



**Promo End Tag Navigation- Competitive Review
November 30th, 2010**



Versus

Promo End Tag Navigation- Competitive Review

November 30th, 2010

Goals of the Competitive Review

As Versus considers updating and evolving its approach to promo navigational graphics and audio it is vital that it review how it's primary competition approaches the task, and looks at examples from a wider swath of networks that represent "new best practices." From this informed position, Versus can confidently adopt the most effective means of gathering and holding onto an audience, and ideally innovate new ones.

In addition, Versus feels it is dedicating a great deal of time and resources to the creation of custom promo end pages for its promos. This research seeks to determine whether Versus' approach to conveying tune-in information in its promos consistent with the leading sports network, ESPN, and progressive general entertainment networks, Bravo and NBC.

For this review we analyzed over four hundred promo airings from four networks including Versus, ESPN, NBC, and Bravo, in a range of dayparts over the course of a single week. We considered each re-airing of a promo a new promo. While we recognize that promos are frequently repeated, especially in a limited sample of one week, we felt this was the best way to judge the relative balance of various promo elements and tactics on each network's air. While our sample is by no means exhaustive, we believe that we are able to draw reliable conclusions about each networks' approach to inserting tune-in information and show/network branding into its spots.

The areas we explored in this review include Promo Context, Promo Type (Interstitial vs Lower 3rd Supers), Promo Toolkit Elements, Messaging within Toolkit Elements, VO and Sonic Branding, and Common Typographic Practice.

In addition to the review of promos from each network's air, we reviewed, when available, documents and montages that evidenced the on-air strategy on each network.

EXECUTIVE SUMMARY OF KEY FINDINGS AND RECOMMENDATIONS

Before we get into the granular detail of what we observed, we would like to sum up for you some of our key findings and our recommendations based on them.

We observed two different strategies for packaging promos and inserting tune-in information.

1. **Show Brand Driven:** This approach was favored by ESPN and Versus. It is characterized by a focus on the unique personality and appeal of the individual program being promoted. On the plus side, it is very emotional, makes every event seem unique, and helps create a strong desire to view. On the negative side, the unique formatting of vital information for each spot makes it difficult, if not impossible to attribute these programs to Versus, or discover and retain when they will air.
2. **Network Driven:** This approach was favored by Bravo and NBC. It is characterized by adherence to a set of strict graphic and typographic guidelines for communicating promo messages, network association, and tune-in information. On the plus side, it is extremely easy to identify which network the program is on, and at what time. On the negative side, the system is applied across all shows and offers only slight opportunities for the expression of the individual show's personality.

We believe that Versus may be able to have its cake and eat it too, by moving towards, but not entirely to, the network-driven strategy. We believe this approach will help differentiate the network from its biggest competitor, ESPN, without fundamentally compromising the emotional appeal of each program.

We recommend:

1. Strict adherence to an information architecture, that will insure that show title, match up/episode detail, day, time, proximity, and network information can be found by viewers in the same place on the screen and in the same sequence in all elements of Versus Promos including Promo Opens, Lower 3rds, End Tags, and Violators.
2. Some flexibility in the inclusion of program-specific imagery, show logos, and color treatments in generally simple, uncluttered promo end tags.

We feel strongly that the primary role of the end tag is to close the deal for the promo. In order to do this it must focus on communicating key information, not on continuing to generate a strong emotional desire to view - the primary role of the other 15-20 seconds of the spot.

3. Unrestricted use of non-tune-in, show title, or network branding elements in the promo (graphic transitions, full-frame typography) to raise the excitement and emotional appeal of the program being promoted.

The success of any brand is based on 3 factors: Authenticity, Relevance, and Contrast. It is undeniable that Versus has a passion for sports and can claim as equally as ESPN to be the “real thing.” It is also clear that the sports Versus covers (NHL, Tour de France, Indy Car Racing, and WEC) are highly relevant to its sports loving audience. Where, in our opinion, the Versus brand falters, is in its lack of contrast with the category leader and its primary competitor ESPN. While emulating the market leader is a reliable strategy for building legitimacy during the launch of a brand it acts as a “glass ceiling” for the brand in the long term. A viewer must be able to distinguish a clear alternative in order to choose it, and it is our view that Versus is mature enough to step out of ESPN’s shadow.

Versus is presently indistinguishable from ESPN in the following ways:

1. **Graphic Complexity.** The sports vernacular is dominated on ESPN, FOX, Speed, and Versus with high energy, crashing, exploding, fast cut, monumental 3D graphics. This uniform ultra-complexity blends each network’s brand into the other, and with the ever-increasing length and number of messages in interstitial breaks, makes it difficult to distinguish a promotional message from the surrounding clutter, attribute it to a specific network brand and retain the vital tune-in information.
2. **Logo Treatment, Color Palette, and Insert Graphics.** Both ESPN’s and Versus’ logos use Sans Serif Italic Type and a Red, Black, and White color palette making it difficult to distinguish them from one another when they are small (on lower 3rds or end tags). Since the logo is the cornerstone of any network brand, the insert graphics on both ESPN and Versus, including lower 3rds, leader boards, tickers, etc. are virtually indistinguishable. We recognize, however, that these elements are new to Versus, and native to the 3D Chyron environment and that their communication advantages far out weigh any missed branding opportunities.

Our recommendations:

1. **Dramatically simplify the end pages of your promos.** This small step will both insure clearer communication of vital tune-in information, and distinguish you from ESPN. The job of the end page is to leverage the emotions generated by the body of the promo into a commitment to view. It can only achieve this if the network brand is distinguishable and the tune-in information is clearly presented. A simple tag will not diminish the emotional impact of a well-made promo any more than a white swoosh over a black background diminishes the power of a Nike spot.

Simplification of end pages should strive for a lack of complex imagery, and a consistent placement and sequential structuring of tune-in info.

2. **Embrace a 2D Aesthetic in Promo:** If all other sports brands are using big 3D-CGI graphics, a reliable way to distinguish yourself even at a quick glance, is to limit your graphics to 2D. 2D still has in its arsenal quick cuts, bold graphics, and color and, well executed will still be able to deliver the same emotional punch as the best of 3D. If adhered to, the contrast with ESPN will be striking, and the benefits to the Versus brand, undeniable.
3. **Change the Versus Color Palette.** The quickest way to distinguish yourself from ESPN is to shift your color palette away from red, black and white. A color shift does not require the more costly and equity squandering redesign of the network logo, or the change of its name. Possibilities include a light Turquoise Blue + Black + White, which would be a far higher contrast (more visible) color combination than Red + Black + White. A warm yellow might also work, as long as it is clearly distinguishable from that used by FOX. This color palette shift should affect all branding elements for the network, but most importantly should be applied to the insert graphics package, which is the most pervasive element of sports network brands.
4. **“Reskin” the insert Graphics.** As mentioned on the previous page, the new Versus insert graphics are great at communicating the information sports fans want. As you go forward we recommend reskinning the architecture with an eye towards distinguishing it from ESPN and FOX’s look and feel. This will help Versus position itself clearly as an authoritative voice in sports by taking ownership of all the vital information presented for the network brand.

These are our top-line findings and recommendations. What follows is a detailed comparison between the promo environments, tactics, and graphic packaging favored by each of the four networks reviewed. We believe these

detailed findings support the recommendations we have made above.

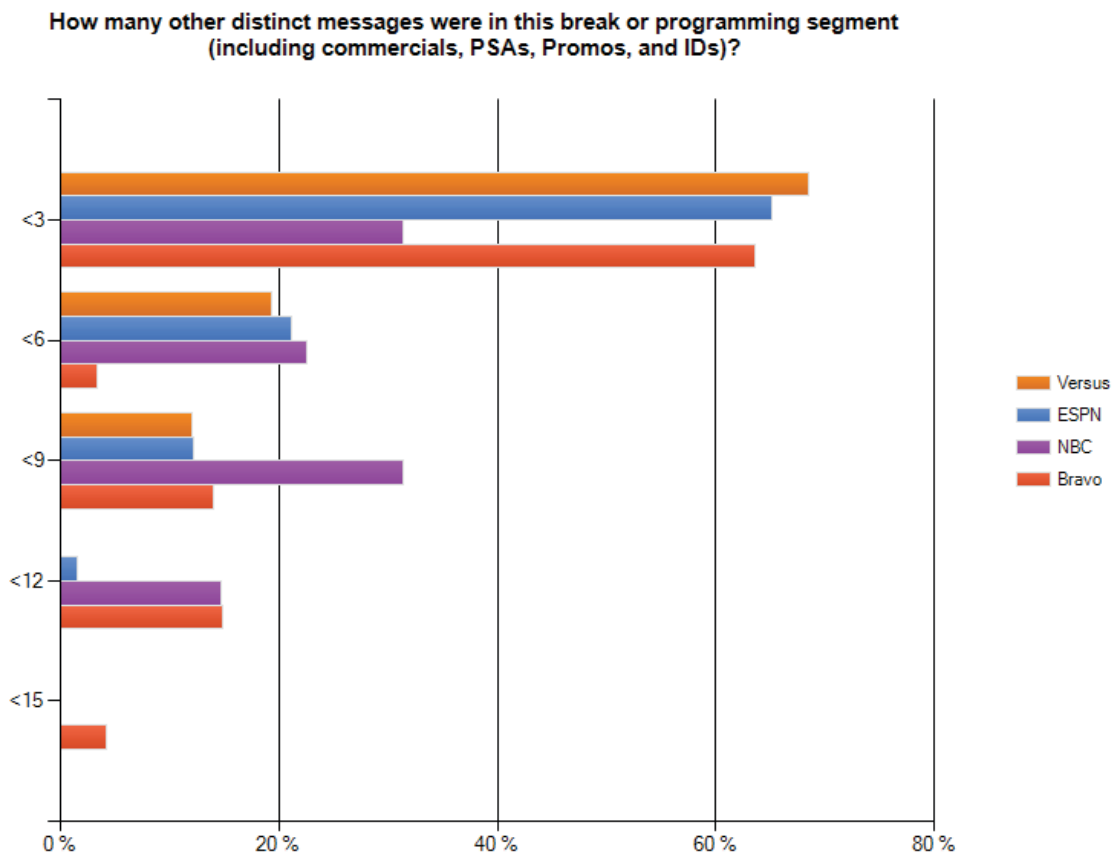
DETAILED FINDINGS AND RECOMMENDATIONS

Promo Context:

One of the factors logically determining whether a viewer retains tune-in information contained in a promo is the number of competing messages they must also consider during the same break or programming segment. The more messages the more “cluttered” the break, and the more likely the viewer is to be confused or overwhelmed. The fewer messages, the more likely it is that those messages will be heard and remembered.

In our review, we examined both the total number of competing messages and the number of competing messages which were promos, rather than ads, IDs or PSAs.

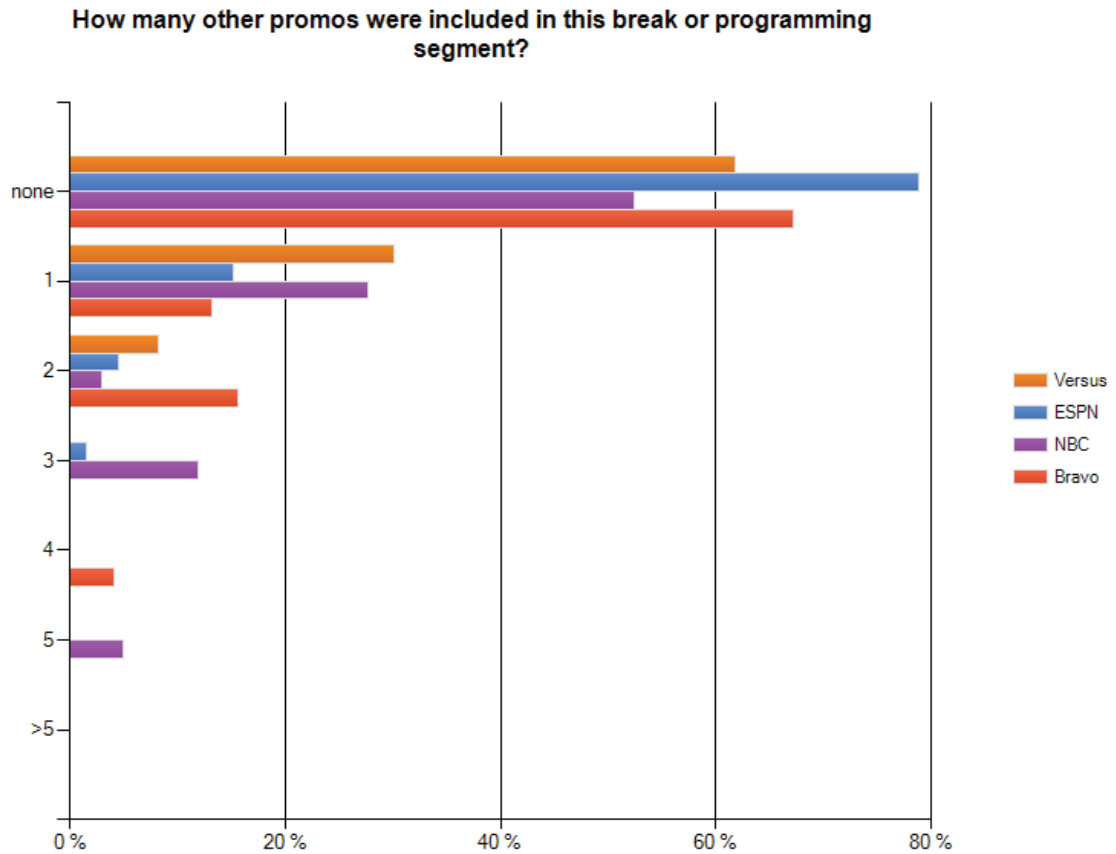
Chart 001: Promo Context- Total Messages



Finding:

The number of distinct messages contained within the breaks and programming segments on Versus is almost identical to that of ESPN, and markedly fewer than Bravo or NBC. This suggests that Versus has a relatively uncluttered environment for its promo messages.

Chart 002: Promo Context- Promo Messages



Finding:

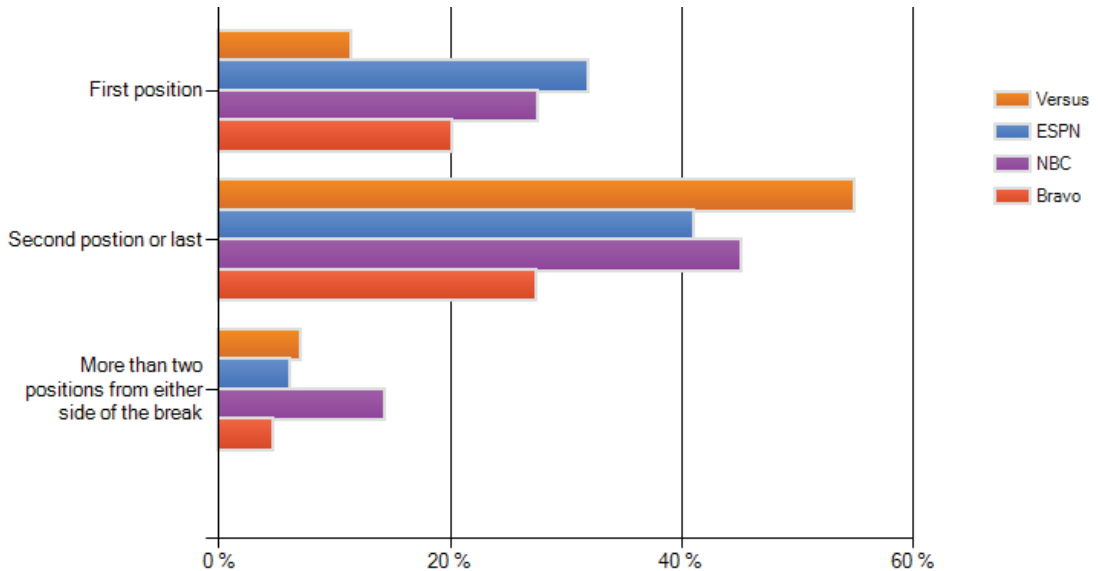
In general, Versus limits the number of promos in a break or programming segment to one, which is consistent with the other sampled networks. However, ESPN does this more consistently, including one or two additional promos about half as often as Versus.

Recommendation:

Versus should consider more consistently limiting the number of promos in a break or programming segment to one.

Chart 003: Promo Context- Promo Position

Another element that greatly affects whether a promo message is seen is its position relative to competing messages within the break. It is well known that viewers surf or fast forward during breaks, and accordingly there are far fewer viewers watching the spots in the center of the break than those on the edges. Brand Strategist, Lee Hunt calls this the “Nike Swoosh” of audience erosion, and recommends that networks put their promos in the first position within the break, and barring that, the last when the most viewers are likely to see them.



Finding:

While no sampled network gives the first position to promo all the time, they all do so twice as often as Versus. ESPN, Versus’ primary competitor, does so almost three times as often as Versus (in our sample). Versus does make up for this by giving its promos the next-best position (second or last) more consistently than ESPN, Bravo, or NBC.

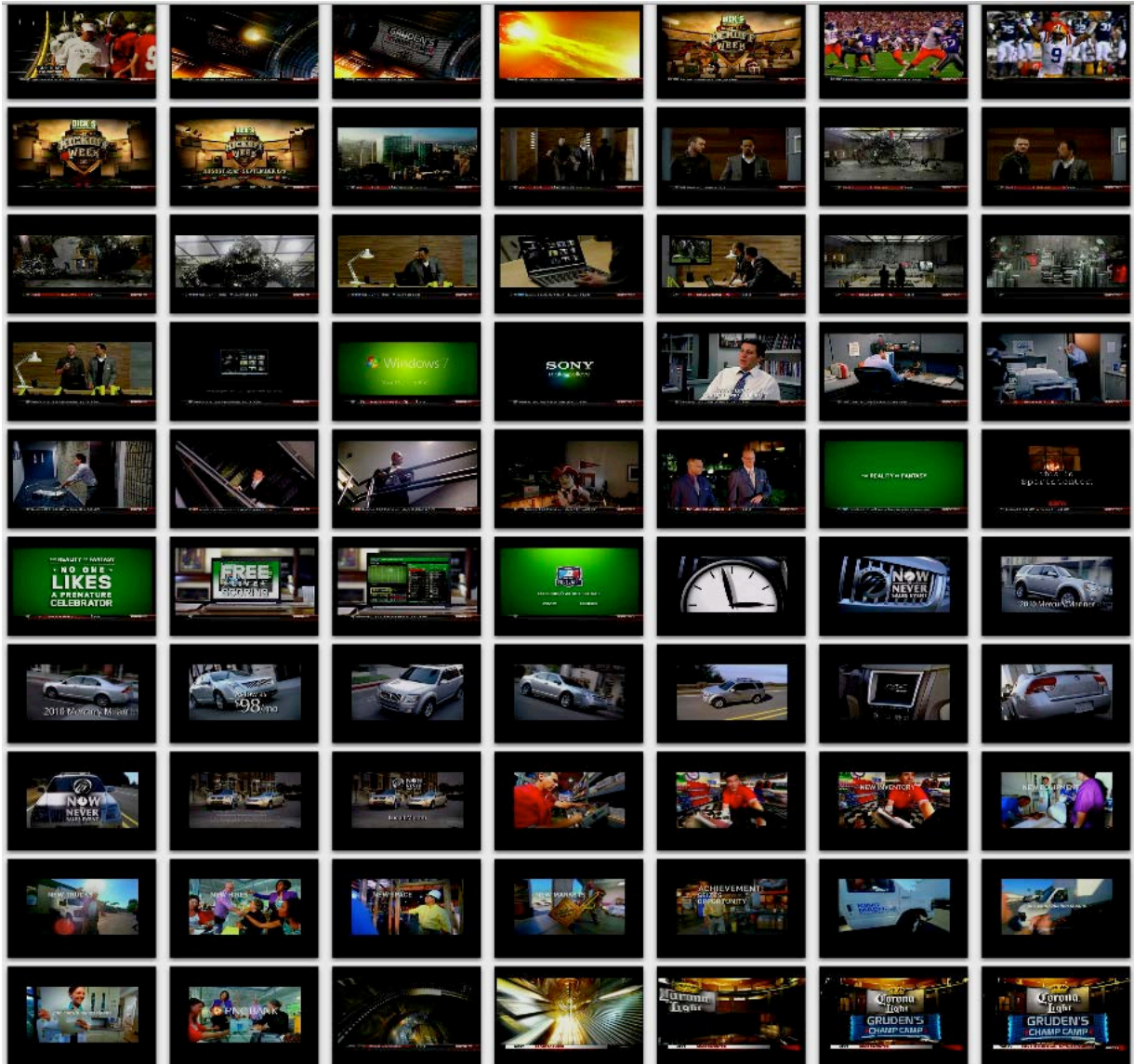
Recommendation:

Versus should consider placing its promos in the first position in breaks more often. This will more effectively build audiences for its shows, which will increase its ratings, and, as a result, its revenue.

The Cluttered Environment Visualized:

In an effort to demonstrate how complex environment we expect our viewers to discern our brand within really is we have pulled an image from each shot within a representative break from each of the sampled networks. Why every shot? Every time a shot changes, the mind is forced to reorient itself to the presentation and decode the meaning of the new image or text.

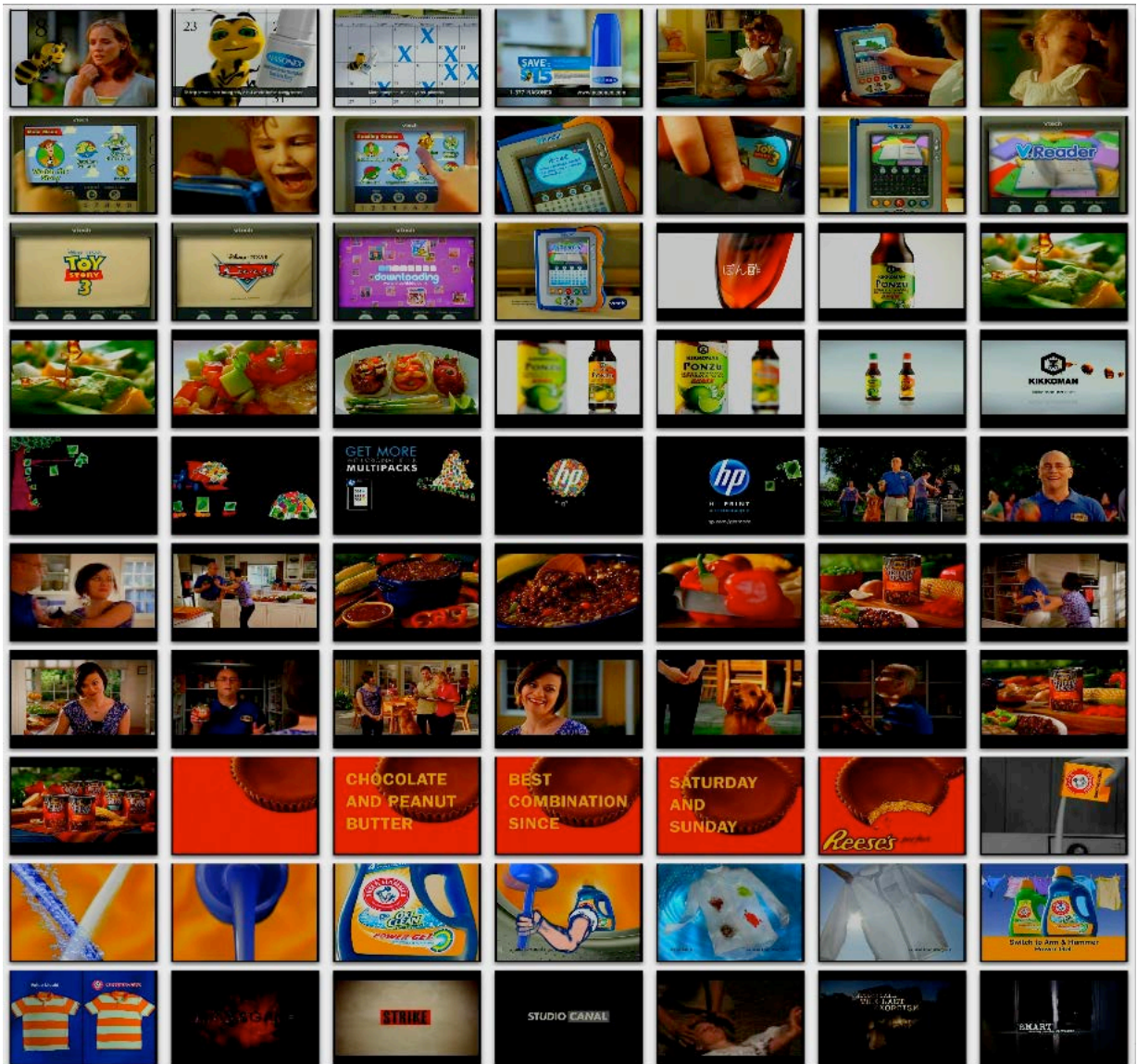
ESPN



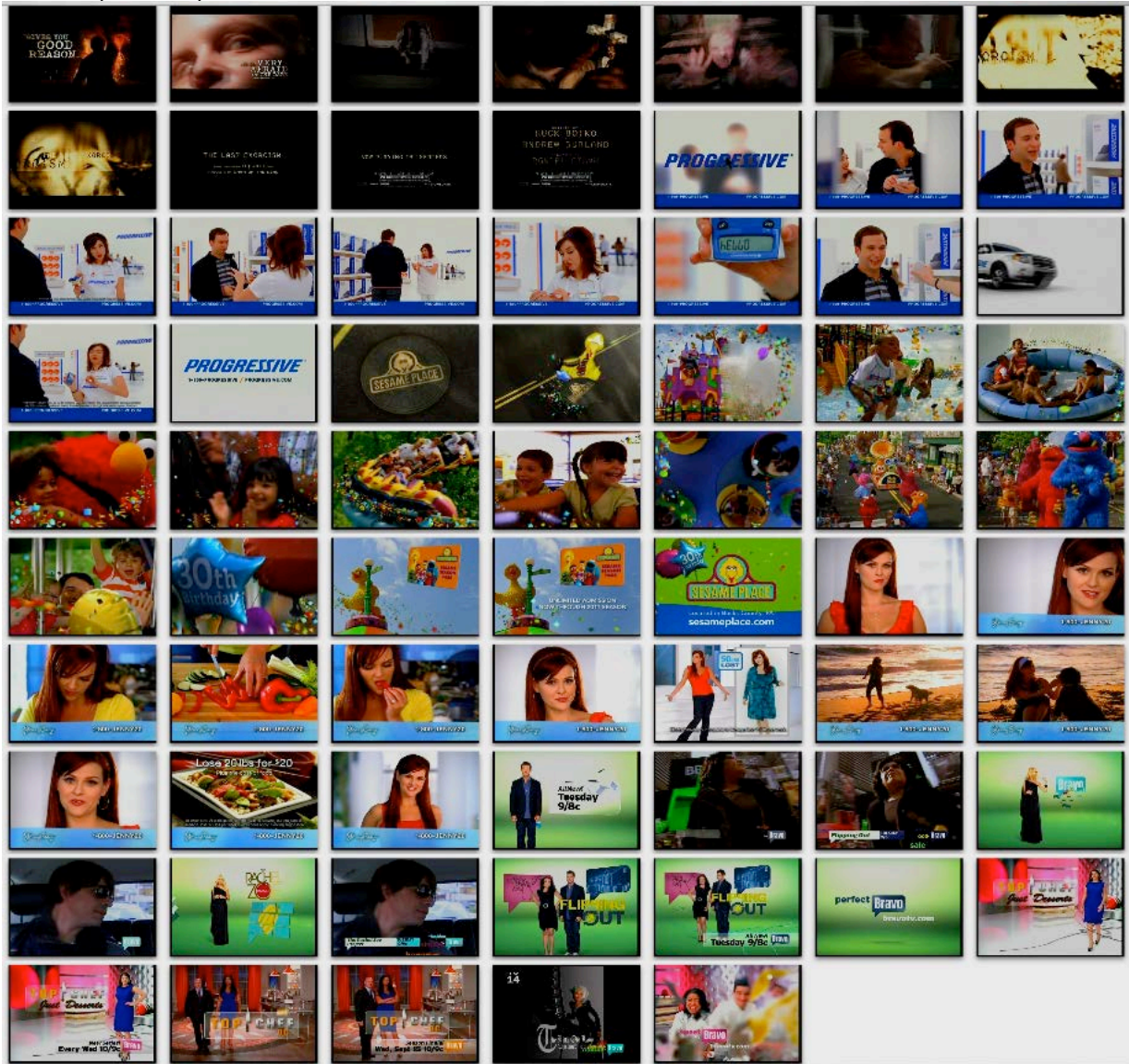
Very complex graphics like ESPN's new College Football package, and the Sports Center graphics, look great on the screen, but may actually blend into the cacophony of imagery in ESPN's breaks. The spot that stands out in the break above is the simplest, a spot for ESPN's fantasy football.

