



SETTING OUR SIGHTS

Reaching First Take Viewers on Digital Platforms

July 2017



OUR APPROACH: QUALITATIVE + QUANTITATIVE

WHO WE SPOKE TO

Core First Take viewers
National sample



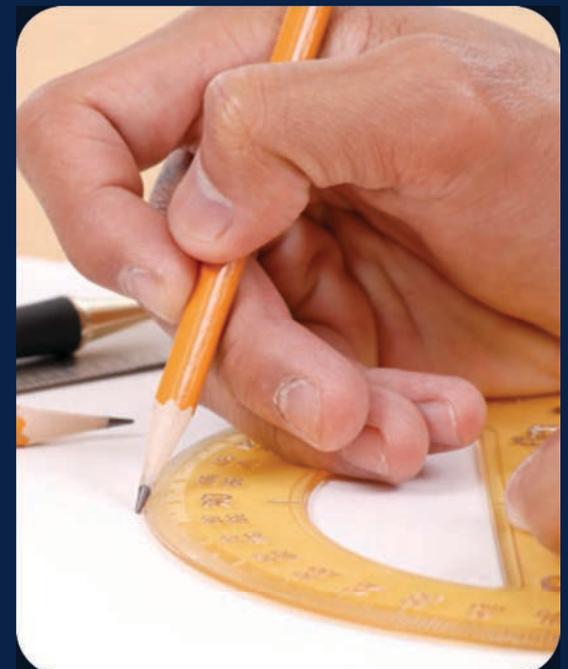
PHASE 1: QUALITATIVE

Online bulletin board to
explore audience attitudes
and perceptions



PHASE 2: QUANTITATIVE

Survey to validate and
measure insights from
Phase 1



A GOOD REMINDER: OUR TARGET ISN'T PAYING ATTENTION

AMONG FIRST TAKE VIEWERS, SOME...

DON'T HEAR ENOUGH ABOUT IT

40%

DIDN'T KNOW THIS
WAS A SHOW

53%

DON'T HEAR PEOPLE
TALKING ABOUT IT

How can we create more noise
in the marketplace?

DON'T KNOW HOW TO FIND IT

59%

DON'T KNOW WHAT
TIME IT AIRS

45%

DON'T KNOW WHAT
CHANNEL IT'S ON

Can we leverage geo-targeting to get
more precise with our call-to-action?

▶ It's not like we haven't told them! But again, this illustrates the scale of the challenge

AND SOME JUST DON'T LIKE OUR STARS

SKIP

“I just can't stand Skip.
He can grate, and
sometimes he's just hard
to watch.”

15%

OF DAILY FIRST TAKE VIEWERS
DON'T LIKE SKIP, AND CITE THAT
AS A REASON FOR NOT WATCHING

SHANNON

“Shannon drives me
crazy. Great player, but I
don't like him here.
Pass.”

10%

OF DAILY FIRST TAKE VIEWERS
DON'T LIKE SHANNON,
AND CITE THAT AS A REASON
FOR NOT WATCHING

▶ It will be difficult to win with these viewers, so let's focus our resources elsewhere

LEVERAGE SKIP'S OWNERSHIP OF SPECIFIC TOPICS

Let's build creative around Skip's topics

We know Skip owns certain topics, giving us a louder voice at certain moments in time

Employ topics as context, not focus

We're not positioning around these topics, we're leveraging "topical momentum"

Use the topics to guide cadence

Let's plan ahead so that we can capitalize on these moments in real time



FIGHT UNFAIR

IT'S NOT SKIP VS STEPHEN

We don't have an advantage here, as viewers perceive them as equals



IT'S SKIP VS MAX

We can expose their weak link by framing the fight to our advantage



First Take viewers love Stephen A, but Max is clearly their weak link and most vulnerable asset

Skip is unquestionable our star attraction, and a personality who resonates with the First Take audience

Let's remind them of what they're missing in Skip, while highlighting their least favorite part of First Take

