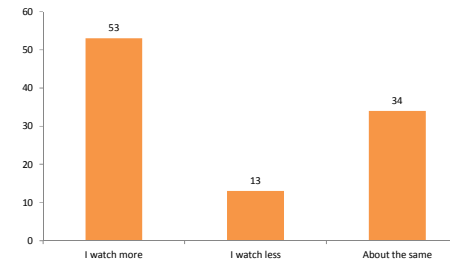
Implication: Networks should increasingly examine ways of promoting personalities, shows, and contestants online.



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Compared to 2 years ago - Reality TV viewing habits?



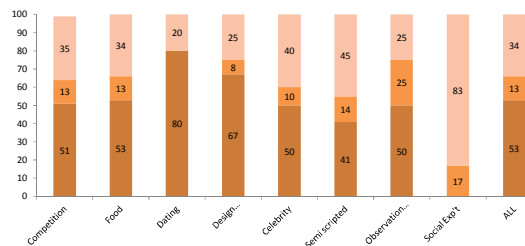
Over half of people are watching more Reality TV than 2 years ago

Only 13% of viewers are reducing their reality TV consumption in the past 2 years which indicates the genres will continue to thrive and grow.

Implication: The reality TV fan is not tiring of the genre and its viewers are growing.



Trends in watching Reality TV genres over the past 2 years



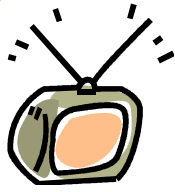
Design and Renovations fans are watching more Reality TV

Nearly 70% of Design/Renovation show viewers are watching more reality TV than 2 years ago.

Implication: Design and Renovation reality TV shows are still sought after by its fan base, and even after the perceived failures of *Top Design* and *The Renovators*.



Reality Rules November 2011 Insights Report 17



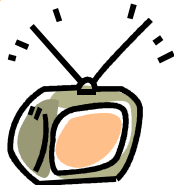
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How to Order Summary Report

The Reality Rules 2011 Report contains the full suite of findings from the detailed survey in August 2011. This covers

- **Total sample** findings per question area – viewing behaviour, social media use, program preferences, brands recalled, trends in usage, attitudes to Reality TV.
- Main comparisons according to relevant demographics for total findings.
- Discussion and Implications of these findings for the wider industry of media, advertisers and commentators.
- The cost of the general summary report is **\$500 +GST**. This is a detailed 60+ page PowerPoint report and includes full access to the broad results from questions covered in the survey. The report is available in PDF by email.
- We can also present this study onsite to clients in a presentation workshop tailored to organisation needs. The cost is **\$2,000 +GST** plus interstate travel including a copy of the detailed report.
- Please contact info@nittygritty.net.au for requests for reports or presentations.





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Requests for Custom Reports

Reality Rules 2011 Custom Reports are available to cater for more specific analysis that advertisers, production houses and agencies may request for example:

- Segment Profiles on key issues and questions which may vary by program or Reality TV genre preferences
- Attitudinal segmentation and full analysis for instance indicating which groups support particular genres, engage with social media, or watch particular shows
- Behavioural segmentation indicating how particular genres are viewed and engaged with using social media
- Detailed reports on viewers of particular production combinations on all key measures
- Brand recognition trends in more detail i.e. according to viewing habits and social media consumption
- Please contact info@nittygritty.net.au for requests for more information on tailored reporting