Bravo

Bravo's breaks are significantly longer than those on the other networks sampled, which means more shots and more competing bits of information. Despite this fact, the Bravo brand pops because its style is simple and distinctive.



Bravo (CONT.)



In this break you can see that Bravo places all its promos at the end of the break, where they are more likely to be seen as viewers return from surfing or fast forwarding through the commercials. Each spot shares a branded color palette, a distinctive spatial treatment, and a pronounced use of the “speech bubble” logo shape. Variety is created by the talent, logo, and genre elements of each individual show, a fine balance between network and show branding.

Another interesting thing to note in this break is that advertisers, also recognizing how complex the environment is, are resorting to running lower 3rd bars with important information across the bottom of their spots (Progressive, and Jenny Craig). These have the added advantage of still being readable when the break is being fast-forwarded through. Note too how simple the end tags are for the Progressive, Kikoman, Jenny Craig and Reese’s spots.

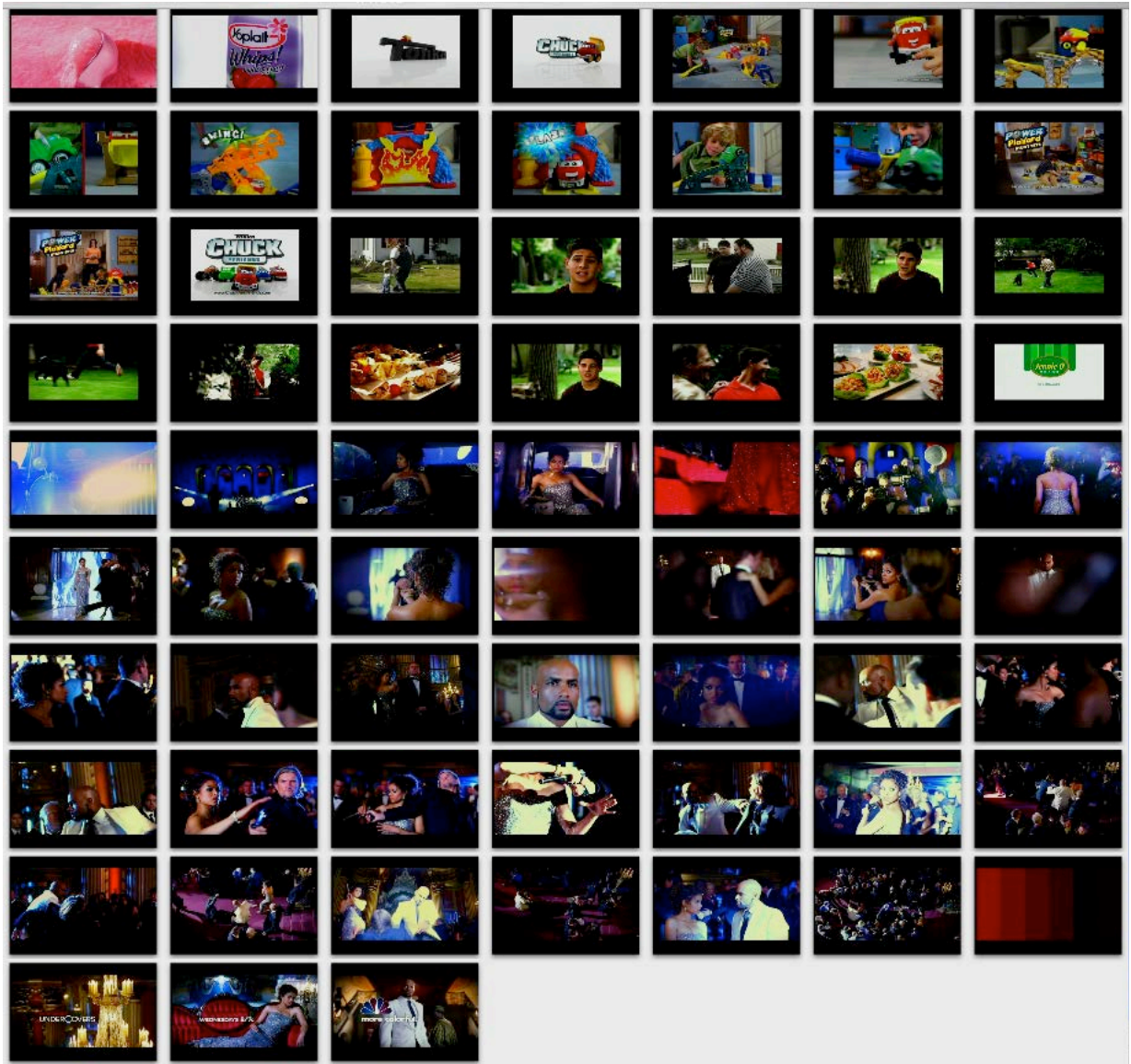
NBC



This break on NBC was from their coverage of the Emmy's, so it featured longer spots than normal, but there is still something notable. NBC gives its first position in the break to a promo for "Community" and ties it into the programming that it is adjacent to (The Emmy's), by creating a fictional story about the characters trying to make it to the ceremony. This spot features NBC's cast, is also an ad for an Infinity SUV, yet they still tag it with strictly regimented NBC graphic package (middle of row 3). That is real promo discipline.

NBC also takes the 2nd best spot in the break for its promos, the last, and creates another spot for one of its shows (Undercovers) that riffs on the Emmy ceremony. Note again that, despite the fact that the spot features no show footage, it still strictly observes the highly structured program for titling and tagging its spots. (see next page).

NBC (cont.)



Also worthy of note in this break is the consistently simple manner in which the Jenny-O, Yoplait, Tonka “Chuck,” and BlackBerry spots are tagged.

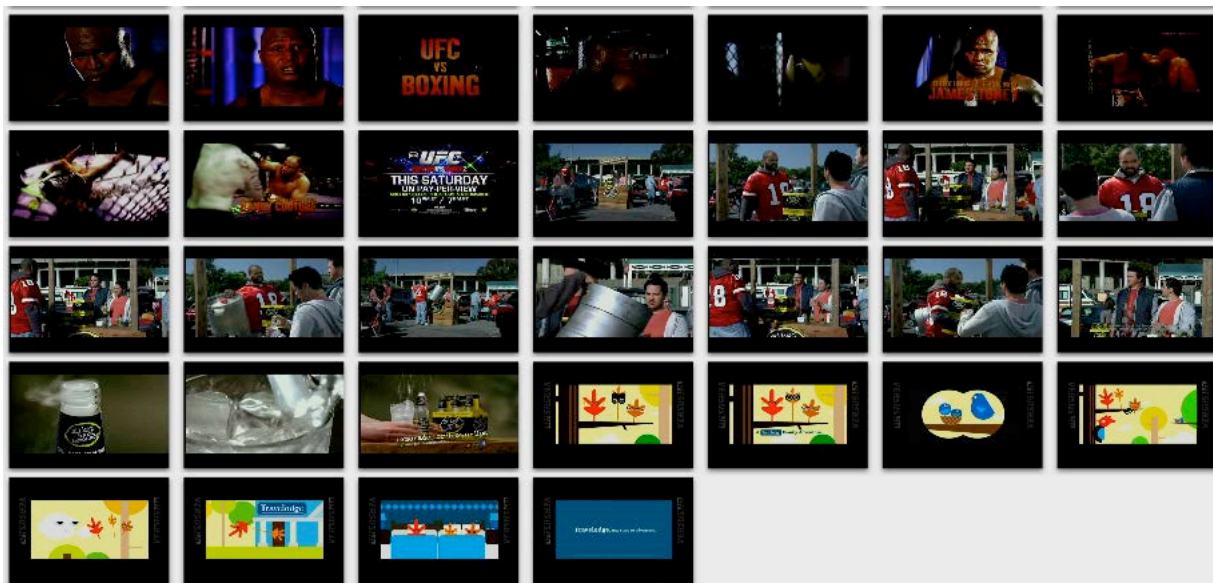
VERSUS



This randomly sampled break from Versus didn't have any Versus Promos in it, but does demonstrate one of the biggest obstacles to branding and promoting the network, cross-channel spots. The first spot in the break is a promo for a show called "Campus PD." It looks like a fun show, but unfortunately you discover, that is if you are paying close attention, that the show will not be airing on Versus, but rather, G4. The only element to clue you into this fact is a small logo (last frame in row 5). Because Versus' promo packaging is so unique for each show, there is now instant way to recognize this promo as "other," as it would if the promo ran on Bravo or NBC.

The same confusion might arise later in the break when a spot for an extreme fighting Pay-Per-View event (UFC vs Boxing) runs. With so many logos on the tag it is hard to know whether there is a VS in there somewhere.

Versus (cont.)



Because there were no promos in this break we decided to sample a second break from Versus (below), and this time it was after the new “Ticker” had been launched. There are many things worth noting in this break.

1. Versus uses a both a bump-out and bump-in in this break that feature a large Versus logo, and Hockey Imagery. This is one way to steal back the first and last positions from Ad-Sales. If these bumps could be asked to carry some promo text, they might go beyond merely identifying the network.
2. Versus places a promo for College Football in the center of this break. This is where the audience is lowest. They’re either fixing a sandwich, in the bathroom, surfing the net or the TV dial. The likelihood that they will see this promo, no matter how good it is, is the lowest it can be.
3. The hockey promo at the end of the break is well placed for two reasons: first, it is an affinity promo. The viewers are watching hockey, and so are likely to be very interested in a hockey message. Secondly, it is in the last position in the break. Fast forwarding folks with DVRs will see the hockey imagery and think they have returned to the coverage. They will experience the message before returning to the game.

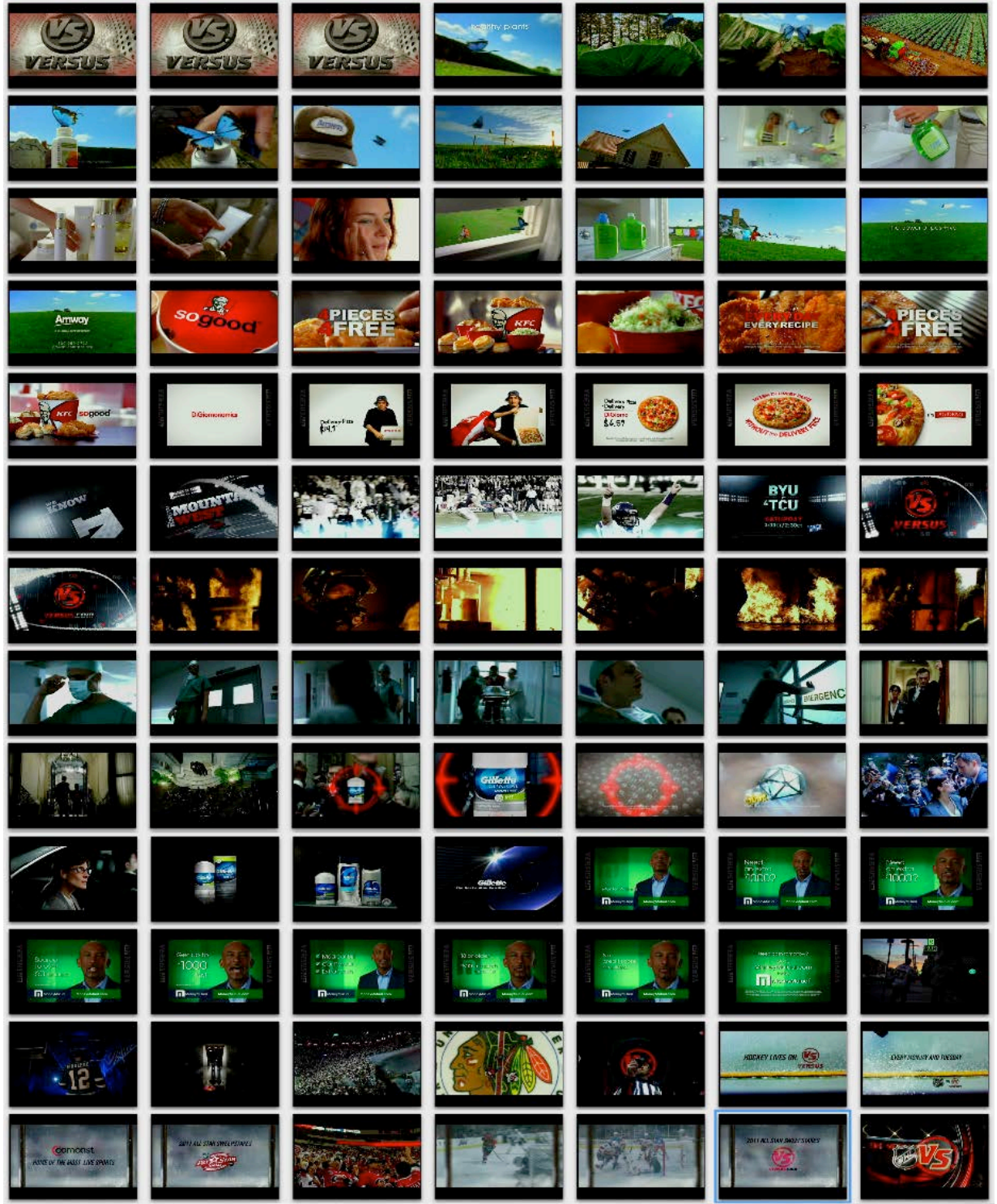
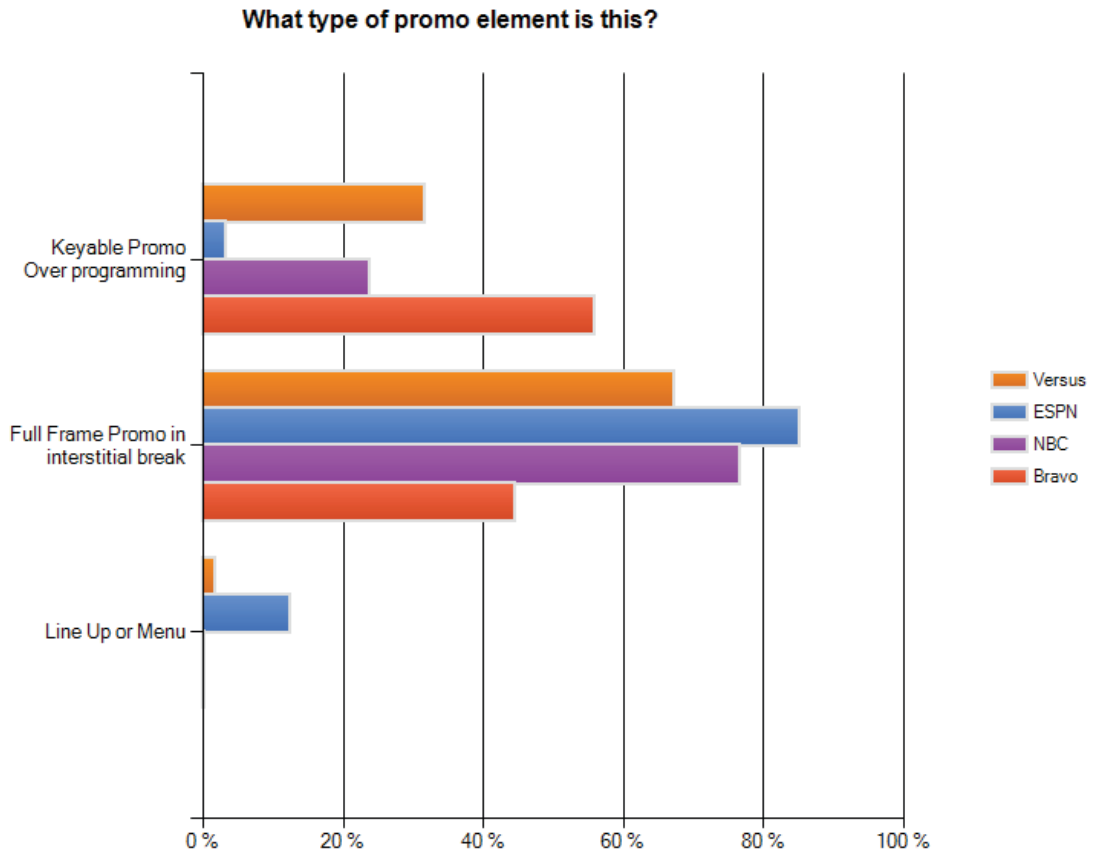


Chart 004: Promo Context- Interstitial Break or Over Programming

It is well understood that programming is “stickier,” more likely to attract and hold an audience’s attention, than commercials or promos. This has led to a trend of moving promo messages into and over the programming in the form of Lower Third Promos often called “Snipes.”



Finding:

It appears, from this chart, that Versus is placing lower 3rd promos over programming far more often than its primary competitor ESPN. This discrepancy, however, may be explained by the fact that ESPN uses a lower 3rd “Ticker” most of the time on its air, and that while a comparison the ticker is beyond the scope of this review, it often contained promo messaging.

Notably, Bravo, often considered advanced in its promo tactics, relies heavily on Lower 3rd Promos over Programming. Also of note, only the sports networks appear to still use Menus/Lineups.

Recommendation:

Versus should consider whether the across the board use of a lower 3rd “Ticker” makes sense, and if so, how it might be adapted to feature promo messages.

BRAVO – Promo Snipes and Lower 3rd Type

Lower 3rd Snipe



Lower 3rd Snipe, with Keyable Talent Element



Lower 3rd within Interstitial Promo "Spot"



Bravo- Promo Snipes and Lower 3rd Type- Observations

A. Bravo uses a 5 stage messaging approach with its Lower 3rd Snipes.

1. Logo animation with Brand Messaging, “Fashion, Drama, Love...by Bravo” (originating from the bug position).
2. Promo message (set up)- usually something cryptic and related to the attitude or appeal of a show or character, or a big event about to happen in a show.
3. Promo message (payoff)- the hinted at “hook” is revealed.
4. Tune-In- Show title, Day, Time, Proximity, and even a special episode qualifier like, “Reunion” is placed in the lower 3rd according to very strict guidelines.
5. A reprise of the Logo and Brand Message as the bug reverts back to its ghosted form.

B. Bravo occasional includes keyable recognizable talent in the Snipe. When they do, the snipe is usually just 4 stages.

1. Logo + Brand Message
2. Promo Line + Keyable Talent
3. Tune in Information
4. Logo + Brand Message

C. The Lower 3rd Snipes follow very strict guidelines for type treatment and placement (flat shaded, consistent sizes, only one font) and vary only in the use of color (from a strict palette), and the occasional inclusion of keyable talent.

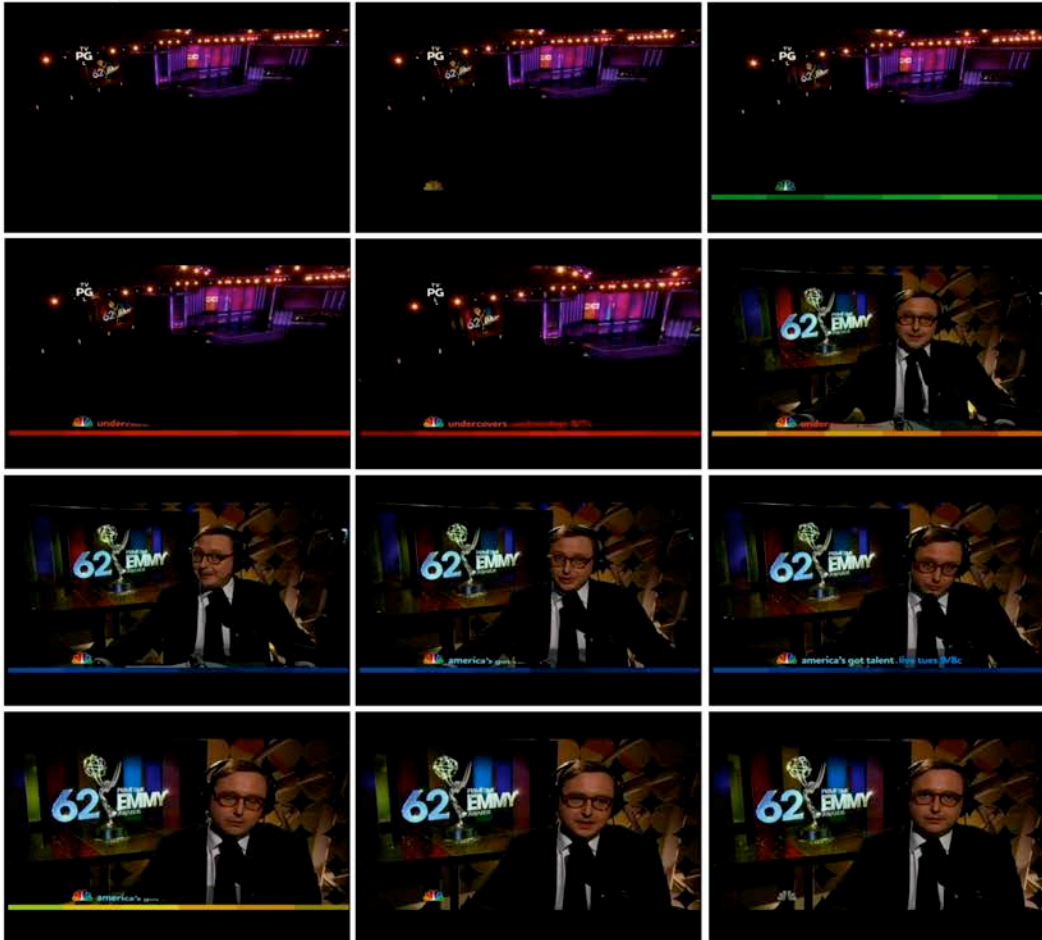
D. The animation on and off, as well as the transitions is simple and quick, so as not to distract too much from the programming playing behind.

E. The design of the text boxes mimics the Bravo logo “Speech Bubble” and thereby reinforces the network brand.

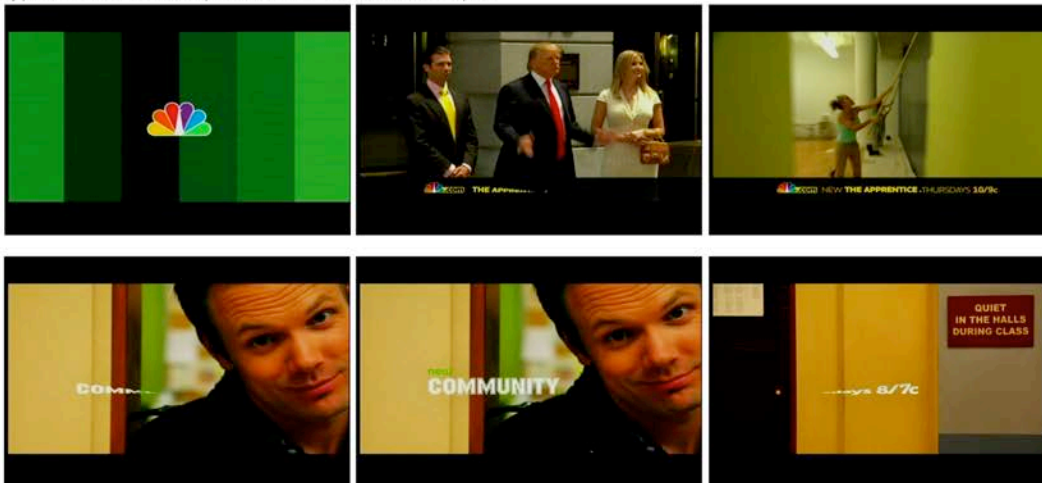
F. The Lower 3rd Snipe format over programming is the exact same as that used within promos that play full frame within the interstitial breaks. This is a great way to insure that viewers know exactly where to find tune in information.

