



Customer Experience Optimization



**80% accuracy. CEO will give you
something to celebrate about.**

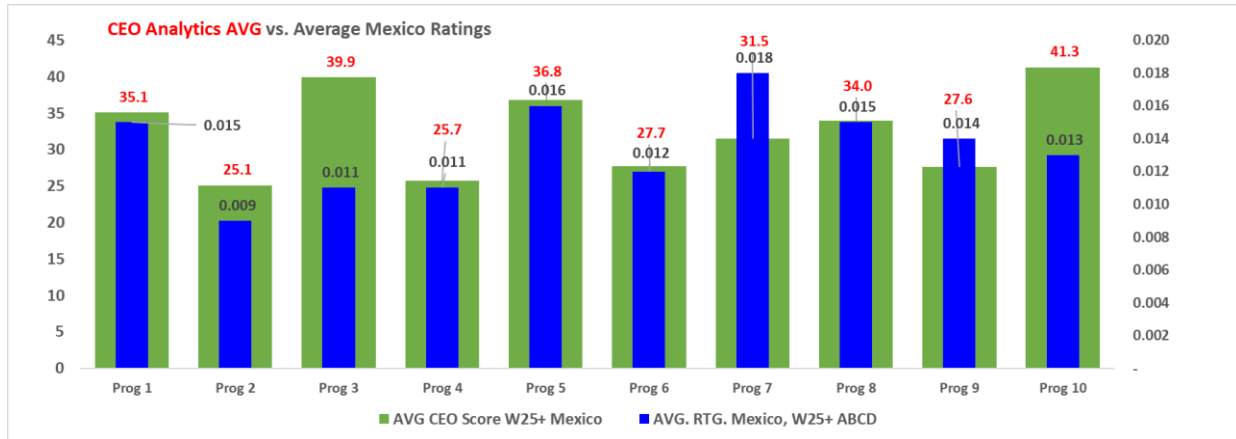


CEO Ratings Prediction: 80% accuracy

A predictive tool that is accurate, flexible and ready to go today

It is seldom that one is able to test something so quickly and directly as our recent work for **jHOLA!TV**. Briefly: we tested existing **jHOLA!TV** programs using our Disassociated Conjoint Analysis methodology and compared them to their Ibope ratings.

Bottom line: CEO Analytics matched 80% of the ratings. This is the summary chart: Our CEO Average vs. Ratings for the same set of programs.



Some key points:

- Ratings are for Mexico only and measured by Ibope, part of Kantar Media with all the conditions that apply.
- The ratings are Mexico national ratings (DF + Interior cities). Sample sizes and methodology are Ibope. Because of the very low ratings (e.g., 0.009) there are some inherent inaccuracies.
- The ratings are for Mon-Sun, 18:00 – 24:00 average for all of 2018 and Jan + Feb 2019.
- The ratings are for “Women, 25+, ABCD” meaning, Women, over 25, from all socio-economic levels (CEO Analytics does not measure socio-economic level)

All of the programs were assigned numbers to anonymize them.

CEO Analytics scores matched 5 out of the 10 programs (1,4,5,6 and 8) almost exactly. 3 out of 10 programs (10, 2 and 3) showed a definite pattern of higher importance in CEO Analytics as compared to Ratings. And only 2 of the 10 programs (7 and 9) we were “off”.

1. **Program 10** – The CEO Average was higher than the average rating. Program 10 has a significant audience among those under 24 which is not captured in the ratings. Also, the ratings are for the ABCD but the program skewed more towards ABC+ (the top 15%-20% of the population) which reduces the ABCD ratings (as the universe is larger). In addition, the W25+ specifically excludes those under 25.
2. For **programs 2 and 3** there was a mix of ABC+ skew and less frequency, meaning lower ratings but higher importance for viewers as measured by CEO.
3. **Program 9** is the one program that would be difficult to predict in any case. It is a 90 minute magazine-type program (meaning the content changes daily) and airs twice a day during prime time. There is a huge difference in ratings between the 1st and 2nd airing. However, given that the 180 minutes/day take 50% of the daily air inventory, that has an effect on the ratings. What the results are telling us is that the program is not as important to the audience as the ratings seem to show.
4. Finally, we could not yet find a rational explanation for **program 7**.

For any questions, clarifications or to see the fully-functional, real dashboard associated with this example, please contact Marcelo Salup or Adi Asavaid at info@ceo-bi-analytics.com – Also, visit our website at www.ceo-analytics.com for further clarifications as to the methodology.