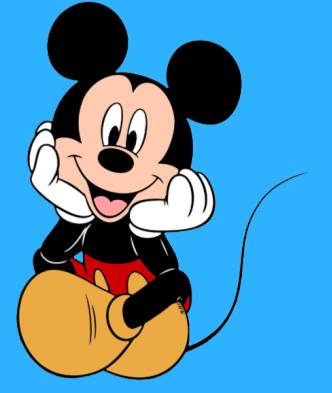




Walt Disney Company

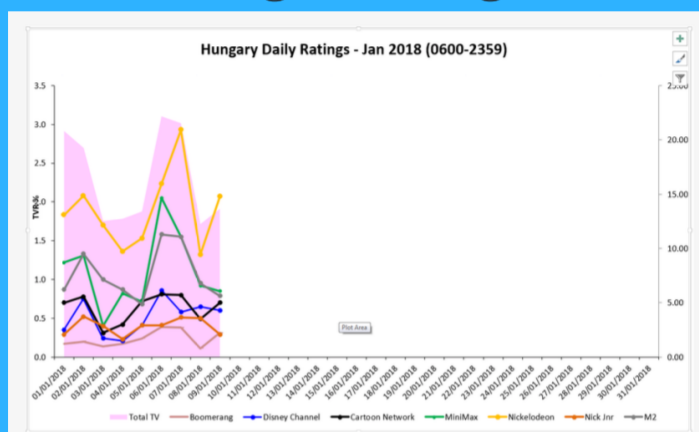


What did I do as a Market Research Intern?

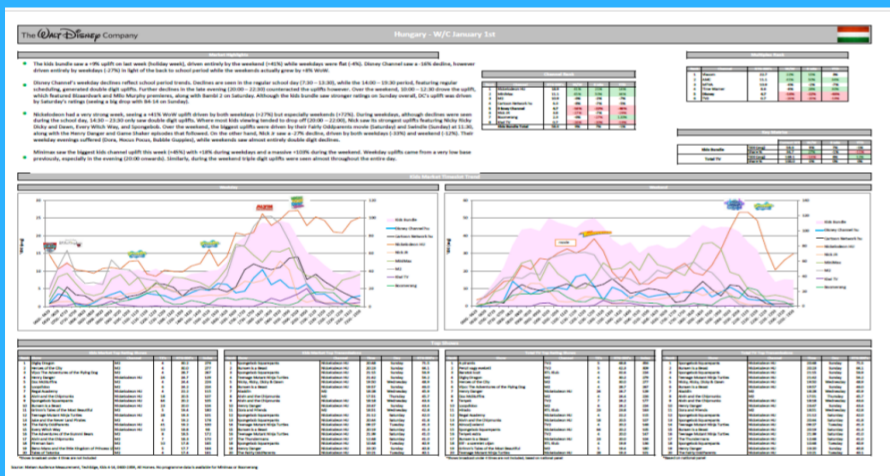
- I used data-collecting software to write reports about the performance of Disney Channels in the Central Eastern Europe and African markets. These reports were based on TV rating data.
- I distributed the reports across many lines of businesses: marketing, programming, media planning, sales
- The reports highlighted the weaknesses and strengths of the company's (and competitor's) content and facilitated the work and decision making of our colleagues.

What reports did I write?

Overnight ratings

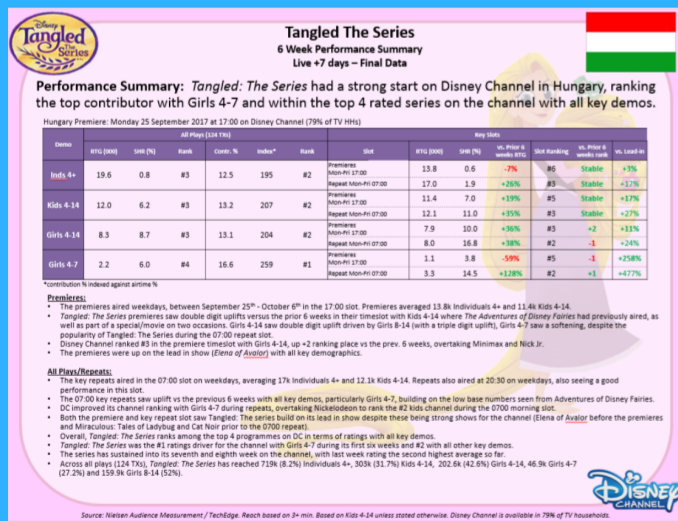


TV rating changes overnight
Weekly Reports



overview of the performance of channel content on a week by week basis

Multiweek Performance Report



describes the performance of a series 6 weeks after its launch

WOW Stats



described the most impressive and best stats of a show: used by marketing and sales teams to sell the series to channels in other markets

What software did I use?



collects TV rating data, which gives an indication as to the amount of viewers tuned in. To find TV rating data, the user is able to manipulate various inputs, create a "run" for the software, and the software appropriately organises TV rating data



Excel: to quantitatively analyse data
Word: to qualitatively write about data trends
PowerPoint: to present data in a digestible manner

How did our work help the company?

Market Research

We quantitatively and qualitatively analyse the TV viewing data

Programming

Based on our findings, they program the schedule so that each slot has the best viewing performance according to the company's strategy

Marketing/Ad Sales

Based on our findings, they decide which series requires marketing budget and marketing content. They create marketing content.

Content airs on TV...

We collect data

Media Planning

They collect the programming schedule, the marketing content, the ads, and use our TV viewership data analysis to plan what each channel will air, second by second

What did I learn?

- Technical skills:** software
- Communication:** reports were only effective if I wrote with the audience in mind
- Teamwork:** the circular nature of our work meant we all relied on each other, so connection-making was useful
- Confidence:** have the courage to make suggestions and offer improvements