NBC- Promo Snipes and Lower 3rd Type

Lower 3rd Snipe



Type Animation and Graphics within Interstitial Promo "Spot"



NBC- Promo Snipe and Lower 3rd Type- Observations

- A. NBC's approach to Promo Snipes and Lower 3rd Type is similar in many ways to Bravo's. Most importantly there is a very strict format and minimalist aesthetic universally applied across promos for all shows and dayparts on the network.
- B. NBC uses a 4 stage messaging approach with its Lower 3rd Snipes.
 - 1. Logo, and color bar brand graphics animation originating from the left side bug position.
 - 2. Tune in information for Show A
 - 3. Tune in information for Show B. Occasionally this is replaced with a proximity message regarding Show A.
 - 4. Logo and color bar brand graphics animation returns to ghosted left side bug.
- C. NBC's promo graphic and type formatting is extremely regimented.
 - a. The same type (simple sans serif) dominates, occasionally replaced by a show logo.
 - b. Sometimes this type is colored, the palette for which is limited to the peacock colors.
 - c. The screen position of the Lower 3rd text is always the same whether it is a over programming or within a full-frame promo.
- D. The same graphic and typographic approach used in the lower 3rds is mimicked in the full frame and promo tag text.
 - a. The graphic color bar elements and the colored dot (drawing their color from the NBC Peacock) are used consistently in the lower 3rd elements and the full frame elements.
 - b. The color bars and the logo cycle color from the peacock whether full frame or lower 3rd.
 - c. The type animation, a sort of "growing/write-on," is used whether the type is lower 3rd or full frame.

ESPN- Promo Snipes and Lower 3rd Type

ESPN Ticker assuming the role of Lower 3rd Snipe



Lower 3rd and Full Frame Type Animation and Graphics within Interstitial Promo "Spot"



ESPN- Promo Snipe and Lower 3rd Type- Observations

- A. ESPN's approach to promo graphics including the use of Snipes is markedly different than either Bravo or NBC. It is characterized by highly individualized graphic treatments for each show/franchise.
1. Note in the three examples of promos on the bottom of the previous page, that the type used over the promos and the end tag, bear no resemblance to the lower 3rd ticker, or each other. This approach does create a unique brand for each show/franchise, but the viewer must learn with each spot where to find important tune in information.
- B. Though they may use them we did not observe any Snipes over programming in the traditional sense. There were, however, promotional messages introduced into the ESPN "Ticker" which generally posts scores and information related to the games of the day.
1. This information ticker even stays up over breaks and is often used to post promo information. It appears, however to run somewhat independently of the main area of the screen, and can occasionally, as shown in the example above, features a promo message that does not relate to the program being promoted in the main screen area. Very confusing.

Versus- Promo Type and Lack of Snipes- Observations

1. The most striking thing we noticed on the Versus air we sampled was the lack of Snipes, or the use of a Ticker to insert lower 3rd promo messages over programming. The general approach is that favored by ESPN, to create a unique graphic package for each program/franchise. Some of these packages include what might be called lower thirds, but many had little if any “tune in” information inserted into the body of the spot.

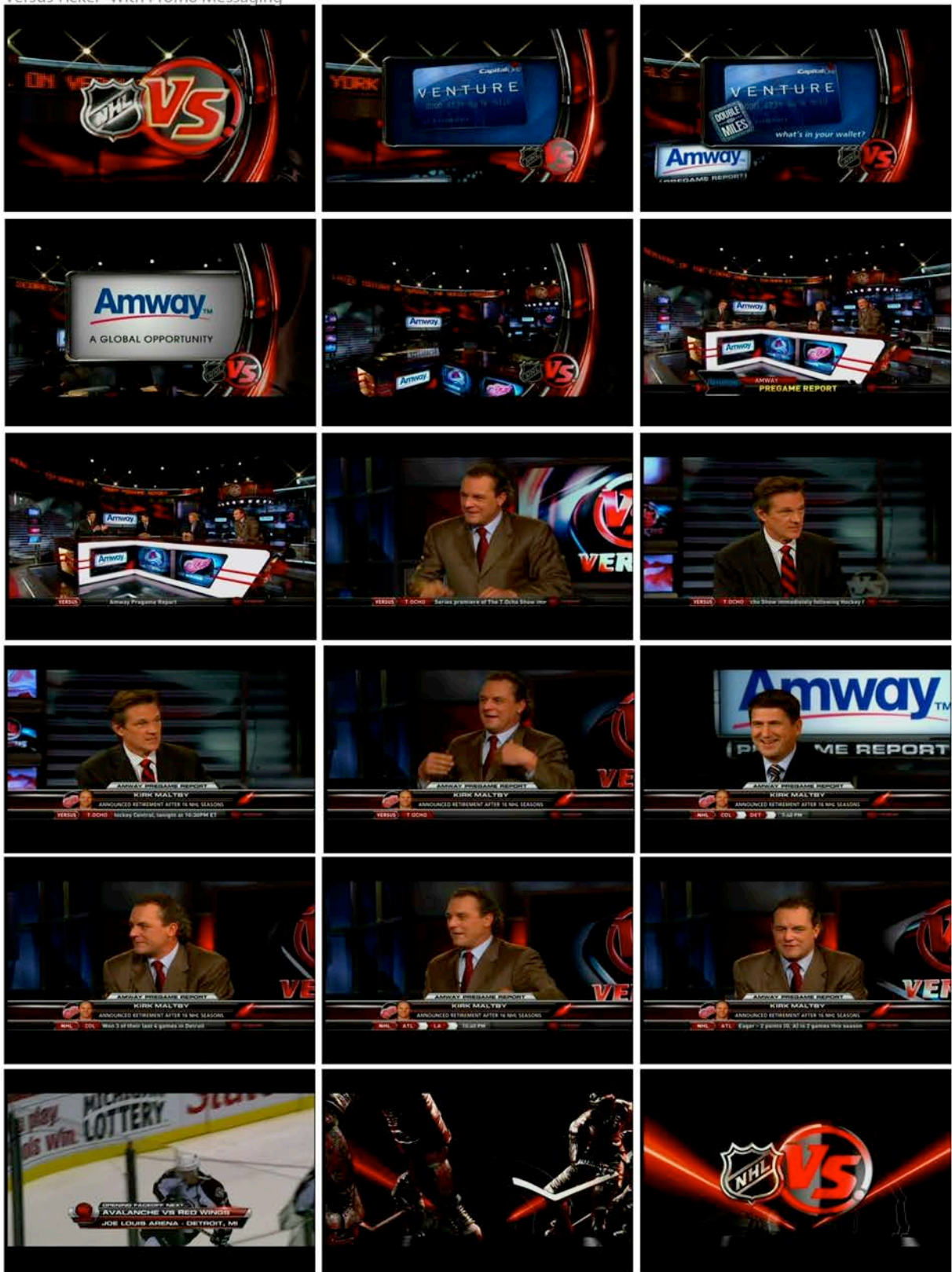
This represents a major opportunity to improve the effectiveness of promos either by adopting a tightly structured system for inserting promo messages across the body of a promo and over programming, as favored by Bravo and NBC, or using a sports ticker to insert promo into a steady stream of sports information favored by ESPN.

2. The one regular feature of Versus, that could be built upon, is the ending of each promo with a full frame VS. logo. The regularity of this element mimics that favored by NBC.

Note: The Versus “Ticker” was launched on the day this review was due. When we previewed the comment above to your guys they alerted us to this fact and sent us a programming sample for the post-launch. We offer the below observations.

- A. The new ticker does carry promotional messages (even those that include specialized imagery that would qualify them as snipes). This is a great improvement and will add consistency to the display of promo tune in information.
- B. However, the “ticker” and its snipe elements still looks too much like ESPN’s. And the ticker, as I understand it, is not used over promo, as it is on ESPN, missing an opportunity to further control the placement of tune-in information in those important brand expressions.

Versus Ticker- With Promo Messaging



Versus and ESPN Tickers:



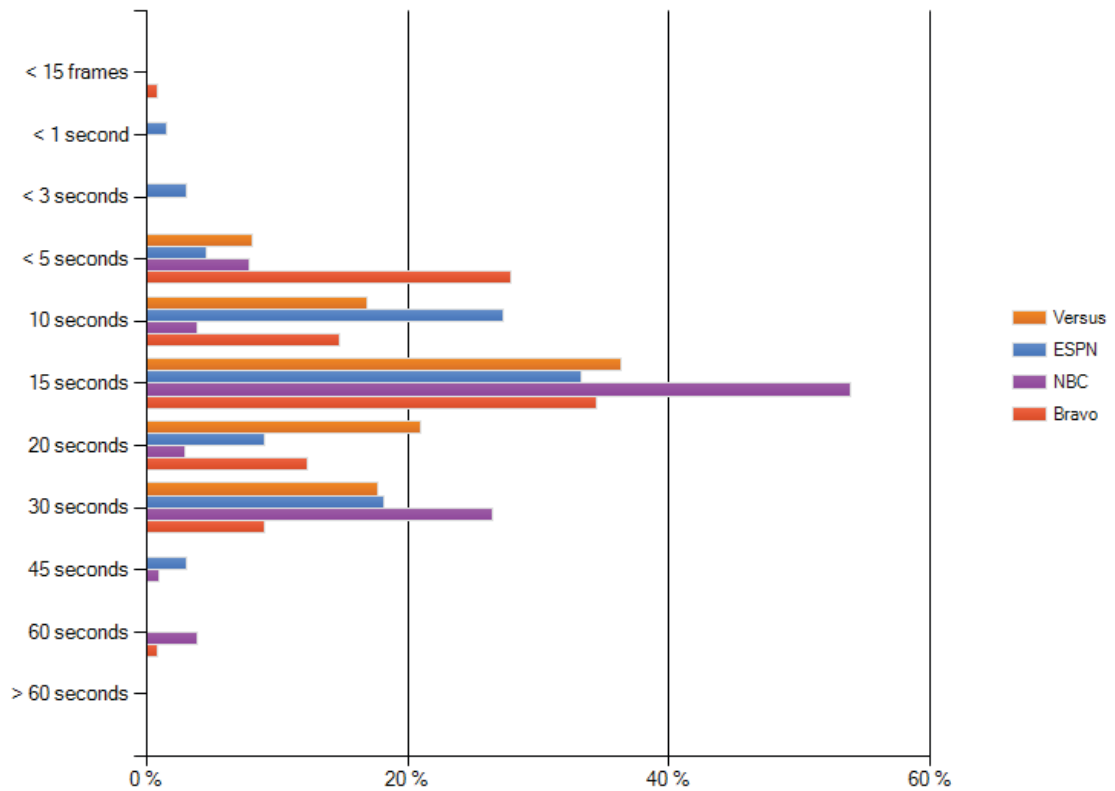
Observation:

The Versus Ticker is a great step forward, but, as you see from the images above it is doing little to distinguish the network from its primary competitor. It is easy to conceive how a sports enthusiast who watches both networks would have a very difficult time remembering which network the event the saw promoted through this vehicle is actually on.

Recommendation:

Change the color red in the ticker design to either Blue, Orange, or Yellow. That change alone will make the information in the ticker more attributable to VS over time.

3. Chart 004: Promo Duration



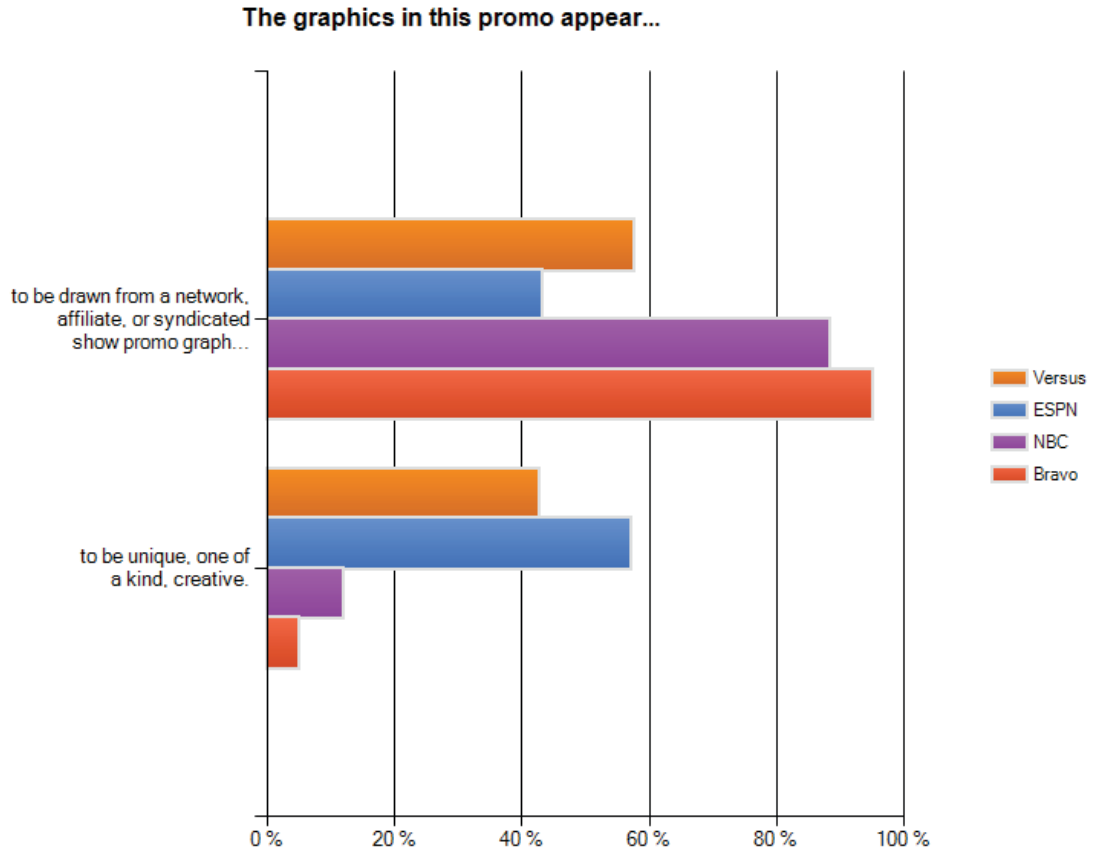
Findings:

It appears that all the sampled networks consistently favor promos of either 15 or 20 seconds rather than traditional :30s. Beyond that, Versus seems to favor longer promos (:20s) second, whereas ESPN favors shorter (:10s). ESPN, however, along with Bravo and NBC occasionally run very long (:45s, or :60s) promos.

Recommendation:

Versus might consider the advantages of occasionally running very long promos, like their chief competitor, ESPN.

Chart 005: Promo: Graphic Consistency



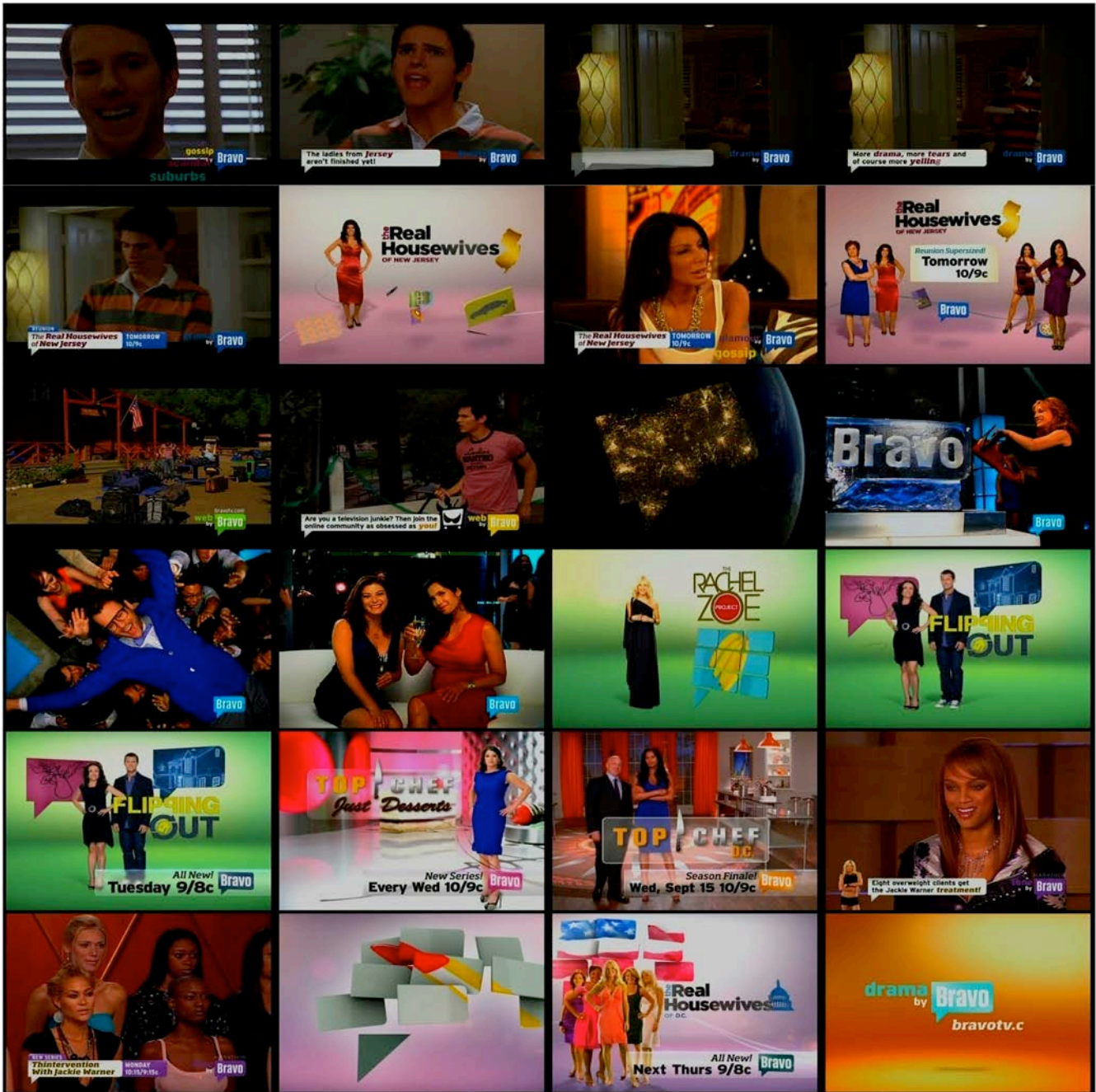
Findings:

Extensive promo graphic customization on Versus was a major concern going into this review, but it appears from our sample that Versus resorts to this approach less often than its primary competitor, ESPN. That said, NBC and Bravo, use standardized graphic elements to add tune-in information and network branding to their promos twice as often as either Versus or ESPN.

Recommendation:

Since major entertainment networks see little advantage in highly customized promo graphics, Versus should consider experimenting with a tightly structured packaging approach as a possible competitive advantage over ESPN. We recommend, however, that this approach be focus group tested before implementation, as it is unclear from this review whether the mix between package-driven and custom graphics is a function of the Sports genre.

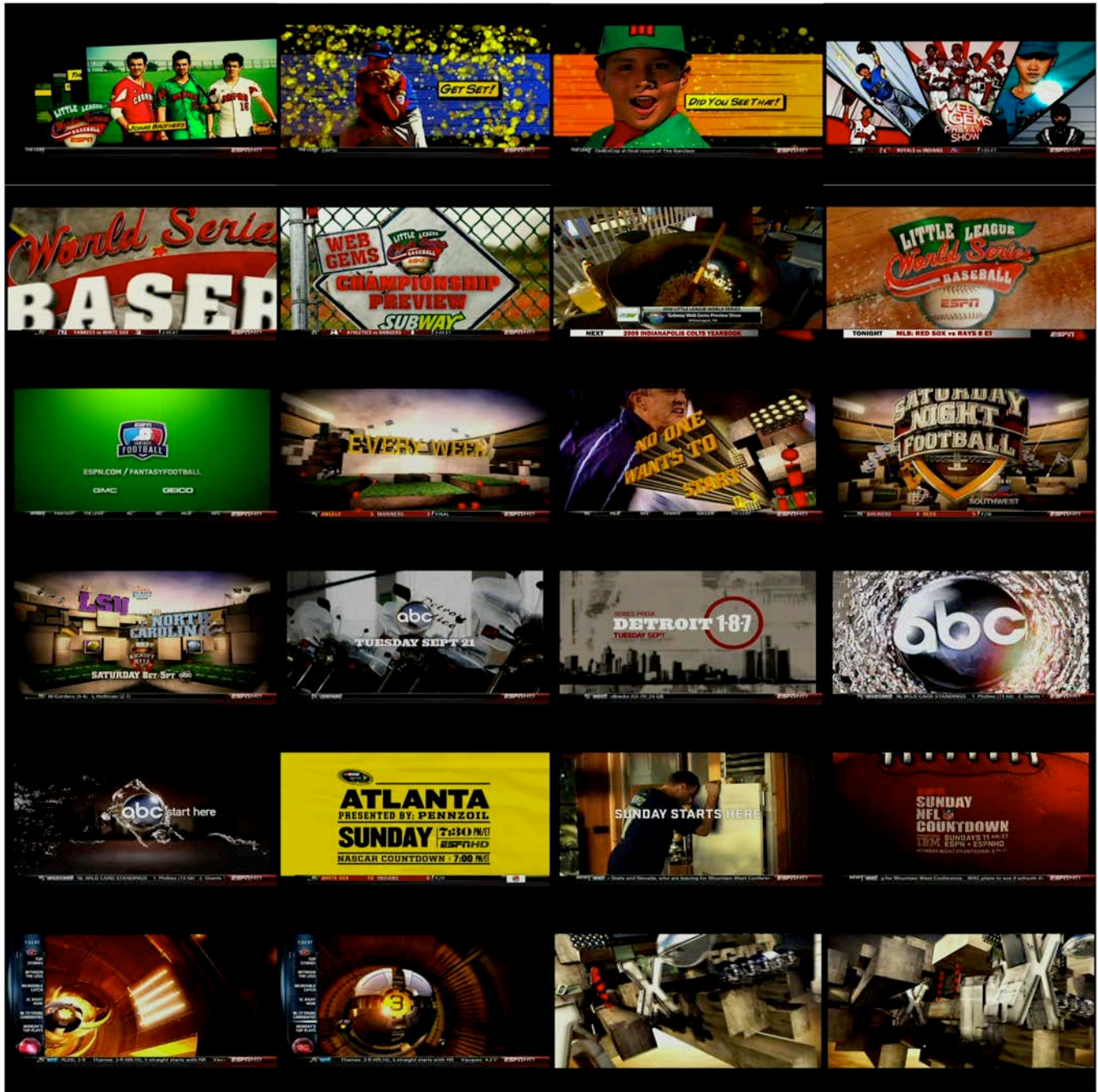
Bravo – Graphic Consistency



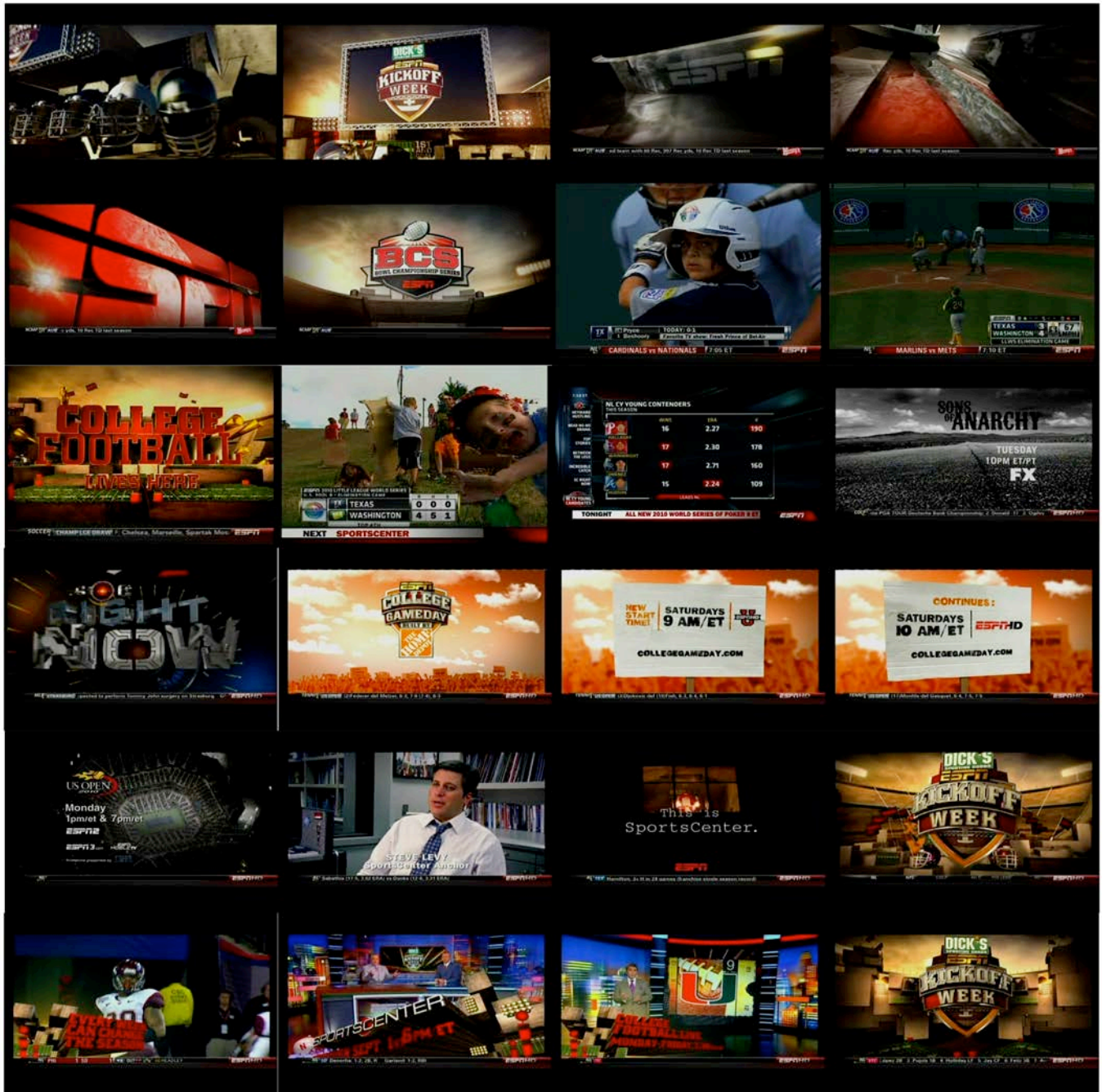
NBC – Graphic Consistency



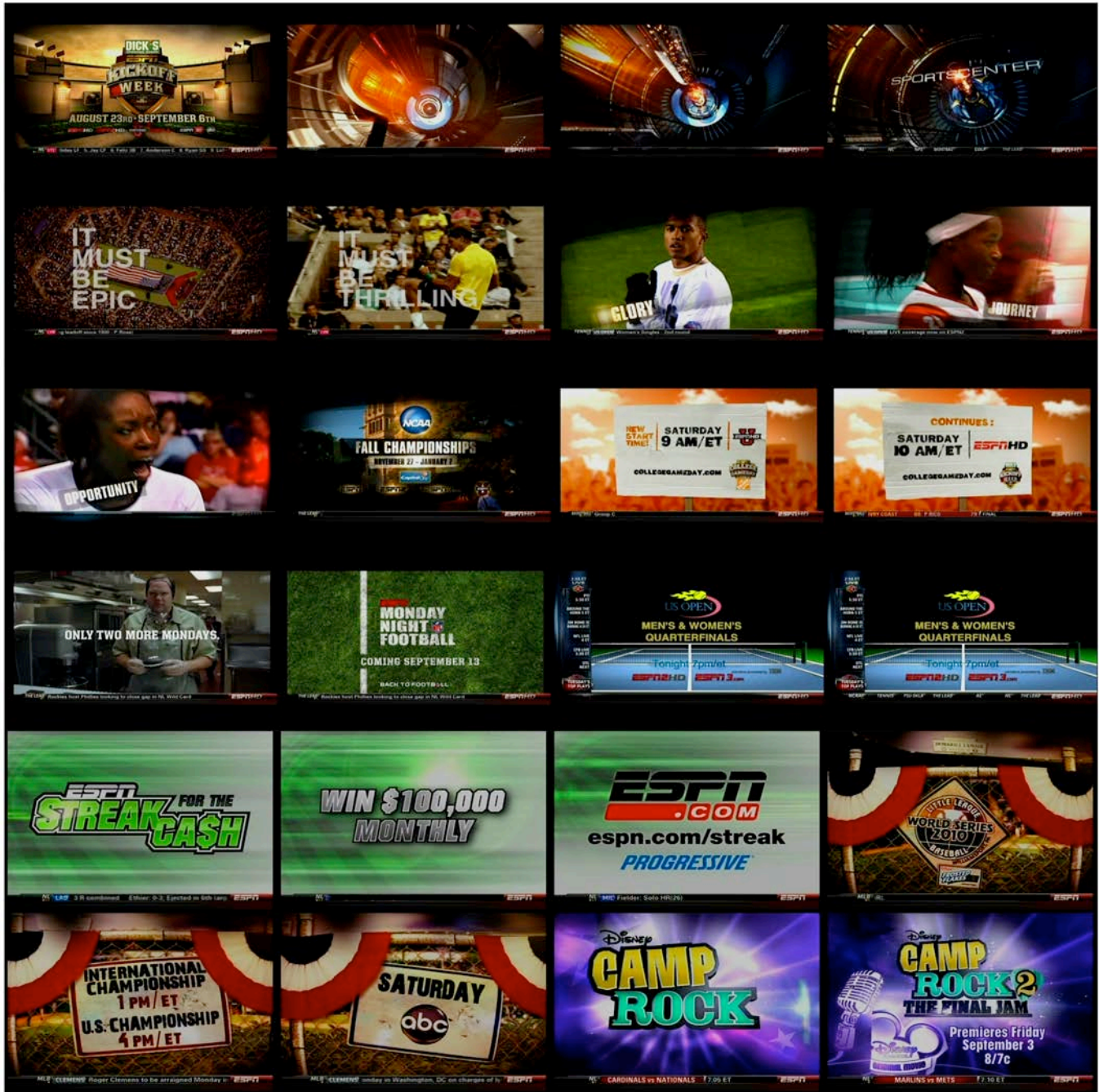
ESPN – Graphic Consistency



ESPN – Graphic Consistency (cont.)



