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GALLUP & ROBINSON RELEASES NEW FINDINGS ON
THE ACCURACY OF ESTIMATES OF PRIME TIME AUDIENCE
IN FORTHCOMING TV SEASON

Princeton, N.J., -- Advertising Agency and Network professionals show keen forecasting abilities in predicting network TV prime time audience shares for forthcoming seasons. Pre-season audience share estimates offered by the Agency and Network professionals were off by an average of only 1.7% share points.

These are the findings from a recent analysis by Gallup & Robinson, Inc. The analysis is based on a comparison of actual audience shares in the opening six weeks (Sept. 21-Nov. 1) of the 1992-1993 season and the pre-season estimates offered by Agency and Network professionals. The data used were published by Broadcasting & Cable in the Fall of 1992.

Some interesting results:

More . . .



