

Research Services

WYFF 4's commitment to service includes a full-service Sales Research Department. This department is equipped with software and applications to provide television data and extensive market-specific information.



Audience Measurement and Analysis

WYFF 4 has an array of audience viewership information available from Nielsen. Tracking reports are available on a quarterly basis. Demographic ratings information can be shown by county or custom geography. Cable and qualitative data is also available on a limited basis.



Audience Viewership for Research, Avails and Packages

One Domain's Media Office evaluates audience viewership through a variety of applications. It provides sales availabilities, multiple station packages and research reports. Reach and frequency as well as post-buy analysis can be easily generated. In addition, reach and frequencies can be generated by county or custom geography. Media Office can automatically produce media schedules by budget, gross rating points or by daypart levels. Ranking reports, program trends and audience composition are also available.



Commercial Monitoring

TNS Media Intelligence/CMR allows advertisers to track broadcast television monthly expenditures, determine share of business and evaluate station logs. Month by month trending and new business reports are available by advertiser, class or company. Information can be analyzed by product class, daypart or program type.



Programming Information

Programming information is available for our daily schedules. Prime time specials calendars detail upcoming local and NBC network shows. Program descriptions and rating estimates are also available. Sports programming is arranged by quarter in an annual sports package which includes rating estimates and event rates.



Industry Trends

The Media Center and the Survey of Buying Power track industry trends for a variety of industries both nationwide and locally.



Media Research

WYFF 4's research department can provide data on virtually any type of media through Marshall Marketing, Stellar, TVB and many other sources.



Audience Composition

Marshall Marketing Research can describe a program's typical viewer and can rank programs most-watched by a target audience. Demographic, shopping, lifestyle and media usage data is available for the entire market and for a specific county or group of counties.

Need Research? Call Research Director Keith Eaker at 864.240.5319 or email him at keaker@hearst.com