ESPN – Graphic Consistency (cont.)



Versus – Graphic Consistency



Observation:

There are two types of promo customization at work in ESPN and Versus promos.

1. The look and feel of the graphics packaging.
 - a. The concept
 - b. The typographic font and rendering for Show Title
 - c. The rendering of the VS. logo.
 - d. The animation of each of the above.
2. The presentation of vital tune-in information.
 - a. The font, color, and rendering of tune-in information
 - b. The screen placement of tune-in information
 - c. The animation of tune-in information.

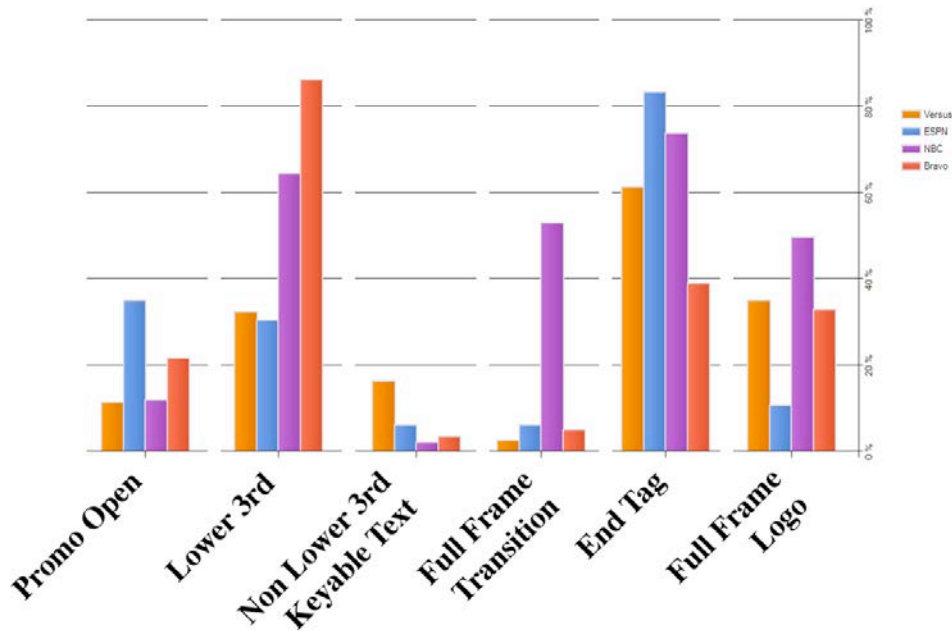
Recommendation:

We suggest that Versus keep the custom look of its promos, which offers novelty, and “show specific” interest to each promo campaign. But we recommend that the customization NOT include the vital tune in information (font, placement, and animation). It will be like having your cake and eating it too.

Chart 006: Promo Navigational Graphic Toolkit

Every promo has a variety of graphic elements beyond an “end tag.” These elements, often referred to as a “toolkit,” share the burden of branding the network, the show, and communicate key tune-in information. It is unwise, we believe, to consider altering or regimenting the promo end tag in isolation. The approach to end tags can change, but then too, must the entire system.

Promo Toolkit



Findings:

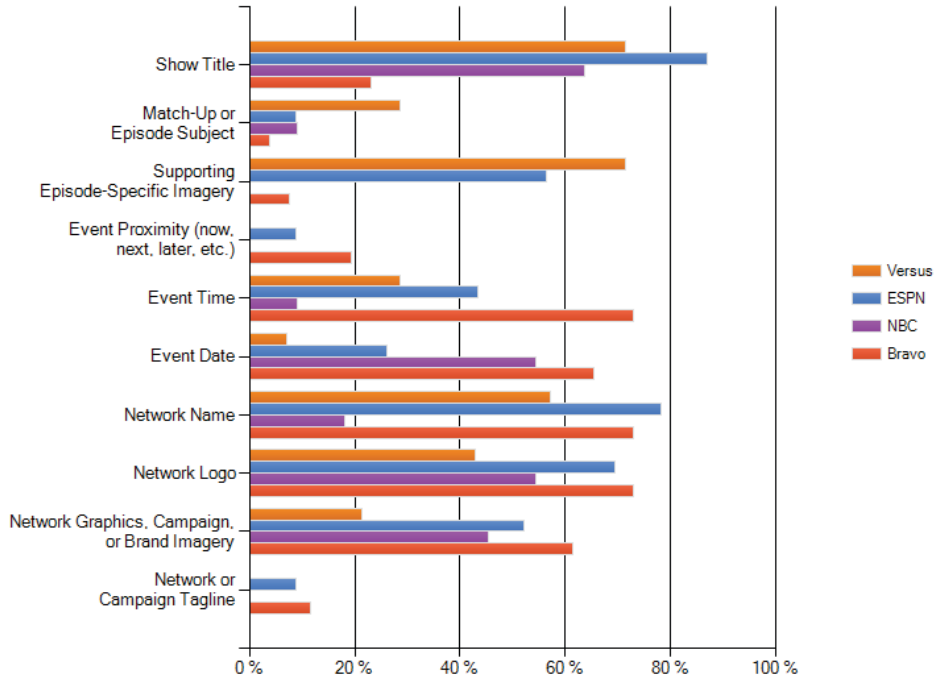
Included in this tally are lower 3rd promos over programming, which, by their nature, do not have end tags or full frame logos. What is clear is that each network sampled uses each of these elements in their promos, but to varying degrees. ESPN seems to rely on promo opens (usually a logo) more often than a full frame logo at the end of the promo, whereas VS does the opposite. Bravo relies heavily on the Lower 3rd, and as a result, less on traditional promo elements. NBC uses full-frame transitions aggressively.

Recommendation:

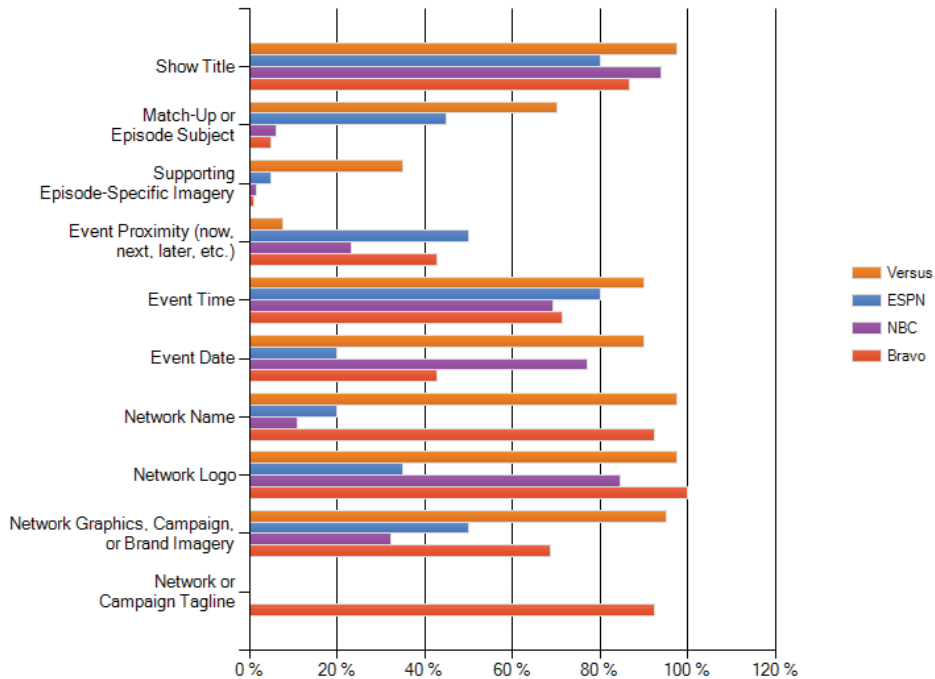
Any adjustments to the type of information and branding included in the Versus End Tags, must be considered in the context of the full promo toolkit. Key tune-in information must be redundantly presented in multiple toolkit elements, especially lower 3rds, which Versus presently does not appear to do.

Chart 007: Promo Toolkit- Sub Elements

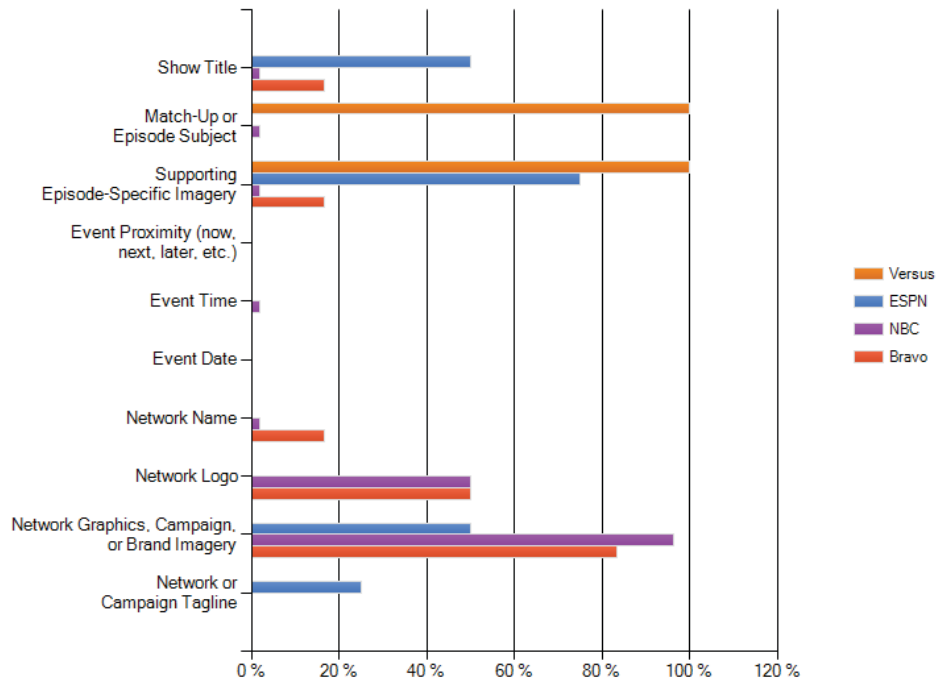
Which of the following sub-elements are in the promo open?



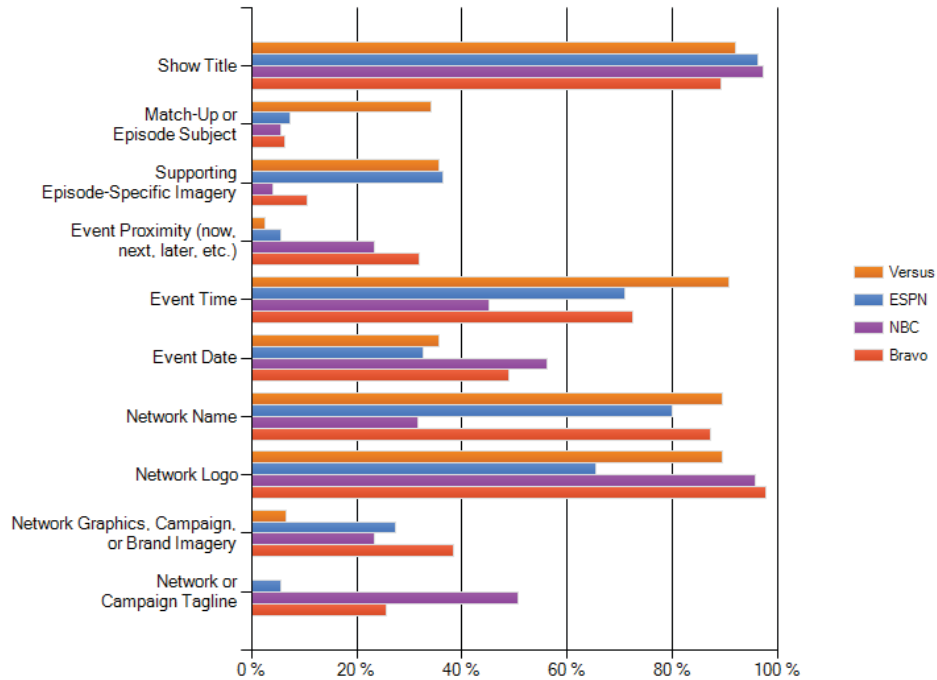
Which of the following sub-elements are in the Lower 3rd?



Which of the following sub-elements are in the Full Frame Transition?



Which of the following sub-elements are in the Promo End Tag?



Recommendations:

Based on our observations, each network displays vital tune-in information and both show branding and network branding across multiple toolkit elements. Each message is ideally expressed multiple times in a single promo. In some cases (end tags and lower thirds) multiple messages can coexist. Whereas in others (Promo Opens, Keyable Text, and Full Frame Logos) it appears better to limit the element to conveying one or two messages.

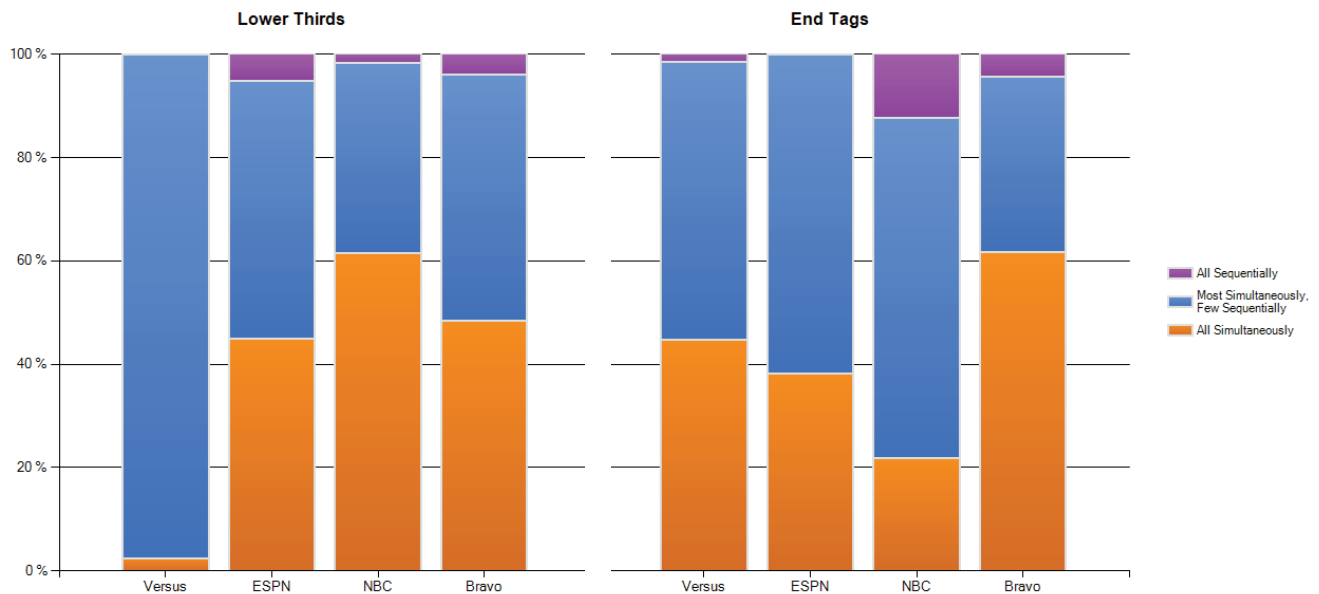
Message	Promo Open	Lower 3rd	Keyable Text	Full Frame Transition	End Tag	Full Frame Logo
Show Title	Red	Red	Orange	Red	Red	
Episode Title or Matchup	Red	Red	Red	Orange	Red	
Supporting Episode-Specific Imagery	Yellow	Orange		Yellow	Orange	
Event Proximity (now, next, later)	Red	Red	Red	Orange	Orange	
Event Time	Red	Red	Red	Red	Red	
Event Day/Date	Red	Red	Red	Red	Red	
Network Name				Yellow	Yellow	Red
Network Logo	Orange	Red		Red	Yellow	Red
Network Graphics/Brand Imagery	Yellow	Orange		Orange	Yellow	Red
Network or Campaign Tagline		Yellow				Orange

Highest Priority	Red
Secondary Priority	Orange
Tertiary Priority	Yellow
Low Priority	

Chart 008: Promo Messaging- Simultaneous or Sequential

Findings:

Some end tags and lower thirds convey their messages simultaneously, while others present them in a sequence, a few or one at a time. The communication theory behind the latter approach asserts that humans respond to movement, and the act of moving one message off the screen and bringing another on might encourage the viewer to see and read a message that might otherwise have been ignored.



Recommendations:

It is clear that Versus appreciates the power of sequential messaging in its lower thirds, and to a lesser extent, its end tags. We recommend exploring more radical sequential messaging in end tags like that favored on NBC, as this might again represent a competitive advantage over your closest competitor, ESPN. We do recommend that this approach be focus group tested against a simultaneous strategy before implementation.

End Tag Consistency

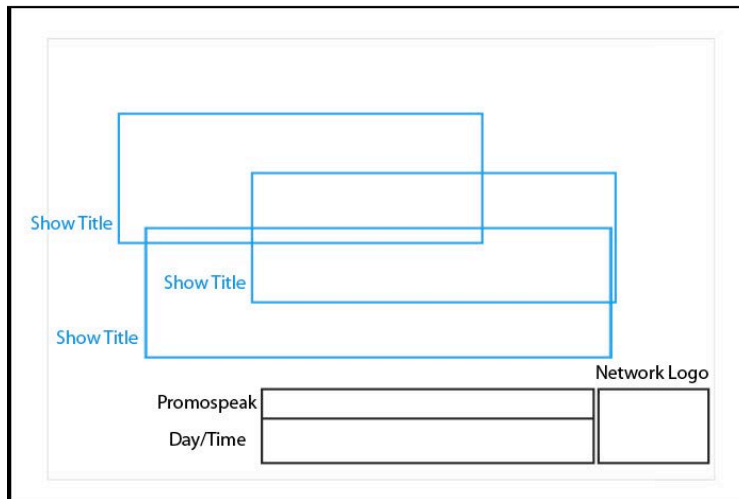
One of the key reasons for conducting this review was the feeling that a great deal of time and energy is being spent creating custom end pages for Versus promos. The network wonders whether this is time well spent, or whether the uniqueness of each promo graphic could actually be undermining communication of key tune-in information as well as putting a strain on departmental resources.

We therefore examined how consistent promo end pages were across the four networks reviewed. We looked at the placement of the show title, the match up or episode descriptor, the day, time, and proximity, and the network logo. We examined whether these messages were consistently presented simultaneously or sequentially.

In the following pages you will see that Bravo and NBC are very consistent, and that ESPN and VERSUS are very inconsistent.

End Tag Consistency Examples: **Bravo**



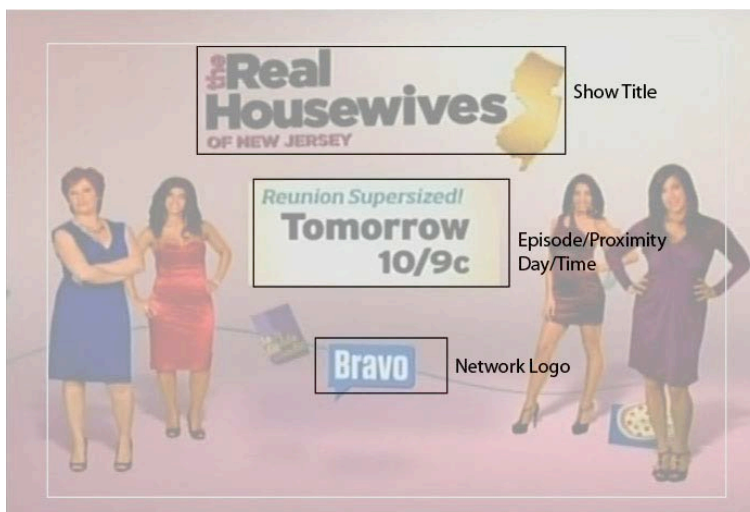


Observation:

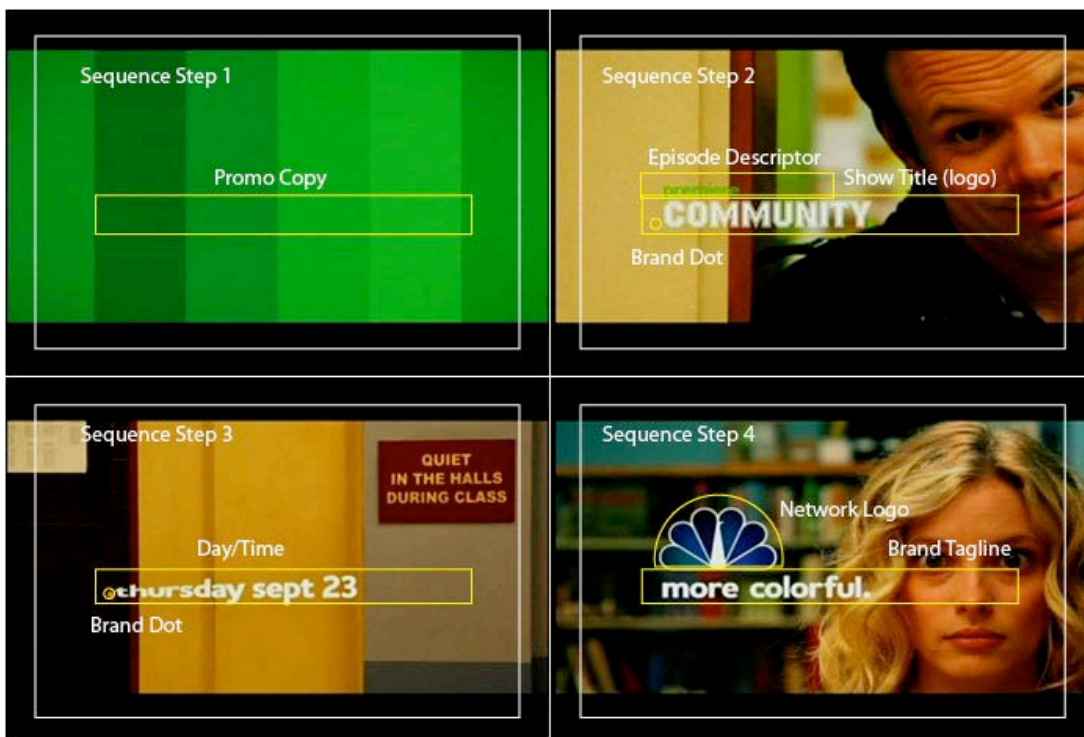
1. Bravo, in the lion’s share of its promo end tags, consistently places important tune-in information in exactly the same place, training the viewer where to look for and find it quickly.
2. There are still elements that vary from tag to tag. Notably the imagery and the logo for the show, as well as the featured talent changes for each show. There are even multiple versions of these element for the more popular shows.

