



INSTRUCTIONS (PART 1)

Watch a prime-time television show on one of the major television networks (CBS, ABC, NBC or Fox). Write a one-page report using the guidelines below. Also, describe why the information included in your report might be helpful to an entertainment marketing executive.

1. Name of the television show and network on which it airs
2. Day of the week and time
3. Name of the show on prior to the show selected
4. Name of the show following the selected show
5. Names of competing shows on other networks occupying the same time slot
6. Genre (type of show...comedy, drama etc.)
7. Key cast members
8. The names of EACH AND EVERY product advertised throughout the entire show
9. TV show rating (TV-G, etc.)
10. Describe the plot of the episode watched

INSTRUCTIONS (PART 2)

After watching the selected show, identify the following information. Use the Internet for your research.

11. How did television critics review the show?
12. How much money does the network charge for a 30-second advertisement during the show
13. Are similar shows being aired on other networks? How are the shows similar?
14. Do you think the show will enjoy long term success? Why or why not?
15. What were the television ratings for the show you researched? How did its rating compare to other shows in the same time slot? How did it rank among similar shows?
16. Compare the show's rating with the reviews of critics. Did the critic reviews impact the ratings? Why or why not?
17. Using clues from advertisers and the content of the show, describe what you think is the target market for this show. Include at least 5 different segmentation characteristics (demographic, product usage, psychographic, benefits or geographic).

BONUS:

18. Find an advertisement for your television show from a magazine, newspaper, online or on a social media post.
19. Find an advertisement for one of the products showcased in a commercial during the show you watched from a magazine, newspaper, online or on a social media post.
20. Attach your findings to your report.