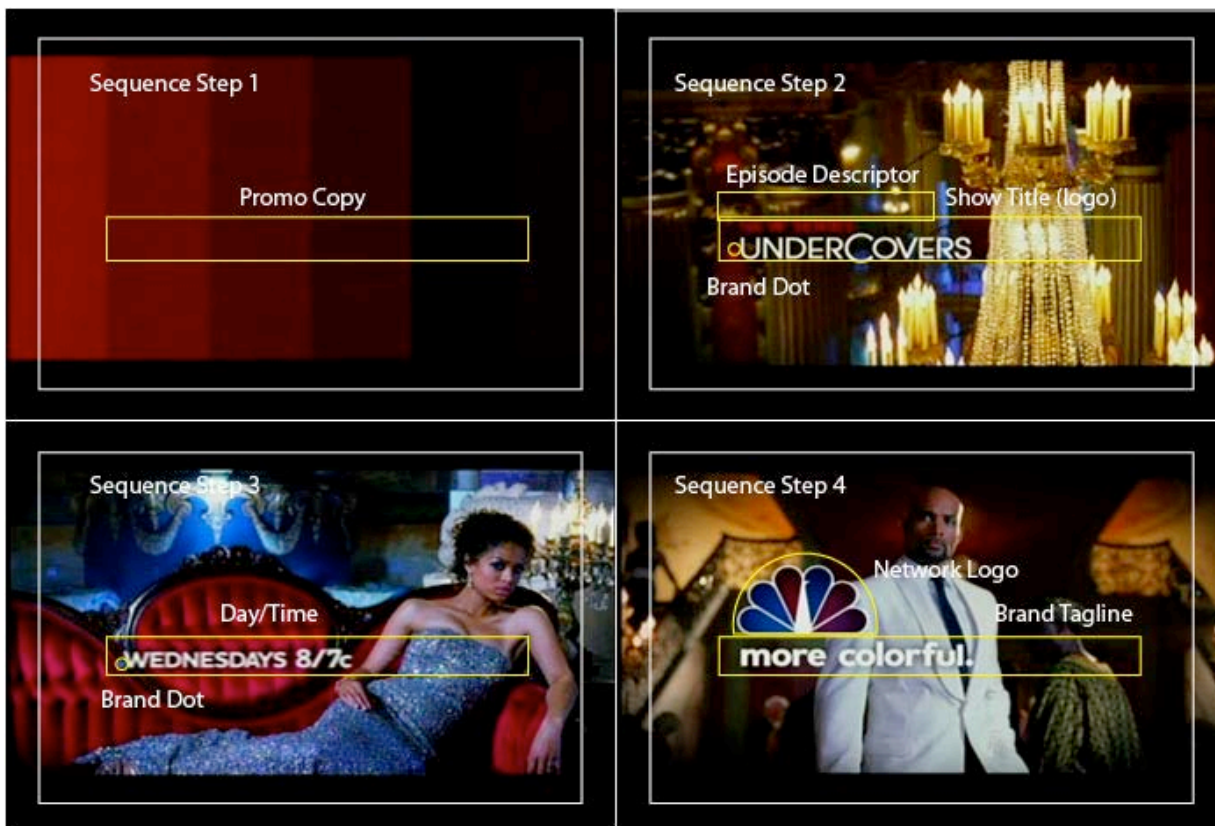
Also, there is some limited variety in where the logo is placed (to compliment the other images on the screen) and the color of the Bravo logo and the speech bubble elements vary from promo to promo.

3. Bravo has multiple formats for end tags (including the one below) but they are used infrequently, perhaps to add a little spice to the mix.



End Tag Consistency Examples: NBC





Observations:

1. NBC generally uses a four part end tag.
 - a. Promo specific copy (sometimes left blank- color bars)
 - b. Show logo and brand “dot”, with an occasional descriptor
 - c. Tune-in Day and Time (with brand “dot”)
 - d. Peacock Logo and brand line, “more colorful.”

2. The font, color, placement, and the animation of the typographic and graphic elements is extremely consistent from promo to promo.

3. But the photographic background is highly show and even episode specific, and usually features the show’s characters, often on their show’s set.

4. NBC too occasionally departs from this format, but in a very interesting way. The font, color, and animation style stay the same, but the position in the frame changes for the first 3 steps of the tag. There is also another peacock logo at the bottom of the frame.

End Tag Consistency Examples: ESPN

Legend: Show Title Match Up Day/Time Network Proximity Web Toss

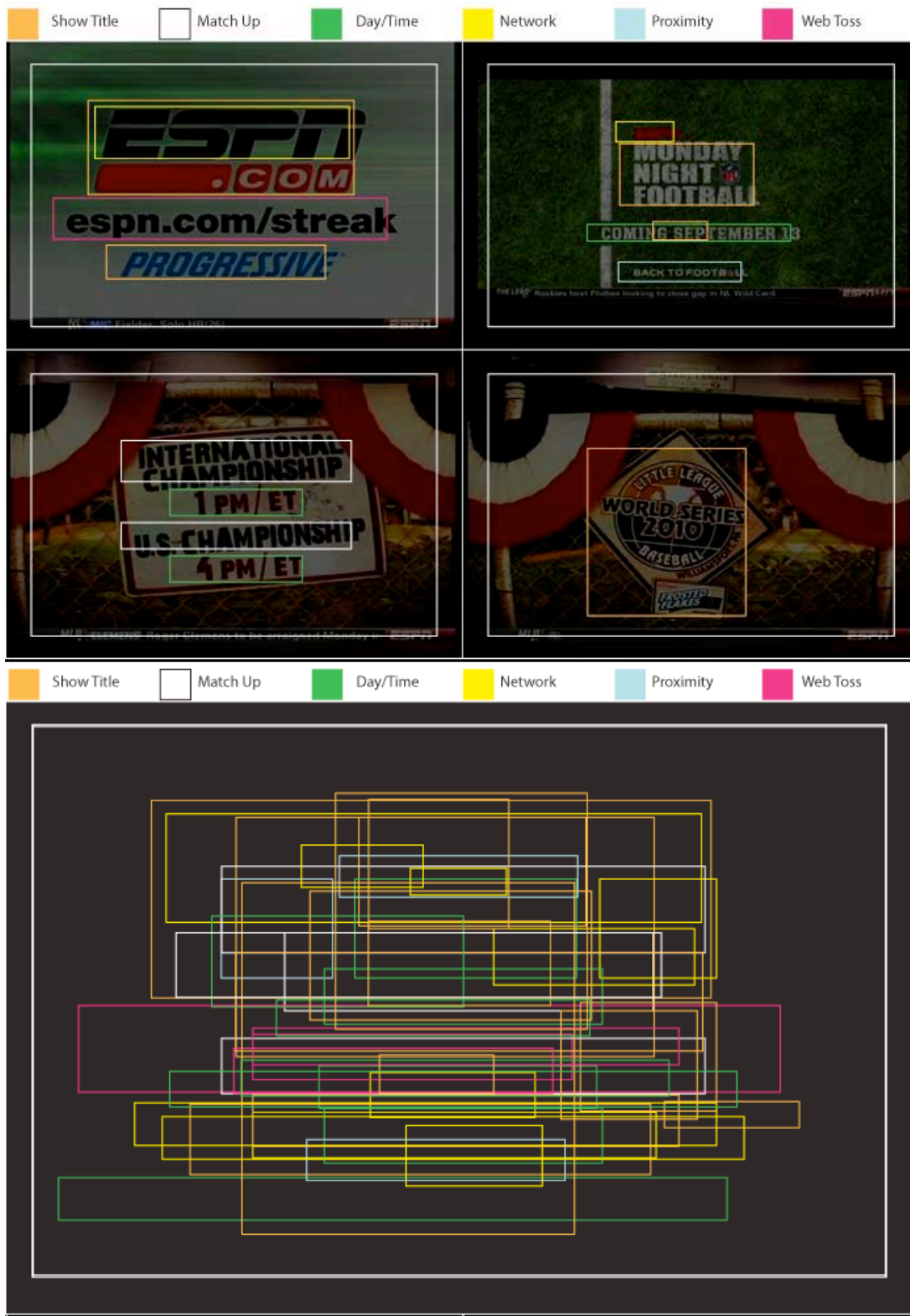
Row 1: **US OPEN MEN'S & WOMEN'S QUARTERFINALS** (Match Up, Day/Time, Network, Proximity, Web Toss); **NCAA FALL CHAMPIONSHIPS** (Match Up, Day/Time, Network, Proximity, Web Toss)

Row 2: **SATURDAY 9 AM/ET** (Match Up, Day/Time, Network, Proximity, Web Toss); **SATURDAY 10 AM/ET** (Match Up, Day/Time, Network, Proximity, Web Toss)

Row 3: **LITTLE LEAGUE World Series BASEBALL** (Match Up, Day/Time, Network, Proximity, Web Toss); **DICK'S SPORTS EQUIPMENT KICKOFF WEEK** (Match Up, Day/Time, Network, Proximity, Web Toss)

Row 4: **This is SportsCenter.** (Match Up, Day/Time, Network, Proximity, Web Toss); **ESPN.COM / FANTASYFOOTBALL** (Match Up, Day/Time, Network, Proximity, Web Toss)

Tag Consistency - ESPN (cont.)



All sampled ESPN promo tags combined.

Observations:

1. As can be seen in the graphic directly above, describing the placement of various pieces of information across end tags, there is very little consistency in the placement of Show Title, Match Up, Sponsor, Day, Time, Proximity, Promo Copy, or Network Logo in ESPN's tags. Each campaign for each show adopts a different standard and appears built to its own unique guidelines.
2. In addition to the lack of consistency in the placement of vital information in its tags, ESPN is also very inconsistent in its use of simultaneous or sequential messaging. In fact some tags promoting the same program were simultaneous in one promo and sequential in the next.

Recommendations:

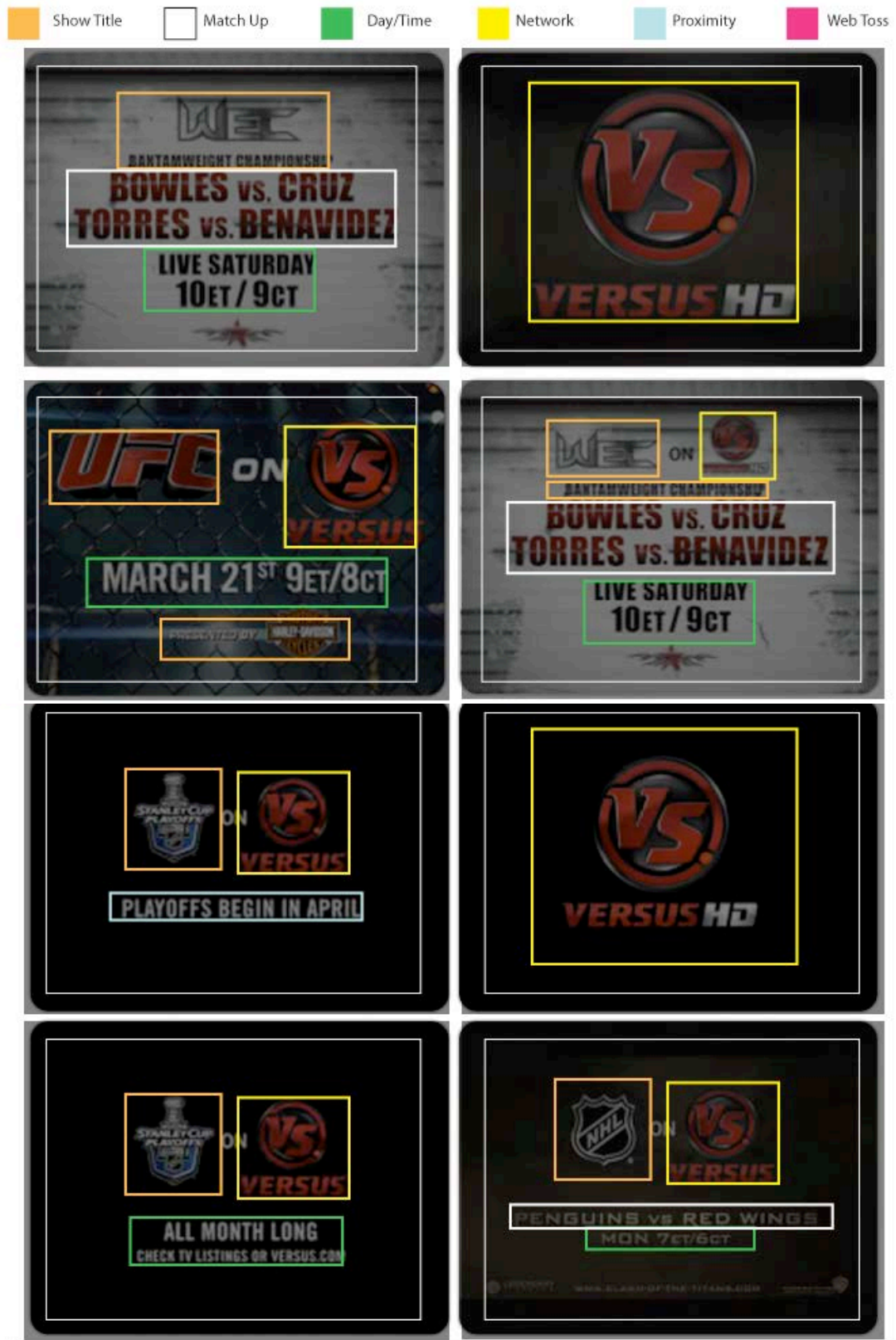
This is an opportunity for Versus. If ESPN's message, however creative, is difficult to digest quickly and consistently, Versus, by adopting a strict program for the placement of key tune-in information in its promos might well make them more effective than the competition's. This strict adherence to guidelines must include the number of stages in sequential messaging.

End Tag Consistency- **Versus**

(examples taken from wider sample of end pages provided by Versus- not from reviewed air)



End Tag Consistency- Versus (cont.)

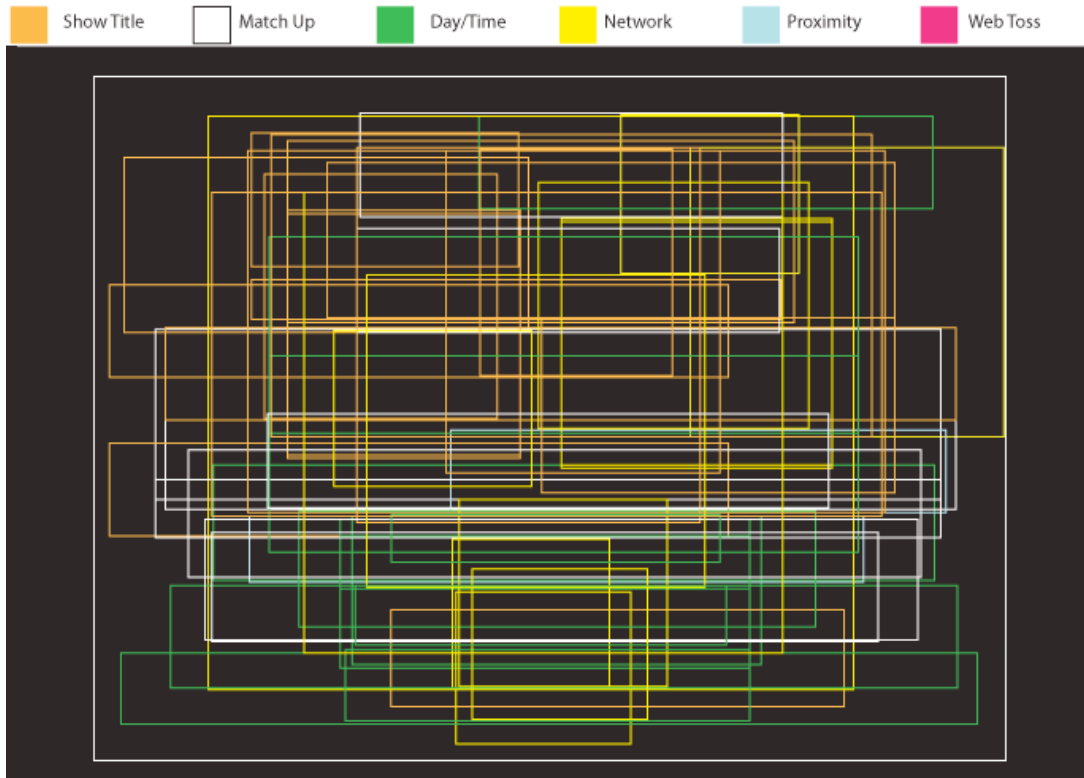


End Tag Consistency- Versus (cont.)



End Tag Consistency- Versus (cont.)





Observations:

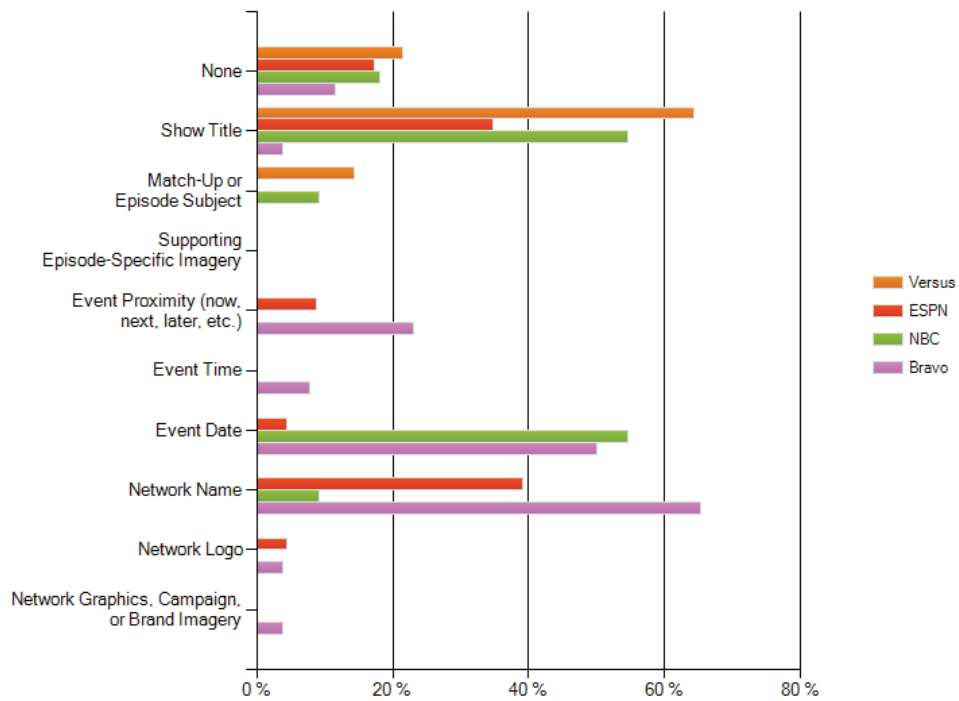
1. As can be seen in the graphic directly above, describing the placement of various pieces of information across end tags, there is very little consistency in the placement of Show Title, Match Up, Sponsor, Day, Time, Proximity, Promo Copy, or Network Logo in Versus' tags. Each campaign for each show adopts a different standard and appears built to its own unique guidelines. This approach is similar to ESPN, and very different than NBC or Bravo.
2. In addition to the lack of consistency in the placement of vital information in it's tags, Versus is, like ESPN, inconsistent in its use of simultaneous or sequential messaging. In fact some tags promoting the same program were simultaneous in one promo and sequential in the next.

Recommendations:

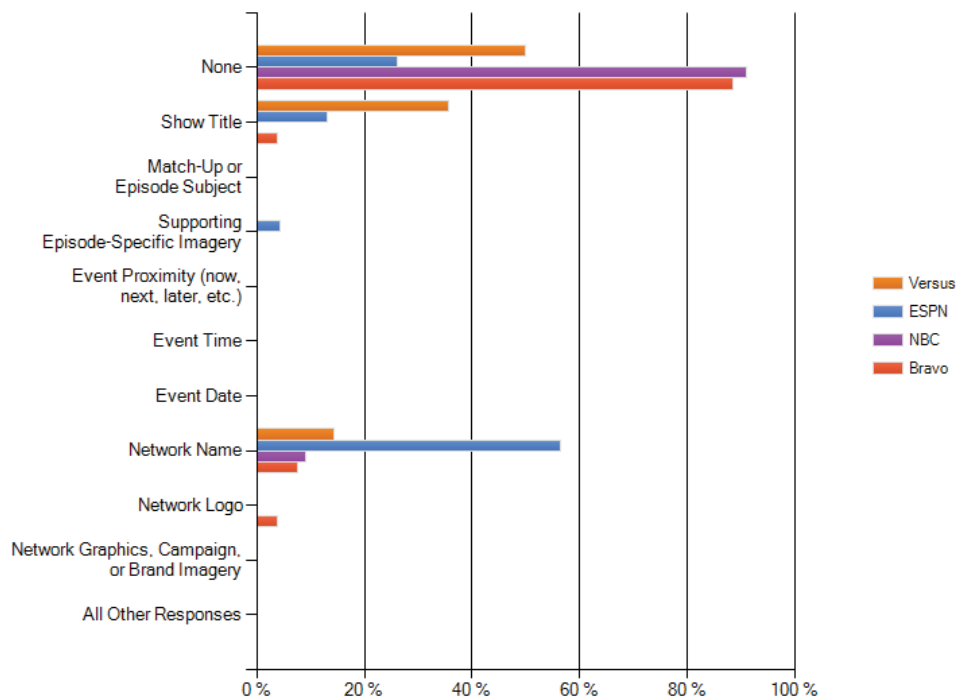
Again, this is an opportunity for Versus. Versus, by adopting a strict program for the placement of key tune-in information in its promos might well make them more effective than the competition's. This strict adherence to guidelines must include the number of stages in sequential messaging.

Charts 009: VO and Sonic Branding

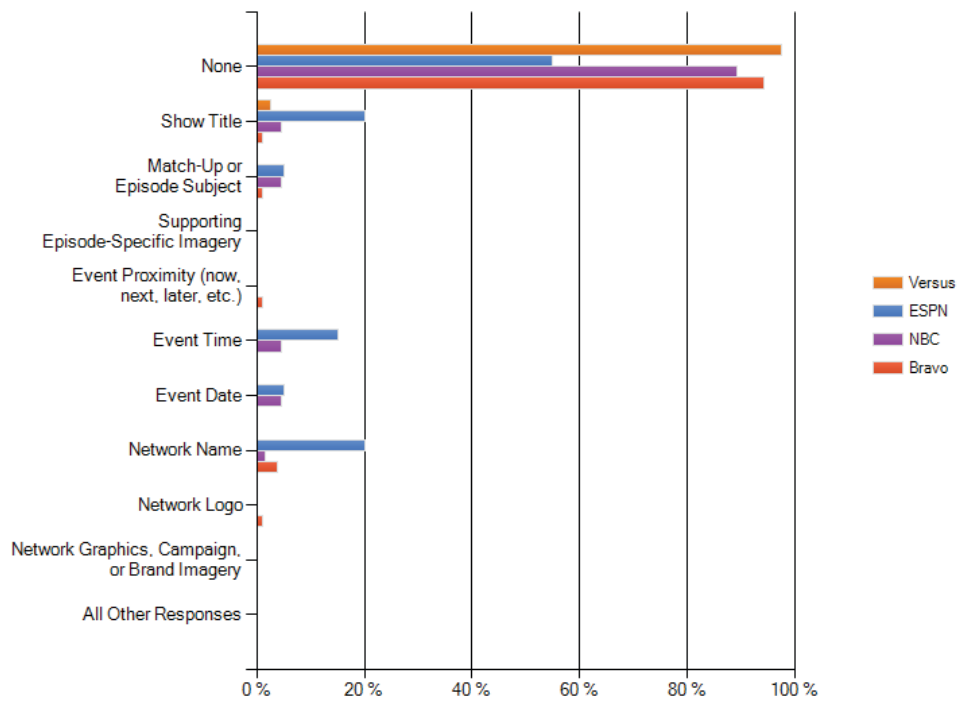
Promo Open Messaging Supported with VO



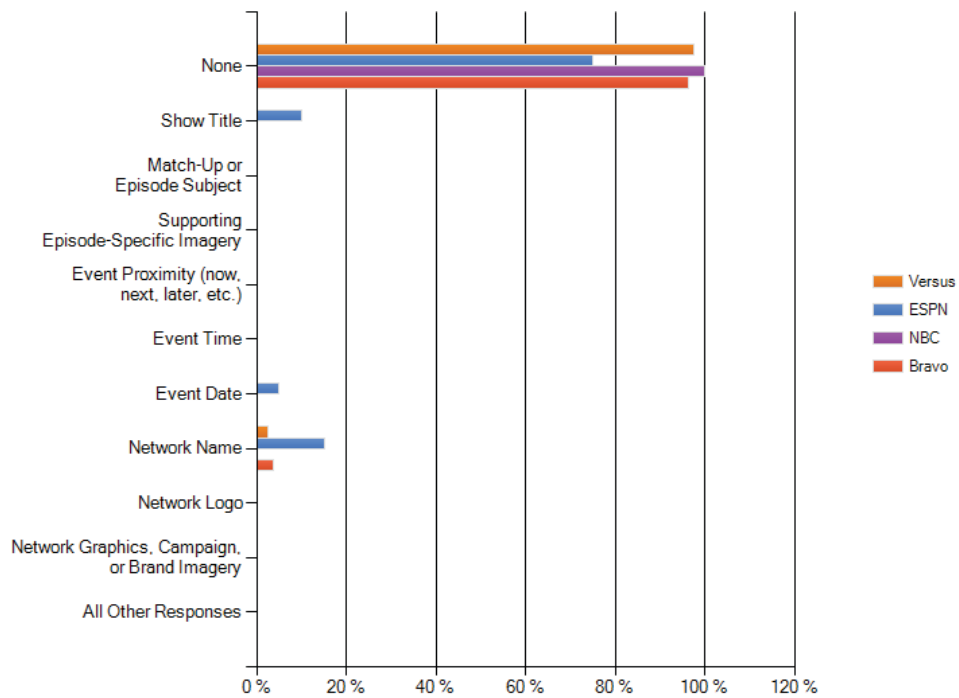
Promo Open Messaging Supported with Musical Sting



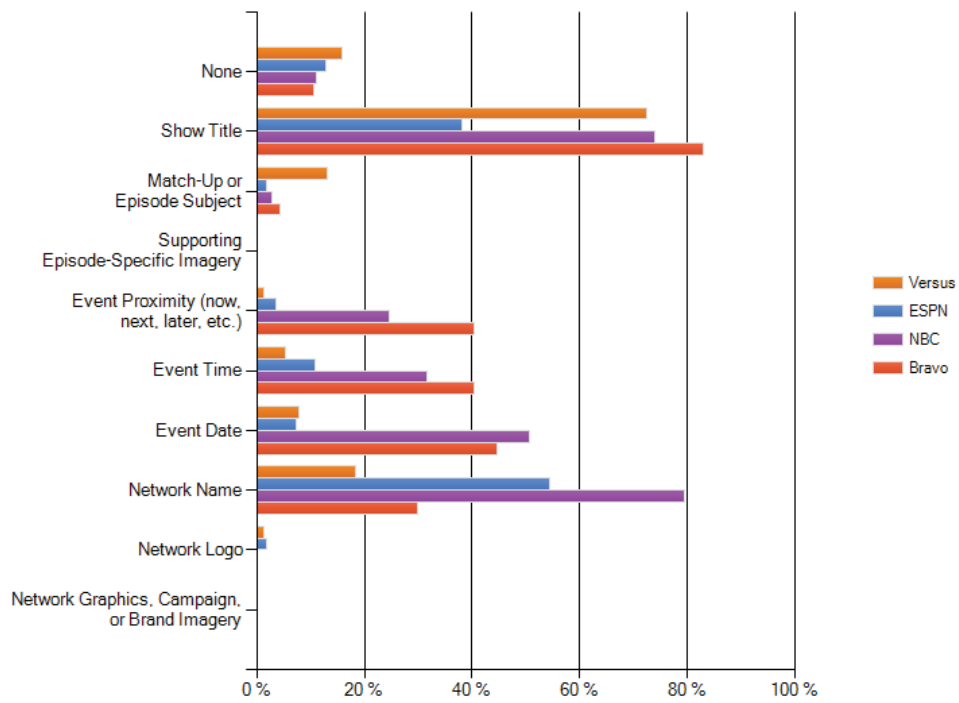
Lower 3rd Messaging Supported with VO



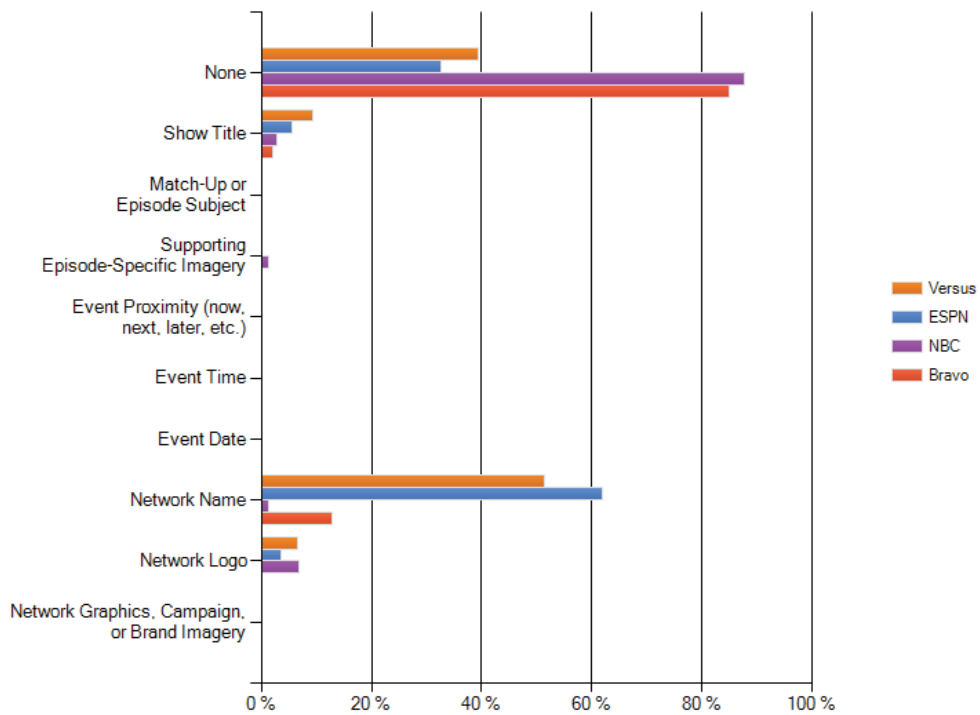
Lower 3rd Messaging Supported with Musical Sting



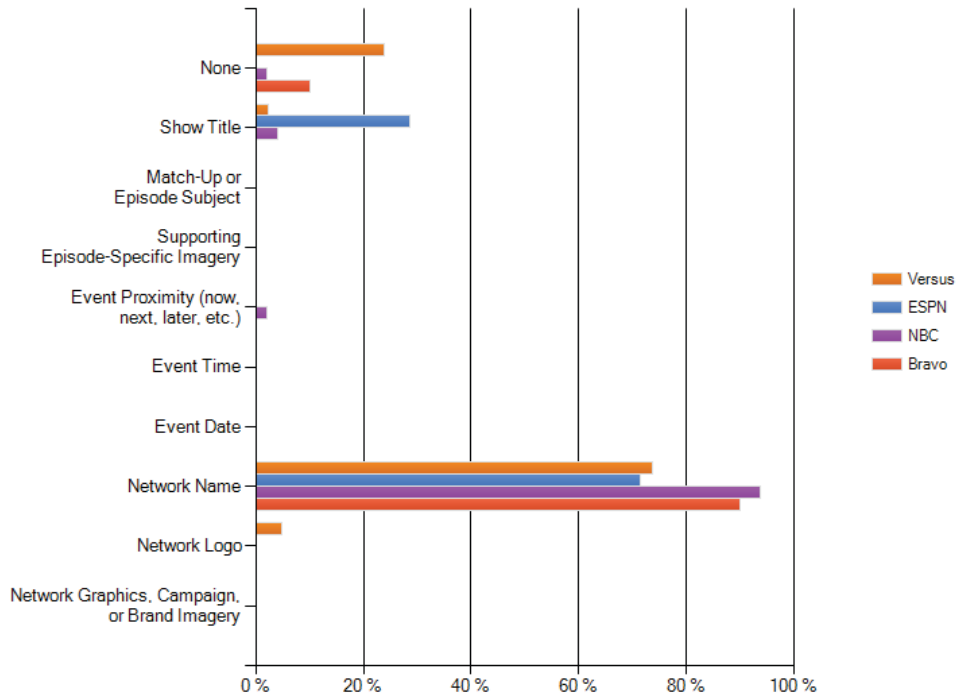
End Tag Messaging Supported with VO



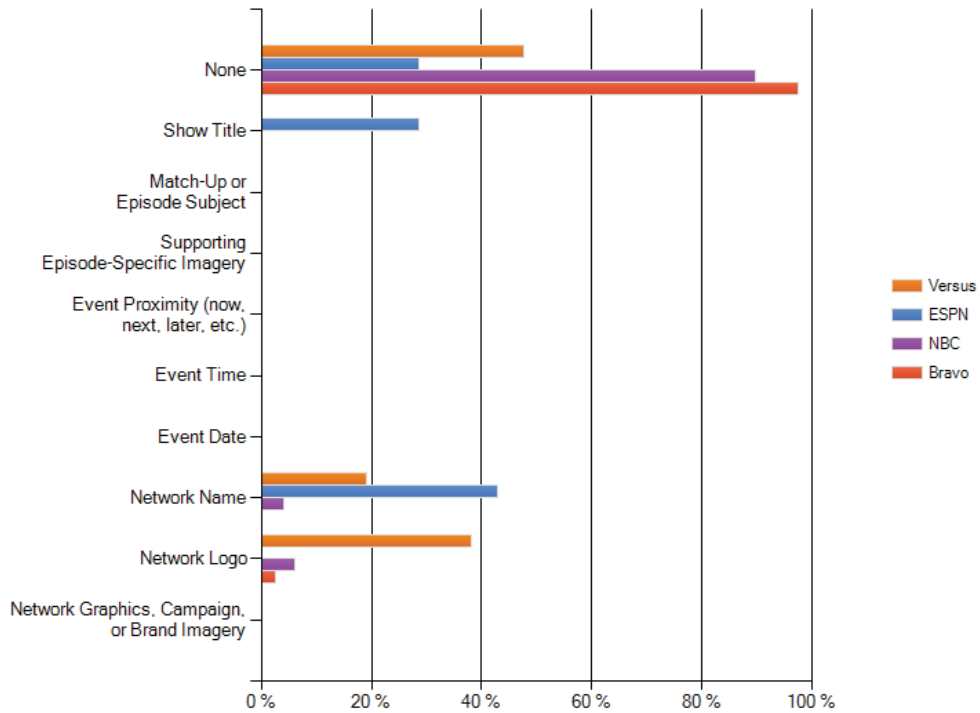
End Tag Messaging Supported with Musical Sting



Full Frame Logo Messaging Supported with VO



Full Frame Logo Messaging Supported with Musical Sting



Findings:

In addition to typographic and image-based messaging, key information and branding is often communicated through VO or Sonic Branding (Music/SFX). We thought that a thorough review of promo navigational elements should include a comparison of which networks favored this approach and for which types of messages.

Note: The promo elements that are not described in the charts above had no VO or Sonic Branding that was distinguishable from the general soundtrack of the spot.

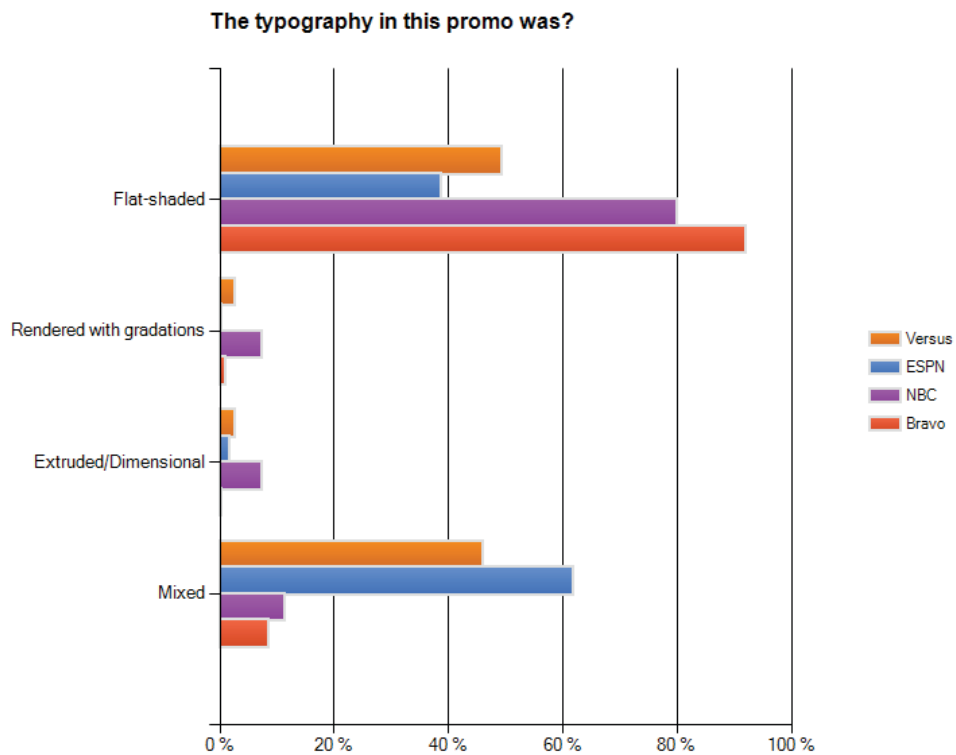
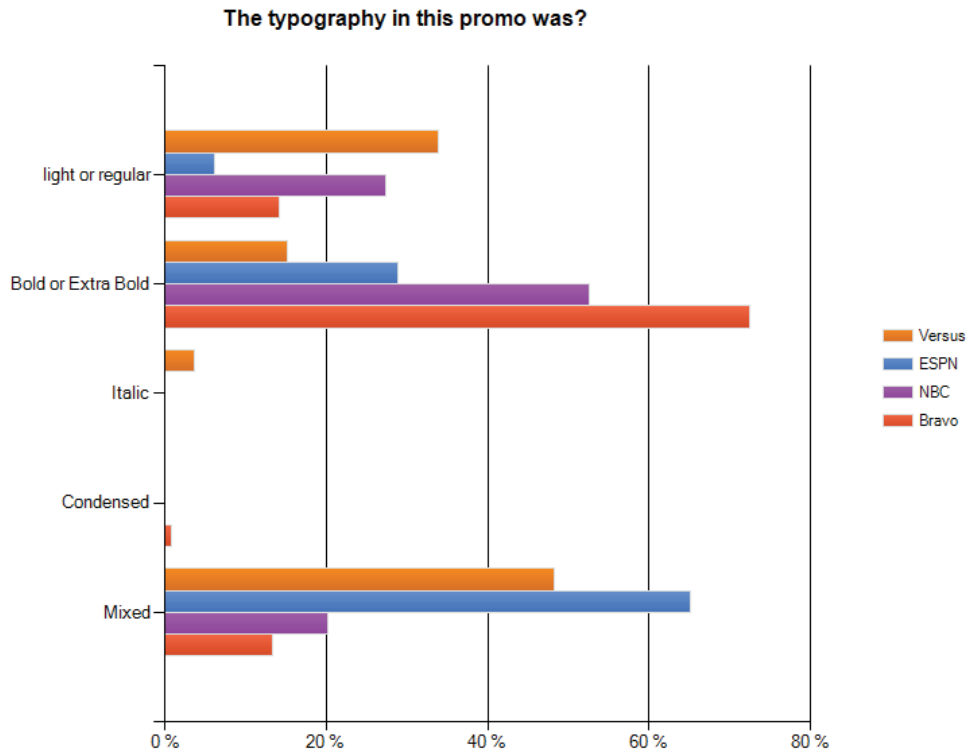
In most cases the show title and the network name/logo were the elements supported with a musical sting or sound effect. Versus tracks fairly closely with the practices of ESPN, with the notable exception that ESPN seems to use sonic branding in the promo open more frequently.

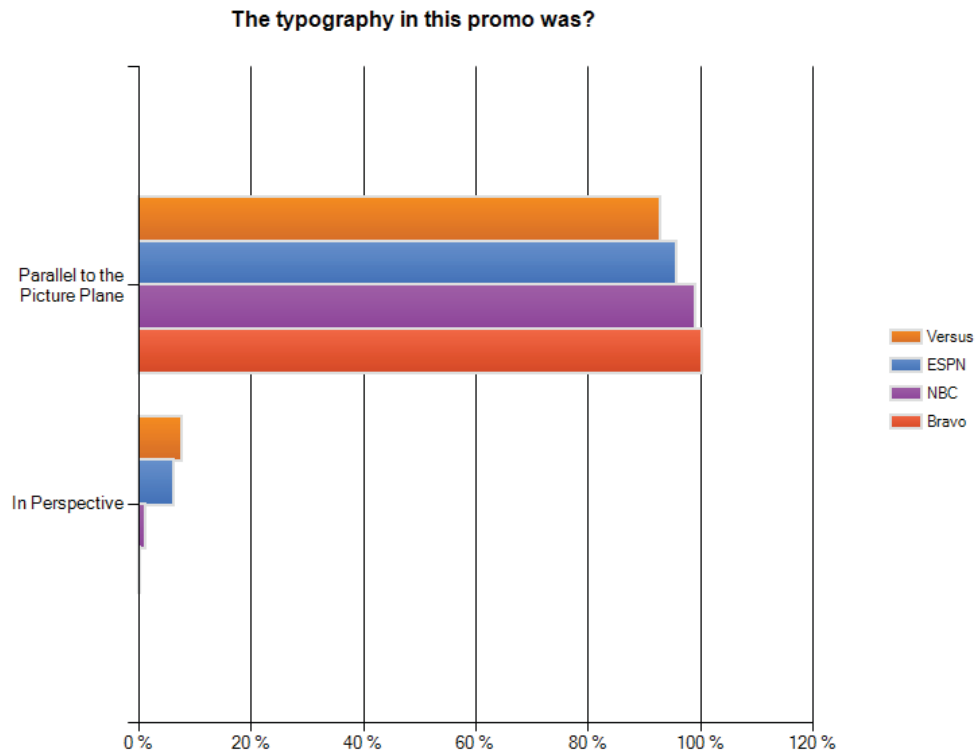
As far as the use of VO is concerned Versus tracks most closely with ESPN, but appears to call out the show title in VO more frequently in Promo Opens and End Tags.

Recommendations:

Versus should maintain its more persistent use of VO in promo opens and end tags. In addition we recommend that Versus consider a more consistent use of Sonic Branding (Musical Sting/SFX) in the promo opens and end tags. Sound signatures for key shows, genres of programming that dovetail with the network sonic signature could greatly enhance attention to the visual depiction of the show and network logos. One option to consider is a variety of orchestrations of the same short melody, with different moods that reflect that of the different shows. This is an approach favored on radio in shows like “All Things Considered” and it is very powerful.

Chart 010: Typography





Findings:

In the promos reviewed, and admittedly this is such a narrow slice of time that it might reflect a seasonal trend or fad, the use of typography was remarkably consistent across all networks and dayparts on the following fronts:

1. Type was generally two-dimensional (not extruded). One notable exception was ESPN’s new College Football Package, which is very dimensional and extruded.
2. Type was generally flat-shaded, or mixed, rather than heavily rendered.
3. Type was oriented parallel to the picture plane, and not in a noticeable 3D perspective.

Recommendations:

It appears from the above that all networks are deeply concerned with the readability of the type on screen. Dramatic rendering, extruded dimension, and oblique perspective can make the type more evocative and emotionally resonant, but often at the expense of readability. Since many other elements of the promo, including live action footage, photography, and animating graphic elements can evoke a mood or emotion more directly and powerfully, it is a good practice to let Type do what it does best, communicate information.

General Observations

During the many hours we were reviewing these network’s air, and their many promos a couple of things occurred to us that we hadn’t set out to study, but which may be useful in your attempt to improve the On-Air brand of Versus.

Color Palette Confusion

ESPN is your chief competitor, yet it appears that you both have the exact same logo color palette: Red, Black, and White. Building strong brand awareness and loyalty depends in no small part on being able to distinguish one brand from another. ESPN has been around for over 30 years. They pretty much own red, white, and black. Versus’ use of this very similar color palette makes it much less visible in the shadow of the market leader.



Recommendation:

Pick a new, limited color palette for Versus that will boldly set it apart from ESPN in viewers’ minds.

Graphic Complexity

ESPN’s graphic packaging of its programming and its promos is extremely complex, and generally involves rollercoaster rides through high speed heavily rendered CGI environments. Their brand look continuously assaults the viewer. It is our belief that it would be difficult to out do ESPN at their own game, and nobody wants to appear like a “copycat” or “poor man’s ESPN.” Fortunately you may not have to. By taking an approach favored by NBC or Bravo, that focuses on the drama inherent in footage of the actual sporting events (that’s what fans came for right?), you might be able to create a powerful alternative to the glitz

and glam brand. Pure Sports- With Simple Colorful Graphics would really stand apart from the competition, and have the added advantage of being easy to read, and remember.



Recommendation:

Explore at least one promo graphic toolkit that is very bold, colorful, flat, easy to read and very simple to produce.

Promo Navigational Element Review - METHOD

1. Networks Reviewed

- a. Versus
- b. ESPN
- c. Bravo
- d. NBC

2. Review Sample Size

- a. 14 Hours per network, in 2 hour blocks- spread over 7 days, and covering all major dayparts as indicated in the data report below.
- b. 417 Promos total.
- c. Airchecks provided by Versus.

3. Data Collected

- a. For each of the promos reviewed an extensive questionnaire was filled out which plumbed the context, structure, and form of the promo toolkit used to convey tune-in information as well as show and network branding.

4. Analysis

- a. Once all the promos were reviewed we looked at the data and sought out trends, similarities, and significant differences in each networks' approach to promo messaging.
- b. We created charts that we believe pointed out significant similarities between Versus' approach and that of the other networks.
- c. We then organized these charts, explained our relevant findings and if appropriate, made a recommendation for the future development of a new promo toolkit.

Versus_1001_Promo Navigation Elements Review

1. (index number)(title)					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Count
	124 replies	67 replies	103 replies	123 replies	417
answered question	124	67	103	123	417
skipped question					0

2. What network was this promo on?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
Versus	100.0% (124)	0.0% (0)	0.0% (0)	0.0% (0)	29.7% (124)
ESPN	0.0% (0)	100.0% (67)	0.0% (0)	0.0% (0)	16.1% (67)
NBC	0.0% (0)	0.0% (0)	100.0% (103)	0.0% (0)	24.7% (103)
Bravo	0.0% (0)	0.0% (0)	0.0% (0)	100.0% (123)	29.5% (123)
answered question	124	67	103	123	417
skipped question					0

3. In what daypart was this promo aired?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
7-9a Early Morning	5.6% (7)	4.5% (3)	16.5% (17)	24.6% (30)	13.7% (57)
1-3p Daytime	37.9% (47)	9.0% (6)	20.4% (21)	0.8% (1)	18.0% (75)
5-7p Early Fringe	19.4% (24)	64.2% (43)	13.6% (14)	36.9% (45)	30.3% (126)
8-10p Primetime	29.8% (37)	14.9% (10)	39.8% (41)	37.7% (46)	32.2% (134)
11p-1a Late Fringe	7.3% (9)	7.5% (5)	9.7% (10)	0.0% (0)	5.8% (24)
<i>answered question</i>	124	67	103	122	416
<i>skipped question</i>					1

4. How many other distinct messages were in this break or programming segment (including commercials, PSAs, Promos, and IDs)?

	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
<3	68.5% (85)	65.2% (43)	31.4% (32)	63.6% (77)	57.4% (237)
<6	19.4% (24)	21.2% (14)	22.5% (23)	3.3% (4)	15.7% (65)
<9	12.1% (15)	12.1% (8)	31.4% (32)	14.0% (17)	17.4% (72)
<12	0.0% (0)	1.5% (1)	14.7% (15)	14.9% (18)	8.2% (34)
<15	0.0% (0)	0.0% (0)	0.0% (0)	4.1% (5)	1.2% (5)
>15	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
<i>answered question</i>	124	66	102	121	413
<i>skipped question</i>					4

5. How many other promos were included in this break or programming segment?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
none	61.8% (76)	78.8% (52)	52.5% (53)	67.2% (82)	63.8% (263)
1	30.1% (37)	15.2% (10)	27.7% (28)	13.1% (16)	22.1% (91)
2	8.1% (10)	4.5% (3)	3.0% (3)	15.6% (19)	8.5% (35)
3	0.0% (0)	1.5% (1)	11.9% (12)	0.0% (0)	3.2% (13)
4	0.0% (0)	0.0% (0)	0.0% (0)	4.1% (5)	1.2% (5)
5	0.0% (0)	0.0% (0)	5.0% (5)	0.0% (0)	1.2% (5)
>5	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
answered question	123	66	101	122	412
skipped question					5

6. What was the position of this promo in the break?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
N/A	27.0% (31)	21.2% (14)	13.2% (12)	48.2% (53)	28.8% (110)
First position	11.3% (13)	31.8% (21)	27.5% (25)	20.0% (22)	21.2% (81)
Second position or last	54.8% (63)	40.9% (27)	45.1% (41)	27.3% (30)	42.1% (161)
More than two positions from either side of the break	7.0% (8)	6.1% (4)	14.3% (13)	4.5% (5)	7.9% (30)
answered question	115	66	91	110	382
skipped question					35

7. What type of promo element is this?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
Keyable Promo Over programming	31.5% (39)	3.0% (2)	23.5% (24)	55.7% (68)	32.1% (133)
Full Frame Promo in interstitial break	66.9% (83)	84.8% (56)	76.5% (78)	44.3% (54)	65.5% (271)
Line Up or Menu	1.6% (2)	12.1% (8)	0.0% (0)	0.0% (0)	2.4% (10)
answered question	124	66	102	122	414
skipped question					3

8. How long is this element?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
< 15 frames	0.0% (0)	0.0% (0)	0.0% (0)	0.8% (1)	0.2% (1)
< 1 second	0.0% (0)	1.5% (1)	0.0% (0)	0.0% (0)	0.2% (1)
< 3 seconds	0.0% (0)	3.0% (2)	0.0% (0)	0.0% (0)	0.5% (2)
< 5 seconds	8.1% (10)	4.5% (3)	7.8% (8)	27.9% (34)	13.3% (55)
10 seconds	16.9% (21)	27.3% (18)	3.9% (4)	14.8% (18)	14.7% (61)
15 seconds	36.3% (45)	33.3% (22)	53.9% (55)	34.4% (42)	39.6% (164)
20 seconds	21.0% (26)	9.1% (6)	2.9% (3)	12.3% (15)	12.1% (50)
30 seconds	17.7% (22)	18.2% (12)	26.5% (27)	9.0% (11)	17.4% (72)
45 seconds	0.0% (0)	3.0% (2)	1.0% (1)	0.0% (0)	0.7% (3)
60 seconds	0.0% (0)	0.0% (0)	3.9% (4)	0.8% (1)	1.2% (5)
> 60 seconds	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
answered question	124	66	102	122	414
skipped question					3

9. The graphics in this promo appear...					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
to be drawn from a network, affiliate, or syndicated show promo graphics package.	57.4% (70)	43.1% (28)	88.2% (90)	95.1% (116)	74.0% (304)
to be unique, one of a kind, creative.	42.6% (52)	56.9% (37)	11.8% (12)	4.9% (6)	26.0% (107)
answered question	122	65	102	122	411
skipped question					6

10. Is there a promo open in the promo?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
Yes	11.3% (14)	34.8% (23)	11.8% (12)	21.5% (26)	18.2% (75)
No	88.7% (110)	65.2% (43)	88.2% (90)	78.5% (95)	81.8% (338)
answered question	124	66	102	121	413
skipped question					4

11. Are there lower thirds in the promo?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
Yes	32.3% (40)	30.3% (20)	64.4% (65)	86.1% (105)	55.7% (230)
No	67.7% (84)	69.7% (46)	35.6% (36)	13.9% (17)	44.3% (183)
answered question	124	66	101	122	413
skipped question					4

12. Is there keyed (non-lower 3rd) display text in the promo?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
Yes	16.3% (20)	6.1% (4)	2.0% (2)	3.3% (4)	7.3% (30)
No	83.7% (103)	93.9% (62)	98.0% (98)	96.7% (118)	92.7% (381)
answered question	123	66	100	122	411
skipped question					6

13. Are there full frame transitions in the promo?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
Yes	2.4% (3)	6.1% (4)	53.0% (53)	5.0% (6)	16.1% (66)
No	97.6% (121)	93.9% (62)	47.0% (47)	95.0% (115)	83.9% (345)
answered question	124	66	100	121	411
skipped question					6

14. Is there an "End Tag" in the promo?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
Yes	61.3% (76)	83.3% (55)	73.7% (73)	38.8% (47)	61.2% (251)
No	38.7% (48)	16.7% (11)	26.3% (26)	61.2% (74)	38.8% (159)
answered question	124	66	99	121	410
skipped question					7

15. Is there a full frame logo in the promo?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
Yes	35.0% (43)	10.6% (7)	49.5% (49)	32.8% (40)	33.9% (139)
No	65.0% (80)	89.4% (59)	50.5% (50)	67.2% (82)	66.1% (271)
<i>answered question</i>	123	66	99	122	410
<i>skipped question</i>					7

16. Which of the following sub-elements are in the promo open?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
Show Title	71.4% (10)	87.0% (20)	63.6% (7)	23.1% (6)	58.1% (43)
Match-Up or Episode Subject	28.6% (4)	8.7% (2)	9.1% (1)	3.8% (1)	10.8% (8)
Supporting Episode-Specific Imagery	71.4% (10)	56.5% (13)	0.0% (0)	7.7% (2)	33.8% (25)
Event Proximity (now, next, later, etc.)	0.0% (0)	8.7% (2)	0.0% (0)	19.2% (5)	9.5% (7)
Event Time	28.6% (4)	43.5% (10)	9.1% (1)	73.1% (19)	45.9% (34)
Event Date	7.1% (1)	26.1% (6)	54.5% (6)	65.4% (17)	40.5% (30)
Network Name	57.1% (8)	78.3% (18)	18.2% (2)	73.1% (19)	63.5% (47)
Network Logo	42.9% (6)	69.6% (16)	54.5% (6)	73.1% (19)	63.5% (47)
Network Graphics, Campaign, or Brand Imagery	21.4% (3)	52.2% (12)	45.5% (5)	61.5% (16)	48.6% (36)
Network or Campaign Tagline	0.0% (0)	8.7% (2)	0.0% (0)	11.5% (3)	6.8% (5)
<i>answered question</i>	14	23	11	26	74
<i>skipped question</i>					343

17. Which of the following sub-elements is primary in the information hierarchy?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
Show Title	64.3% (9)	78.3% (18)	18.2% (2)	11.5% (3)	43.2% (32)
Match-Up or Episode Subject	21.4% (3)	4.3% (1)	9.1% (1)	3.8% (1)	8.1% (6)
Supporting Episode-Specific Imagery	7.1% (1)	8.7% (2)	0.0% (0)	7.7% (2)	6.8% (5)
Event Proximity (now, next, later, etc.)	0.0% (0)	8.7% (2)	0.0% (0)	7.7% (2)	5.4% (4)
Event Time	0.0% (0)	0.0% (0)	0.0% (0)	7.7% (2)	2.7% (2)
Event Date	0.0% (0)	0.0% (0)	18.2% (2)	7.7% (2)	5.4% (4)
Network Name	0.0% (0)	4.3% (1)	9.1% (1)	57.7% (15)	23.0% (17)
Network Logo	7.1% (1)	0.0% (0)	18.2% (2)	53.8% (14)	23.0% (17)
Network Graphics, Campaign, or Brand Imagery	0.0% (0)	0.0% (0)	27.3% (3)	3.8% (1)	5.4% (4)
Network or Campaign Tagline	0.0% (0)	0.0% (0)	0.0% (0)	3.8% (1)	1.4% (1)
<i>answered question</i>	14	23	11	26	74
<i>skipped question</i>					343

18. Which of the following sub-elements is secondary in the information hierarchy?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
Show Title	7.1% (1)	21.7% (5)	45.5% (5)	7.7% (2)	17.6% (13)
Match-Up or Episode Subject	7.1% (1)	0.0% (0)	0.0% (0)	0.0% (0)	1.4% (1)
Supporting Episode-Specific Imagery	64.3% (9)	34.8% (8)	0.0% (0)	0.0% (0)	23.0% (17)
Event Proximity (now, next, later, etc.)	0.0% (0)	0.0% (0)	0.0% (0)	3.8% (1)	1.4% (1)
Event Time	0.0% (0)	17.4% (4)	9.1% (1)	53.8% (14)	25.7% (19)
Event Date	0.0% (0)	4.3% (1)	0.0% (0)	50.0% (13)	18.9% (14)
Network Name	14.3% (2)	17.4% (4)	0.0% (0)	3.8% (1)	9.5% (7)
Network Logo	0.0% (0)	4.3% (1)	36.4% (4)	7.7% (2)	9.5% (7)
Network Graphics, Campaign, or Brand Imagery	7.1% (1)	4.3% (1)	9.1% (1)	23.1% (6)	12.2% (9)
Network or Campaign Tagline	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
<i>answered question</i>	14	23	11	26	74
<i>skipped question</i>					343

19. Which of the following sub-elements is tertiary in the information hierarchy?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
None	35.7% (5)	21.7% (5)	54.5% (6)	76.9% (20)	48.6% (36)
Show Title	0.0% (0)	0.0% (0)	0.0% (0)	3.8% (1)	1.4% (1)
Match-Up or Episode Subject	0.0% (0)	4.3% (1)	0.0% (0)	0.0% (0)	1.4% (1)
Supporting Episode-Specific Imagery	7.1% (1)	0.0% (0)	0.0% (0)	0.0% (0)	1.4% (1)
Event Proximity (now, next, later, etc.)	0.0% (0)	0.0% (0)	0.0% (0)	3.8% (1)	1.4% (1)
Event Time	28.6% (4)	17.4% (4)	0.0% (0)	3.8% (1)	12.2% (9)
Event Date	7.1% (1)	8.7% (2)	36.4% (4)	0.0% (0)	9.5% (7)
Network Name	7.1% (1)	39.1% (9)	0.0% (0)	7.7% (2)	16.2% (12)
Network Logo	7.1% (1)	0.0% (0)	0.0% (0)	3.8% (1)	2.7% (2)
Network Graphics, Campaign, or Brand Imagery	7.1% (1)	8.7% (2)	9.1% (1)	3.8% (1)	6.8% (5)
Network or Campaign Tagline	0.0% (0)	4.3% (1)	0.0% (0)	0.0% (0)	1.4% (1)
<i>answered question</i>	14	23	11	26	74
<i>skipped question</i>					343

20. Which of the following sub-elements is consistently treated (size, position) across multiple promos viewed?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
None	57.1% (8)	21.7% (5)	81.8% (9)	84.6% (22)	59.5% (44)
Show Title	7.1% (1)	13.0% (3)	0.0% (0)	0.0% (0)	5.4% (4)
Match-Up or Episode Subject	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Supporting Episode-Specific Imagery	0.0% (0)	4.3% (1)	0.0% (0)	0.0% (0)	1.4% (1)
Event Proximity (now, next, later, etc.)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Event Time	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Event Date	0.0% (0)	4.3% (1)	0.0% (0)	3.8% (1)	2.7% (2)
Network Name	35.7% (5)	69.6% (16)	0.0% (0)	11.5% (3)	32.4% (24)
Network Logo	21.4% (3)	17.4% (4)	0.0% (0)	11.5% (3)	13.5% (10)
Network Graphics, Campaign, or Brand Imagery	7.1% (1)	13.0% (3)	18.2% (2)	11.5% (3)	12.2% (9)
Network or Campaign Tagline	0.0% (0)	0.0% (0)	0.0% (0)	3.8% (1)	1.4% (1)
answered question	14	23	11	26	74
skipped question					343

21. Which of the following sub-elements was reinforced with a Voice Over?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
None	21.4% (3)	17.4% (4)	18.2% (2)	11.5% (3)	16.2% (12)
Show Title	64.3% (9)	34.8% (8)	54.5% (6)	3.8% (1)	32.4% (24)
Match-Up or Episode Subject	14.3% (2)	0.0% (0)	9.1% (1)	0.0% (0)	4.1% (3)
Supporting Episode-Specific Imagery	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Event Proximity (now, next, later, etc.)	0.0% (0)	8.7% (2)	0.0% (0)	23.1% (6)	10.8% (8)
Event Time	0.0% (0)	0.0% (0)	0.0% (0)	7.7% (2)	2.7% (2)
Event Date	0.0% (0)	4.3% (1)	54.5% (6)	50.0% (13)	27.0% (20)
Network Name	0.0% (0)	39.1% (9)	9.1% (1)	65.4% (17)	36.5% (27)
Network Logo	0.0% (0)	4.3% (1)	0.0% (0)	3.8% (1)	2.7% (2)
Network Graphics, Campaign, or Brand Imagery	0.0% (0)	0.0% (0)	0.0% (0)	3.8% (1)	1.4% (1)
Network or Campaign Tagline	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
answered question	14	23	11	26	74
skipped question					343

22. Which of the following sub-elements was reinforced with a Musical Sting?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
None	50.0% (7)	26.1% (6)	90.9% (10)	88.5% (23)	62.2% (46)
Show Title	35.7% (5)	13.0% (3)	0.0% (0)	3.8% (1)	12.2% (9)
Match-Up or Episode Subject	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Supporting Episode-Specific Imagery	0.0% (0)	4.3% (1)	0.0% (0)	0.0% (0)	1.4% (1)
Event Proximity (now, next, later, etc.)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Event Time	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Event Date	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Network Name	14.3% (2)	56.5% (13)	9.1% (1)	7.7% (2)	24.3% (18)
Network Logo	0.0% (0)	0.0% (0)	0.0% (0)	3.8% (1)	1.4% (1)
Network Graphics, Campaign, or Brand Imagery	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Network or Campaign Tagline	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
answered question	14	23	11	26	74
skipped question					343

23. How were the sub-elements presented within the promo element?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
All Simultaneously	64.3% (9)	26.1% (6)	100.0% (11)	34.6% (9)	47.3% (35)
Most Simultaneously, Few Sequentially	21.4% (3)	52.2% (12)	0.0% (0)	34.6% (9)	32.4% (24)
All Sequentially	14.3% (2)	21.7% (5)	0.0% (0)	30.8% (8)	20.3% (15)
<i>answered question</i>	14	23	11	26	74
<i>skipped question</i>					343

24. Which of the following sub-elements are in the Lower 3rd?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
Show Title	97.5% (39)	80.0% (16)	93.8% (61)	86.7% (91)	90.0% (207)
Match-Up or Episode Subject	70.0% (28)	45.0% (9)	6.2% (4)	4.8% (5)	20.0% (46)
Supporting Episode-Specific Imagery	35.0% (14)	5.0% (1)	1.5% (1)	1.0% (1)	7.4% (17)
Event Proximity (now, next, later, etc.)	7.5% (3)	50.0% (10)	23.1% (15)	42.9% (45)	31.7% (73)
Event Time	90.0% (36)	80.0% (16)	69.2% (45)	71.4% (75)	74.8% (172)
Event Date	90.0% (36)	20.0% (4)	76.9% (50)	42.9% (45)	58.7% (135)
Network Name	97.5% (39)	20.0% (4)	10.8% (7)	92.4% (97)	63.9% (147)
Network Logo	97.5% (39)	35.0% (7)	84.6% (55)	100.0% (105)	89.6% (206)
Network Graphics, Campaign, or Brand Imagery	95.0% (38)	50.0% (10)	32.3% (21)	68.6% (72)	61.3% (141)
Network or Campaign Tagline	0.0% (0)	0.0% (0)	0.0% (0)	92.4% (97)	42.2% (97)
<i>answered question</i>	40	20	65	105	230
<i>skipped question</i>					187

25. Which of the following sub-elements is primary in the information hierarchy?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
Show Title	72.5% (29)	35.0% (7)	20.0% (13)	70.5% (74)	53.5% (123)
Match-Up or Episode Subject	2.5% (1)	5.0% (1)	0.0% (0)	3.8% (4)	2.6% (6)
Supporting Episode-Specific Imagery	20.0% (8)	5.0% (1)	1.5% (1)	1.9% (2)	5.2% (12)
Event Proximity (now, next, later, etc.)	0.0% (0)	40.0% (8)	1.5% (1)	0.0% (0)	3.9% (9)
Event Time	0.0% (0)	0.0% (0)	6.2% (4)	1.0% (1)	2.2% (5)
Event Date	0.0% (0)	10.0% (2)	4.6% (3)	0.0% (0)	2.2% (5)
Network Name	92.5% (37)	0.0% (0)	1.5% (1)	17.1% (18)	24.3% (56)
Network Logo	92.5% (37)	5.0% (1)	72.3% (47)	18.1% (19)	45.2% (104)
Network Graphics, Campaign, or Brand Imagery	75.0% (30)	0.0% (0)	0.0% (0)	7.6% (8)	16.5% (38)
Network or Campaign Tagline	0.0% (0)	0.0% (0)	0.0% (0)	10.5% (11)	4.8% (11)
<i>answered question</i>	40	20	65	105	230
<i>skipped question</i>					187

26. Which of the following sub-elements is secondary in the information hierarchy?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
Show Title	47.5% (19)	40.0% (8)	76.9% (50)	15.2% (16)	40.4% (93)
Match-Up or Episode Subject	62.5% (25)	40.0% (8)	4.6% (3)	1.0% (1)	16.1% (37)
Supporting Episode-Specific Imagery	12.5% (5)	0.0% (0)	0.0% (0)	0.0% (0)	2.2% (5)
Event Proximity (now, next, later, etc.)	2.5% (1)	5.0% (1)	9.2% (6)	38.1% (40)	20.9% (48)
Event Time	2.5% (1)	40.0% (8)	4.6% (3)	53.3% (56)	29.6% (68)
Event Date	0.0% (0)	5.0% (1)	9.2% (6)	32.4% (34)	17.8% (41)
Network Name	0.0% (0)	15.0% (3)	6.2% (4)	6.7% (7)	6.1% (14)
Network Logo	0.0% (0)	0.0% (0)	7.7% (5)	4.8% (5)	4.3% (10)
Network Graphics, Campaign, or Brand Imagery	2.5% (1)	5.0% (1)	0.0% (0)	6.7% (7)	3.9% (9)
Network or Campaign Tagline	0.0% (0)	0.0% (0)	0.0% (0)	9.5% (10)	4.3% (10)
<i>answered question</i>	40	20	65	105	230
<i>skipped question</i>					187

27. Which of the following sub-elements is tertiary in the information hierarchy?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
None	5.0% (2)	20.0% (4)	18.5% (12)	7.6% (8)	11.3% (26)
Show Title	2.5% (1)	0.0% (0)	0.0% (0)	0.0% (0)	0.4% (1)
Match-Up or Episode Subject	2.5% (1)	0.0% (0)	0.0% (0)	0.0% (0)	0.4% (1)
Supporting Episode-Specific Imagery	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Event Proximity (now, next, later, etc.)	5.0% (2)	0.0% (0)	7.7% (5)	3.8% (4)	4.8% (11)
Event Time	90.0% (36)	40.0% (8)	58.5% (38)	12.4% (13)	41.3% (95)
Event Date	87.5% (35)	5.0% (1)	63.1% (41)	8.6% (9)	37.4% (86)
Network Name	2.5% (1)	15.0% (3)	3.1% (2)	66.7% (70)	33.0% (76)
Network Logo	0.0% (0)	20.0% (4)	7.7% (5)	76.2% (80)	38.7% (89)
Network Graphics, Campaign, or Brand Imagery	0.0% (0)	5.0% (1)	3.1% (2)	1.9% (2)	2.2% (5)
Network or Campaign Tagline	0.0% (0)	0.0% (0)	0.0% (0)	68.6% (72)	31.3% (72)
answered question	40	20	65	105	230
skipped question					187

28. Which of the following sub-elements is consistently treated (size, position) across multiple promos viewed?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
None	2.5% (1)	25.0% (5)	35.4% (23)	1.0% (1)	13.0% (30)
Show Title	0.0% (0)	10.0% (2)	53.8% (35)	4.8% (5)	18.3% (42)
Match-Up or Episode Subject	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Supporting Episode-Specific Imagery	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Event Proximity (now, next, later, etc.)	0.0% (0)	40.0% (8)	0.0% (0)	1.0% (1)	3.9% (9)
Event Time	2.5% (1)	0.0% (0)	16.9% (11)	1.0% (1)	5.7% (13)
Event Date	2.5% (1)	0.0% (0)	16.9% (11)	1.0% (1)	5.7% (13)
Network Name	97.5% (39)	25.0% (5)	0.0% (0)	89.5% (94)	60.0% (138)
Network Logo	92.5% (37)	20.0% (4)	61.5% (40)	98.1% (103)	80.0% (184)
Network Graphics, Campaign, or Brand Imagery	92.5% (37)	45.0% (9)	12.3% (8)	29.5% (31)	37.0% (85)
Network or Campaign Tagline	0.0% (0)	0.0% (0)	0.0% (0)	92.4% (97)	42.2% (97)
<i>answered question</i>	40	20	65	105	230
<i>skipped question</i>					187

29. Which of the following sub-elements was reinforced with a Voice Over?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
None	97.5% (39)	55.0% (11)	89.2% (58)	94.3% (99)	90.0% (207)
Show Title	2.5% (1)	20.0% (4)	4.6% (3)	1.0% (1)	3.9% (9)
Match-Up or Episode Subject	0.0% (0)	5.0% (1)	4.6% (3)	1.0% (1)	2.2% (5)
Supporting Episode-Specific Imagery	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Event Proximity (now, next, later, etc.)	0.0% (0)	0.0% (0)	0.0% (0)	1.0% (1)	0.4% (1)
Event Time	0.0% (0)	15.0% (3)	4.6% (3)	0.0% (0)	2.6% (6)
Event Date	0.0% (0)	5.0% (1)	4.6% (3)	0.0% (0)	1.7% (4)
Network Name	0.0% (0)	20.0% (4)	1.5% (1)	3.8% (4)	3.9% (9)
Network Logo	0.0% (0)	0.0% (0)	0.0% (0)	1.0% (1)	0.4% (1)
Network Graphics, Campaign, or Brand Imagery	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Network or Campaign Tagline	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
answered question	40	20	65	105	230
skipped question					187

30. Which of the following sub-elements was reinforced with a Musical Sting?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
None	97.5% (39)	75.0% (15)	100.0% (65)	96.2% (101)	95.7% (220)
Show Title	0.0% (0)	10.0% (2)	0.0% (0)	0.0% (0)	0.9% (2)
Match-Up or Episode Subject	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Supporting Episode-Specific Imagery	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Event Proximity (now, next, later, etc.)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Event Time	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Event Date	0.0% (0)	5.0% (1)	0.0% (0)	0.0% (0)	0.4% (1)
Network Name	2.5% (1)	15.0% (3)	0.0% (0)	3.8% (4)	3.5% (8)
Network Logo	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Network Graphics, Campaign, or Brand Imagery	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Network or Campaign Tagline	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
<i>answered question</i>	40	20	65	105	230
<i>skipped question</i>					187

31. How were the sub-elements presented within the promo element?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
All Simultaneously	2.5% (1)	45.0% (9)	61.5% (40)	48.6% (51)	43.9% (101)
Most Simultaneously, Few Sequentially	97.5% (39)	50.0% (10)	36.9% (24)	47.6% (50)	53.5% (123)
All Sequentially	0.0% (0)	5.0% (1)	1.5% (1)	3.8% (4)	2.6% (6)
<i>answered question</i>	40	20	65	105	230
<i>skipped question</i>					187

32. Which of the following sub-elements are in the Keyable Text?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
Show Title	10.0% (2)	75.0% (3)	50.0% (1)	25.0% (1)	23.3% (7)
Match-Up or Episode Subject	65.0% (13)	25.0% (1)	50.0% (1)	25.0% (1)	53.3% (16)
Supporting Episode-Specific Imagery	60.0% (12)	75.0% (3)	0.0% (0)	25.0% (1)	53.3% (16)
Event Proximity (now, next, later, etc.)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Event Time	0.0% (0)	25.0% (1)	0.0% (0)	25.0% (1)	6.7% (2)
Event Date	0.0% (0)	25.0% (1)	50.0% (1)	25.0% (1)	10.0% (3)
Network Name	5.0% (1)	0.0% (0)	0.0% (0)	25.0% (1)	6.7% (2)
Network Logo	5.0% (1)	0.0% (0)	0.0% (0)	25.0% (1)	6.7% (2)
Network Graphics, Campaign, or Brand Imagery	25.0% (5)	50.0% (2)	0.0% (0)	50.0% (2)	30.0% (9)
Network or Campaign Tagline	0.0% (0)	0.0% (0)	0.0% (0)	50.0% (2)	6.7% (2)
<i>answered question</i>	20	4	2	4	30
<i>skipped question</i>					387

33. Which of the following sub-elements is primary in the information hierarchy?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
Show Title	10.0% (2)	75.0% (3)	0.0% (0)	0.0% (0)	16.7% (5)
Match-Up or Episode Subject	65.0% (13)	0.0% (0)	50.0% (1)	25.0% (1)	50.0% (15)
Supporting Episode-Specific Imagery	20.0% (4)	25.0% (1)	50.0% (1)	0.0% (0)	20.0% (6)
Event Proximity (now, next, later, etc.)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Event Time	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Event Date	0.0% (0)	0.0% (0)	50.0% (1)	0.0% (0)	3.3% (1)
Network Name	5.0% (1)	0.0% (0)	0.0% (0)	25.0% (1)	6.7% (2)
Network Logo	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Network Graphics, Campaign, or Brand Imagery	5.0% (1)	0.0% (0)	0.0% (0)	25.0% (1)	6.7% (2)
Network or Campaign Tagline	0.0% (0)	0.0% (0)	0.0% (0)	25.0% (1)	3.3% (1)
<i>answered question</i>	20	4	2	4	30
<i>skipped question</i>					387

34. Which of the following sub-elements is secondary in the information hierarchy?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
Show Title	5.0% (1)	0.0% (0)	50.0% (1)	25.0% (1)	10.0% (3)
Match-Up or Episode Subject	30.0% (6)	25.0% (1)	50.0% (1)	0.0% (0)	26.7% (8)
Supporting Episode-Specific Imagery	50.0% (10)	25.0% (1)	0.0% (0)	25.0% (1)	40.0% (12)
Event Proximity (now, next, later, etc.)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Event Time	0.0% (0)	25.0% (1)	0.0% (0)	0.0% (0)	3.3% (1)
Event Date	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Network Name	5.0% (1)	0.0% (0)	0.0% (0)	0.0% (0)	3.3% (1)
Network Logo	0.0% (0)	0.0% (0)	0.0% (0)	50.0% (2)	6.7% (2)
Network Graphics, Campaign, or Brand Imagery	10.0% (2)	25.0% (1)	0.0% (0)	0.0% (0)	10.0% (3)
Network or Campaign Tagline	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
<i>answered question</i>	20	4	2	4	30
<i>skipped question</i>					387

35. Which of the following sub-elements is tertiary in the information hierarchy?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
None	90.0% (18)	25.0% (1)	100.0% (2)	0.0% (0)	70.0% (21)
Show Title	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Match-Up or Episode Subject	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Supporting Episode-Specific Imagery	0.0% (0)	25.0% (1)	0.0% (0)	0.0% (0)	3.3% (1)
Event Proximity (now, next, later, etc.)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Event Time	0.0% (0)	0.0% (0)	0.0% (0)	25.0% (1)	3.3% (1)
Event Date	0.0% (0)	25.0% (1)	0.0% (0)	0.0% (0)	3.3% (1)
Network Name	5.0% (1)	0.0% (0)	0.0% (0)	25.0% (1)	6.7% (2)
Network Logo	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Network Graphics, Campaign, or Brand Imagery	5.0% (1)	25.0% (1)	0.0% (0)	50.0% (2)	13.3% (4)
Network or Campaign Tagline	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
<i>answered question</i>	20	4	2	4	30
<i>skipped question</i>					387

36. Which of the following sub-elements is consistently treated (size, position) across multiple promos viewed?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
None	95.0% (19)	50.0% (2)	100.0% (2)	0.0% (0)	76.7% (23)
Show Title	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Match-Up or Episode Subject	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Supporting Episode-Specific Imagery	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Event Proximity (now, next, later, etc.)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Event Time	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Event Date	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Network Name	5.0% (1)	50.0% (2)	0.0% (0)	75.0% (3)	20.0% (6)
Network Logo	0.0% (0)	50.0% (2)	0.0% (0)	75.0% (3)	16.7% (5)
Network Graphics, Campaign, or Brand Imagery	0.0% (0)	50.0% (2)	0.0% (0)	75.0% (3)	16.7% (5)
Network or Campaign Tagline	0.0% (0)	0.0% (0)	0.0% (0)	50.0% (2)	6.7% (2)
<i>answered question</i>	20	4	2	4	30
<i>skipped question</i>					387

37. Which of the following sub-elements was reinforced with a Voice Over?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
None	55.0% (11)	50.0% (2)	0.0% (0)	25.0% (1)	46.7% (14)
Show Title	10.0% (2)	50.0% (2)	50.0% (1)	0.0% (0)	16.7% (5)
Match-Up or Episode Subject	25.0% (5)	0.0% (0)	50.0% (1)	0.0% (0)	20.0% (6)
Supporting Episode-Specific Imagery	10.0% (2)	0.0% (0)	0.0% (0)	0.0% (0)	6.7% (2)
Event Proximity (now, next, later, etc.)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Event Time	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Event Date	0.0% (0)	0.0% (0)	50.0% (1)	0.0% (0)	3.3% (1)
Network Name	0.0% (0)	0.0% (0)	0.0% (0)	75.0% (3)	10.0% (3)
Network Logo	5.0% (1)	0.0% (0)	0.0% (0)	50.0% (2)	10.0% (3)
Network Graphics, Campaign, or Brand Imagery	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Network or Campaign Tagline	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
answered question	20	4	2	4	30
skipped question					387

38. Which of the following sub-elements was reinforced with a Musical Sting?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
None	85.0% (17)	50.0% (2)	100.0% (2)	25.0% (1)	73.3% (22)
Show Title	5.0% (1)	50.0% (2)	0.0% (0)	0.0% (0)	10.0% (3)
Match-Up or Episode Subject	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Supporting Episode-Specific Imagery	5.0% (1)	0.0% (0)	0.0% (0)	0.0% (0)	3.3% (1)
Event Proximity (now, next, later, etc.)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Event Time	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Event Date	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Network Name	5.0% (1)	0.0% (0)	0.0% (0)	75.0% (3)	13.3% (4)
Network Logo	5.0% (1)	0.0% (0)	0.0% (0)	25.0% (1)	6.7% (2)
Network Graphics, Campaign, or Brand Imagery	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Network or Campaign Tagline	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
<i>answered question</i>	20	4	2	4	30
<i>skipped question</i>					387

39. How were the sub-elements presented within the promo element?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
All Simultaneously	35.0% (7)	50.0% (2)	0.0% (0)	25.0% (1)	33.3% (10)
Most Simultaneously, Few Sequentially	5.0% (1)	50.0% (2)	0.0% (0)	50.0% (2)	16.7% (5)
All Sequentially	60.0% (12)	0.0% (0)	100.0% (2)	25.0% (1)	50.0% (15)
<i>answered question</i>	20	4	2	4	30
<i>skipped question</i>					387

40. Which of the following sub-elements are in the Full Frame Transition?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
Show Title	0.0% (0)	50.0% (2)	1.9% (1)	16.7% (1)	6.2% (4)
Match-Up or Episode Subject	100.0% (3)	0.0% (0)	1.9% (1)	0.0% (0)	6.2% (4)
Supporting Episode-Specific Imagery	100.0% (3)	75.0% (3)	1.9% (1)	16.7% (1)	12.3% (8)
Event Proximity (now, next, later, etc.)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Event Time	0.0% (0)	0.0% (0)	1.9% (1)	0.0% (0)	1.5% (1)
Event Date	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Network Name	0.0% (0)	0.0% (0)	1.9% (1)	16.7% (1)	3.1% (2)
Network Logo	0.0% (0)	0.0% (0)	50.0% (26)	50.0% (3)	44.6% (29)
Network Graphics, Campaign, or Brand Imagery	0.0% (0)	50.0% (2)	96.2% (50)	83.3% (5)	87.7% (57)
Network or Campaign Tagline	0.0% (0)	25.0% (1)	0.0% (0)	0.0% (0)	1.5% (1)
<i>answered question</i>	3	4	52	6	65
<i>skipped question</i>					352

41. Which of the following sub-elements is primary in the information hierarchy?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
Show Title	33.3% (1)	25.0% (1)	1.9% (1)	16.7% (1)	6.2% (4)
Match-Up or Episode Subject	100.0% (3)	0.0% (0)	1.9% (1)	0.0% (0)	6.2% (4)
Supporting Episode-Specific Imagery	0.0% (0)	75.0% (3)	0.0% (0)	16.7% (1)	6.2% (4)
Event Proximity (now, next, later, etc.)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Event Time	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Event Date	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Network Name	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Network Logo	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Network Graphics, Campaign, or Brand Imagery	0.0% (0)	0.0% (0)	96.2% (50)	66.7% (4)	83.1% (54)
Network or Campaign Tagline	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
<i>answered question</i>	3	4	52	6	65
<i>skipped question</i>					352

42. Which of the following sub-elements is secondary in the information hierarchy?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
Show Title	0.0% (0)	50.0% (2)	0.0% (0)	0.0% (0)	3.1% (2)
Match-Up or Episode Subject	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Supporting Episode-Specific Imagery	100.0% (3)	0.0% (0)	1.9% (1)	0.0% (0)	6.2% (4)
Event Proximity (now, next, later, etc.)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Event Time	0.0% (0)	0.0% (0)	1.9% (1)	0.0% (0)	1.5% (1)
Event Date	0.0% (0)	25.0% (1)	0.0% (0)	0.0% (0)	1.5% (1)
Network Name	0.0% (0)	25.0% (1)	0.0% (0)	0.0% (0)	1.5% (1)
Network Logo	0.0% (0)	0.0% (0)	48.1% (25)	66.7% (4)	44.6% (29)
Network Graphics, Campaign, or Brand Imagery	0.0% (0)	25.0% (1)	48.1% (25)	33.3% (2)	43.1% (28)
Network or Campaign Tagline	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
<i>answered question</i>	3	4	52	6	65
<i>skipped question</i>					352

43. Which of the following sub-elements is tertiary in the information hierarchy?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
None	100.0% (3)	25.0% (1)	98.1% (51)	83.3% (5)	92.3% (60)
Show Title	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Match-Up or Episode Subject	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Supporting Episode-Specific Imagery	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Event Proximity (now, next, later, etc.)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Event Time	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Event Date	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Network Name	0.0% (0)	0.0% (0)	1.9% (1)	16.7% (1)	3.1% (2)
Network Logo	0.0% (0)	25.0% (1)	0.0% (0)	0.0% (0)	1.5% (1)
Network Graphics, Campaign, or Brand Imagery	0.0% (0)	25.0% (1)	0.0% (0)	0.0% (0)	1.5% (1)
Network or Campaign Tagline	0.0% (0)	25.0% (1)	0.0% (0)	0.0% (0)	1.5% (1)
<i>answered question</i>	3	4	52	6	65
<i>skipped question</i>					352

44. Which of the following sub-elements is consistently treated (size, position) across multiple promos viewed?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
None	100.0% (3)	0.0% (0)	3.8% (2)	66.7% (4)	13.8% (9)
Show Title	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Match-Up or Episode Subject	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Supporting Episode-Specific Imagery	0.0% (0)	25.0% (1)	0.0% (0)	0.0% (0)	1.5% (1)
Event Proximity (now, next, later, etc.)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Event Time	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Event Date	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Network Name	0.0% (0)	75.0% (3)	1.9% (1)	16.7% (1)	7.7% (5)
Network Logo	0.0% (0)	75.0% (3)	0.0% (0)	16.7% (1)	6.2% (4)
Network Graphics, Campaign, or Brand Imagery	0.0% (0)	50.0% (2)	94.2% (49)	16.7% (1)	80.0% (52)
Network or Campaign Tagline	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
answered question	3	4	52	6	65
skipped question					352

45. Which of the following sub-elements was reinforced with a Voice Over?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
None	100.0% (3)	25.0% (1)	98.1% (51)	83.3% (5)	92.3% (60)
Show Title	0.0% (0)	75.0% (3)	0.0% (0)	0.0% (0)	4.6% (3)
Match-Up or Episode Subject	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Supporting Episode-Specific Imagery	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Event Proximity (now, next, later, etc.)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Event Time	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Event Date	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Network Name	0.0% (0)	0.0% (0)	1.9% (1)	0.0% (0)	1.5% (1)
Network Logo	0.0% (0)	0.0% (0)	0.0% (0)	16.7% (1)	1.5% (1)
Network Graphics, Campaign, or Brand Imagery	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Network or Campaign Tagline	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
answered question	3	4	52	6	65
skipped question					352

46. Which of the following sub-elements was reinforced with a Musical Sting?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
None	100.0% (3)	25.0% (1)	98.1% (51)	83.3% (5)	92.3% (60)
Show Title	0.0% (0)	25.0% (1)	0.0% (0)	0.0% (0)	1.5% (1)
Match-Up or Episode Subject	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Supporting Episode-Specific Imagery	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Event Proximity (now, next, later, etc.)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Event Time	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Event Date	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Network Name	0.0% (0)	50.0% (2)	1.9% (1)	16.7% (1)	6.2% (4)
Network Logo	0.0% (0)	0.0% (0)	0.0% (0)	16.7% (1)	1.5% (1)
Network Graphics, Campaign, or Brand Imagery	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Network or Campaign Tagline	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
answered question	3	4	52	6	65
skipped question					352

47. How were the sub-elements presented within the promo element?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
All Simultaneously	100.0% (3)	25.0% (1)	48.1% (25)	33.3% (2)	47.7% (31)
Most Simultaneously, Few Sequentially	0.0% (0)	0.0% (0)	51.9% (27)	66.7% (4)	47.7% (31)
All Sequentially	0.0% (0)	75.0% (3)	0.0% (0)	0.0% (0)	4.6% (3)
<i>answered question</i>	3	4	52	6	65
<i>skipped question</i>					352

48. Which of the following sub-elements are in the Promo End Tag?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
Show Title	92.1% (70)	96.4% (53)	97.3% (71)	89.4% (42)	94.0% (236)
Match-Up or Episode Subject	34.2% (26)	7.3% (4)	5.5% (4)	6.4% (3)	14.7% (37)
Supporting Episode-Specific Imagery	35.5% (27)	36.4% (20)	4.1% (3)	10.6% (5)	21.9% (55)
Event Proximity (now, next, later, etc.)	2.6% (2)	5.5% (3)	23.3% (17)	31.9% (15)	14.7% (37)
Event Time	90.8% (69)	70.9% (39)	45.2% (33)	72.3% (34)	69.7% (175)
Event Date	35.5% (27)	32.7% (18)	56.2% (41)	48.9% (23)	43.4% (109)
Network Name	89.5% (68)	80.0% (44)	31.5% (23)	87.2% (41)	70.1% (176)
Network Logo	89.5% (68)	65.5% (36)	95.9% (70)	97.9% (46)	87.6% (220)
Network Graphics, Campaign, or Brand Imagery	6.6% (5)	27.3% (15)	23.3% (17)	38.3% (18)	21.9% (55)
Network or Campaign Tagline	0.0% (0)	5.5% (3)	50.7% (37)	25.5% (12)	20.7% (52)
answered question	76	55	73	47	251
skipped question					166

49. Which of the following sub-elements is primary in the information hierarchy?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
Show Title	80.3% (61)	92.7% (51)	83.6% (61)	89.4% (42)	85.7% (215)
Match-Up or Episode Subject	9.2% (7)	1.8% (1)	1.4% (1)	0.0% (0)	3.6% (9)
Supporting Episode-Specific Imagery	2.6% (2)	0.0% (0)	0.0% (0)	0.0% (0)	0.8% (2)
Event Proximity (now, next, later, etc.)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Event Time	5.3% (4)	3.6% (2)	2.7% (2)	0.0% (0)	3.2% (8)
Event Date	2.6% (2)	5.5% (3)	6.8% (5)	0.0% (0)	4.0% (10)
Network Name	11.8% (9)	5.5% (3)	9.6% (7)	0.0% (0)	7.6% (19)
Network Logo	11.8% (9)	5.5% (3)	11.0% (8)	0.0% (0)	8.0% (20)
Network Graphics, Campaign, or Brand Imagery	0.0% (0)	0.0% (0)	6.8% (5)	4.3% (2)	2.8% (7)
Network or Campaign Tagline	0.0% (0)	1.8% (1)	0.0% (0)	10.6% (5)	2.4% (6)
<i>answered question</i>	76	55	73	47	251
<i>skipped question</i>					166

50. Which of the following sub-elements is secondary in the information hierarchy?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
Show Title	9.2% (7)	9.1% (5)	12.3% (9)	0.0% (0)	8.4% (21)
Match-Up or Episode Subject	23.7% (18)	1.8% (1)	4.1% (3)	6.4% (3)	10.0% (25)
Supporting Episode-Specific Imagery	11.8% (9)	21.8% (12)	0.0% (0)	0.0% (0)	8.4% (21)
Event Proximity (now, next, later, etc.)	1.3% (1)	5.5% (3)	23.3% (17)	31.9% (15)	14.3% (36)
Event Time	57.9% (44)	43.6% (24)	41.1% (30)	68.1% (32)	51.8% (130)
Event Date	18.4% (14)	9.1% (5)	49.3% (36)	46.8% (22)	30.7% (77)
Network Name	2.6% (2)	9.1% (5)	6.8% (5)	17.0% (8)	8.0% (20)
Network Logo	0.0% (0)	0.0% (0)	13.7% (10)	14.9% (7)	6.8% (17)
Network Graphics, Campaign, or Brand Imagery	0.0% (0)	3.6% (2)	2.7% (2)	0.0% (0)	1.6% (4)
Network or Campaign Tagline	0.0% (0)	0.0% (0)	1.4% (1)	0.0% (0)	0.4% (1)
<i>answered question</i>	76	55	73	47	251
<i>skipped question</i>					166

51. Which of the following sub-elements is tertiary in the information hierarchy?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
None	3.9% (3)	9.1% (5)	20.5% (15)	10.6% (5)	11.2% (28)
Show Title	1.3% (1)	0.0% (0)	2.7% (2)	0.0% (0)	1.2% (3)
Match-Up or Episode Subject	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Supporting Episode-Specific Imagery	0.0% (0)	1.8% (1)	1.4% (1)	0.0% (0)	0.8% (2)
Event Proximity (now, next, later, etc.)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Event Time	19.7% (15)	9.1% (5)	2.7% (2)	0.0% (0)	8.8% (22)
Event Date	13.2% (10)	7.3% (4)	1.4% (1)	2.1% (1)	6.4% (16)
Network Name	73.7% (56)	63.6% (35)	15.1% (11)	72.3% (34)	54.2% (136)
Network Logo	18.4% (14)	7.3% (4)	67.1% (49)	72.3% (34)	40.2% (101)
Network Graphics, Campaign, or Brand Imagery	0.0% (0)	7.3% (4)	1.4% (1)	0.0% (0)	2.0% (5)
Network or Campaign Tagline	0.0% (0)	3.6% (2)	49.3% (36)	17.0% (8)	18.3% (46)
<i>answered question</i>	76	55	73	47	251
<i>skipped question</i>					166

52. Which of the following sub-elements is consistently treated (size, position) across multiple promos viewed?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
None	27.6% (21)	25.5% (14)	30.1% (22)	76.6% (36)	37.1% (93)
Show Title	3.9% (3)	14.5% (8)	0.0% (0)	4.3% (2)	5.2% (13)
Match-Up or Episode Subject	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Supporting Episode-Specific Imagery	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Event Proximity (now, next, later, etc.)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Event Time	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Event Date	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Network Name	68.4% (52)	70.9% (39)	6.8% (5)	14.9% (7)	41.0% (103)
Network Logo	47.4% (36)	18.2% (10)	56.2% (41)	14.9% (7)	37.5% (94)
Network Graphics, Campaign, or Brand Imagery	1.3% (1)	5.5% (3)	8.2% (6)	2.1% (1)	4.4% (11)
Network or Campaign Tagline	0.0% (0)	0.0% (0)	50.7% (37)	8.5% (4)	16.3% (41)
answered question	76	55	73	47	251
skipped question					166

53. Which of the following sub-elements was reinforced with a Voice Over?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
None	15.8% (12)	12.7% (7)	11.0% (8)	10.6% (5)	12.7% (32)
Show Title	72.4% (55)	38.2% (21)	74.0% (54)	83.0% (39)	67.3% (169)
Match-Up or Episode Subject	13.2% (10)	1.8% (1)	2.7% (2)	4.3% (2)	6.0% (15)
Supporting Episode-Specific Imagery	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Event Proximity (now, next, later, etc.)	1.3% (1)	3.6% (2)	24.7% (18)	40.4% (19)	15.9% (40)
Event Time	5.3% (4)	10.9% (6)	31.5% (23)	40.4% (19)	20.7% (52)
Event Date	7.9% (6)	7.3% (4)	50.7% (37)	44.7% (21)	27.1% (68)
Network Name	18.4% (14)	54.5% (30)	79.5% (58)	29.8% (14)	46.2% (116)
Network Logo	1.3% (1)	1.8% (1)	0.0% (0)	0.0% (0)	0.8% (2)
Network Graphics, Campaign, or Brand Imagery	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Network or Campaign Tagline	0.0% (0)	0.0% (0)	0.0% (0)	2.1% (1)	0.4% (1)
answered question	76	55	73	47	251
skipped question					166

54. Which of the following sub-elements was reinforced with a Musical Sting?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
None	39.5% (30)	32.7% (18)	87.7% (64)	85.1% (40)	60.6% (152)
Show Title	9.2% (7)	5.5% (3)	2.7% (2)	2.1% (1)	5.2% (13)
Match-Up or Episode Subject	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Supporting Episode-Specific Imagery	0.0% (0)	0.0% (0)	1.4% (1)	0.0% (0)	0.4% (1)
Event Proximity (now, next, later, etc.)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Event Time	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Event Date	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Network Name	51.3% (39)	61.8% (34)	1.4% (1)	12.8% (6)	31.9% (80)
Network Logo	6.6% (5)	3.6% (2)	6.8% (5)	0.0% (0)	4.8% (12)
Network Graphics, Campaign, or Brand Imagery	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Network or Campaign Tagline	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
<i>answered question</i>	76	55	73	47	251
<i>skipped question</i>					166

55. How were the sub-elements presented within the promo element?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
All Simultaneously	44.7% (34)	38.2% (21)	21.9% (16)	61.7% (29)	39.8% (100)
Most Simultaneously, Few Sequentially	53.9% (41)	61.8% (34)	65.8% (48)	34.0% (16)	55.4% (139)
All Sequentially	1.3% (1)	0.0% (0)	12.3% (9)	4.3% (2)	4.8% (12)
<i>answered question</i>	76	55	73	47	251
<i>skipped question</i>					166

56. Which of the following sub-elements are in the Full Frame Logo?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
Show Title	0.0% (0)	42.9% (3)	8.2% (4)	2.5% (1)	5.8% (8)
Match-Up or Episode Subject	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Supporting Episode-Specific Imagery	7.1% (3)	28.6% (2)	2.0% (1)	0.0% (0)	4.3% (6)
Event Proximity (now, next, later, etc.)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Event Time	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Event Date	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Network Name	97.6% (41)	100.0% (7)	20.4% (10)	87.5% (35)	67.4% (93)
Network Logo	100.0% (42)	100.0% (7)	98.0% (48)	100.0% (40)	99.3% (137)
Network Graphics, Campaign, or Brand Imagery	4.8% (2)	71.4% (5)	16.3% (8)	2.5% (1)	11.6% (16)
Network or Campaign Tagline	0.0% (0)	28.6% (2)	77.6% (38)	97.5% (39)	57.2% (79)
<i>answered question</i>	42	7	49	40	138
<i>skipped question</i>					279

57. Which of the following sub-elements is primary in the information hierarchy?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
Show Title	0.0% (0)	28.6% (2)	2.0% (1)	2.5% (1)	2.9% (4)
Match-Up or Episode Subject	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Supporting Episode-Specific Imagery	4.8% (2)	0.0% (0)	0.0% (0)	0.0% (0)	1.4% (2)
Event Proximity (now, next, later, etc.)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Event Time	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Event Date	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Network Name	50.0% (21)	71.4% (5)	4.1% (2)	10.0% (4)	23.2% (32)
Network Logo	45.2% (19)	28.6% (2)	93.9% (46)	20.0% (8)	54.3% (75)
Network Graphics, Campaign, or Brand Imagery	0.0% (0)	0.0% (0)	2.0% (1)	0.0% (0)	0.7% (1)
Network or Campaign Tagline	0.0% (0)	0.0% (0)	0.0% (0)	75.0% (30)	21.7% (30)
<i>answered question</i>	42	7	49	40	138
<i>skipped question</i>					279

58. Which of the following sub-elements is secondary in the information hierarchy?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
Show Title	0.0% (0)	0.0% (0)	6.1% (3)	0.0% (0)	2.2% (3)
Match-Up or Episode Subject	2.4% (1)	0.0% (0)	0.0% (0)	0.0% (0)	0.7% (1)
Supporting Episode-Specific Imagery	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Event Proximity (now, next, later, etc.)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Event Time	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Event Date	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Network Name	52.4% (22)	14.3% (1)	16.3% (8)	75.0% (30)	44.2% (61)
Network Logo	47.6% (20)	42.9% (3)	4.1% (2)	77.5% (31)	40.6% (56)
Network Graphics, Campaign, or Brand Imagery	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Network or Campaign Tagline	0.0% (0)	42.9% (3)	75.5% (37)	22.5% (9)	35.5% (49)
<i>answered question</i>	42	7	49	40	138
<i>skipped question</i>					279

59. Which of the following sub-elements is tertiary in the information hierarchy?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
None	83.3% (35)	28.6% (2)	83.7% (41)	95.0% (38)	84.1% (116)
Show Title	0.0% (0)	0.0% (0)	2.0% (1)	0.0% (0)	0.7% (1)
Match-Up or Episode Subject	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Supporting Episode-Specific Imagery	2.4% (1)	14.3% (1)	2.0% (1)	0.0% (0)	2.2% (3)
Event Proximity (now, next, later, etc.)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Event Time	2.4% (1)	0.0% (0)	0.0% (0)	0.0% (0)	0.7% (1)
Event Date	2.4% (1)	0.0% (0)	0.0% (0)	0.0% (0)	0.7% (1)
Network Name	0.0% (0)	0.0% (0)	0.0% (0)	2.5% (1)	0.7% (1)
Network Logo	11.9% (5)	14.3% (1)	0.0% (0)	2.5% (1)	5.1% (7)
Network Graphics, Campaign, or Brand Imagery	7.1% (3)	42.9% (3)	8.2% (4)	2.5% (1)	8.0% (11)
Network or Campaign Tagline	0.0% (0)	0.0% (0)	4.1% (2)	0.0% (0)	1.4% (2)
<i>answered question</i>	42	7	49	40	138
<i>skipped question</i>					279

60. Which of the following sub-elements is consistently treated (size, position) across multiple promos viewed?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
None	16.7% (7)	28.6% (2)	12.2% (6)	42.5% (17)	23.2% (32)
Show Title	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Match-Up or Episode Subject	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Supporting Episode-Specific Imagery	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Event Proximity (now, next, later, etc.)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Event Time	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Event Date	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Network Name	83.3% (35)	71.4% (5)	4.1% (2)	55.0% (22)	46.4% (64)
Network Logo	83.3% (35)	57.1% (4)	87.8% (43)	57.5% (23)	76.1% (105)
Network Graphics, Campaign, or Brand Imagery	0.0% (0)	42.9% (3)	0.0% (0)	0.0% (0)	2.2% (3)
Network or Campaign Tagline	0.0% (0)	14.3% (1)	77.6% (38)	55.0% (22)	44.2% (61)
<i>answered question</i>	42	7	49	40	138
<i>skipped question</i>					279

61. Which of the following sub-elements was reinforced with a Voice Over?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
None	23.8% (10)	0.0% (0)	2.0% (1)	10.0% (4)	10.9% (15)
Show Title	2.4% (1)	28.6% (2)	4.1% (2)	0.0% (0)	3.6% (5)
Match-Up or Episode Subject	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Supporting Episode-Specific Imagery	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Event Proximity (now, next, later, etc.)	0.0% (0)	0.0% (0)	2.0% (1)	0.0% (0)	0.7% (1)
Event Time	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Event Date	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Network Name	73.8% (31)	71.4% (5)	93.9% (46)	90.0% (36)	85.5% (118)
Network Logo	4.8% (2)	0.0% (0)	0.0% (0)	0.0% (0)	1.4% (2)
Network Graphics, Campaign, or Brand Imagery	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Network or Campaign Tagline	0.0% (0)	0.0% (0)	2.0% (1)	2.5% (1)	1.4% (2)
<i>answered question</i>	42	7	49	40	138
<i>skipped question</i>					279

62. Which of the following sub-elements was reinforced with a Musical Sting?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
None	47.6% (20)	28.6% (2)	89.8% (44)	97.5% (39)	76.1% (105)
Show Title	0.0% (0)	28.6% (2)	0.0% (0)	0.0% (0)	1.4% (2)
Match-Up or Episode Subject	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Supporting Episode-Specific Imagery	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Event Proximity (now, next, later, etc.)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Event Time	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Event Date	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Network Name	19.0% (8)	42.9% (3)	4.1% (2)	0.0% (0)	9.4% (13)
Network Logo	38.1% (16)	0.0% (0)	6.1% (3)	2.5% (1)	14.5% (20)
Network Graphics, Campaign, or Brand Imagery	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Network or Campaign Tagline	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
answered question	42	7	49	40	138
skipped question					279

63. How were the sub-elements presented within the promo element?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
All Simultaneously	73.8% (31)	85.7% (6)	77.6% (38)	95.0% (38)	81.9% (113)
Most Simultaneously, Few Sequentially	4.8% (2)	14.3% (1)	22.4% (11)	2.5% (1)	10.9% (15)
All Sequentially	21.4% (9)	0.0% (0)	0.0% (0)	2.5% (1)	7.2% (10)
<i>answered question</i>	42	7	49	40	138
<i>skipped question</i>					279

64. The typography in this promo was predominantly?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
Serif	1.6% (2)	0.0% (0)	2.1% (2)	0.0% (0)	1.0% (4)
Sans-Serif	63.9% (78)	41.5% (27)	90.7% (88)	95.0% (115)	76.0% (308)
Decorative	0.0% (0)	0.0% (0)	0.0% (0)	0.8% (1)	0.2% (1)
Script or Hand-Drawn	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Mixed	34.4% (42)	58.5% (38)	7.2% (7)	5.0% (6)	23.0% (93)
<i>answered question</i>	122	65	97	121	405
<i>skipped question</i>					12

65. The typography in this promo was?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
light or regular	33.9% (38)	6.1% (4)	27.3% (27)	14.2% (17)	21.7% (86)
Bold or Extra Bold	15.2% (17)	28.8% (19)	52.5% (52)	72.5% (87)	44.1% (175)
Italic	3.6% (4)	0.0% (0)	0.0% (0)	0.0% (0)	1.0% (4)
Condensed	0.0% (0)	0.0% (0)	0.0% (0)	0.8% (1)	0.3% (1)
Mixed	48.2% (54)	65.2% (43)	20.2% (20)	13.3% (16)	33.5% (133)
answered question	112	66	99	120	397
skipped question					20

66. The typography in this promo was?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
Colored	11.6% (14)	6.1% (4)	23.2% (23)	9.9% (12)	13.0% (53)
Black and/or White	43.0% (52)	18.2% (12)	32.3% (32)	57.0% (69)	40.5% (165)
Mixed	45.5% (55)	75.8% (50)	44.4% (44)	33.1% (40)	46.4% (189)
answered question	121	66	99	121	407
skipped question					10

67. The typography in this promo was?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
Flat-shaded	49.2% (60)	38.5% (25)	79.8% (79)	91.7% (111)	67.6% (275)
Rendered with gradations	2.5% (3)	0.0% (0)	7.1% (7)	0.8% (1)	2.7% (11)
Extruded/Dimensional	2.5% (3)	1.5% (1)	7.1% (7)	0.0% (0)	2.7% (11)
Mixed	45.9% (56)	61.5% (40)	11.1% (11)	8.3% (10)	28.7% (117)
answered question	122	65	99	121	407
skipped question					10

68. The typography in this promo was?					
	What network was this promo on?				
	Versus	ESPN	NBC	Bravo	Response Totals
Parallel to the Picture Plane	92.6% (112)	95.5% (63)	99.0% (98)	100.0% (119)	96.8% (392)
In Perspective	7.4% (9)	6.1% (4)	1.0% (1)	0.0% (0)	3.5% (14)
answered question	121	66	99	119	405
skipped question					12