

KANTAR

**BOLDER.
BRAVER.** The
Summit
2019



Getting “extra” over Love Island

How Audiences fuel a smash hit

Neil Mortensen

June 2019



Summit
Attendees

Love
Island
Viewers

“IT IS WHAT IT IS”

“NOT BEING FUNNY, BUT...”

“CUTESIE”

“BANTER”

“OI OI”

“I’M LOYAL BABES”

“A SORT”

“MY TYPE ON PAPER”

“VIBES”

“PUTTING ALL YOUR EGGS IN ONE BASKET”

“BUZZING”

“CRACKIN ON”



Bobby Norris
@BobbyCNorris

“I GOT A TEXT!”

“PIED” “MELT”

2017: My type on paper
2018: I’m loyal babes
2019: It is what it is

“GRAFTING”

“MUGGED OFF”

#loveisland

“LOYAL”

“OH MY GOD”

“LIKE”

“WHERE’S YOUR HEAD AT”

“SALTY”

“THE DO BITS SOCIETY”

“GIRL CODE”

“BEV”

WALKING INTO THE SUMMIT LIKE



A story of...

Audience teams plugged into viewers and the business

BARB as a fundamental driver for the business

Bringing a brand back to life

We are the voice of the audience for
ITV, helping programme makers,
schedulers, commissioners,
creative, online, marketers,
strategists and the commercial
teams in ITV to understand
our audiences better

KANTAR

itv
Audiences loveisland

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Our aim is to get audience input into as many decisions as we can.

“It’s mandatory”



Advertising people who ignore research are as dangerous as generals who ignore decodes of enemy signals.

- David Ogilvy

Our audience research process follows the life stage of a programme from development to recommission, international distribution and advertising impact

Development

Bringing the world outside into ITV



Testing

Gauging reactions to existing ideas, pilots and programmes



On air

Responding to the audience and making changes on screen

ON AIR

Performance

Measuring success and recommending next steps



Return

Help our advertising clients measure the impact that ITV delivers for their brands



Distribute

Tailoring the format to work in other markets across the globe





itv CORE

SIX UP

/ LABS



 BARB

love



YouGov

itv FUSION

KANTAR



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And so for Love Island?



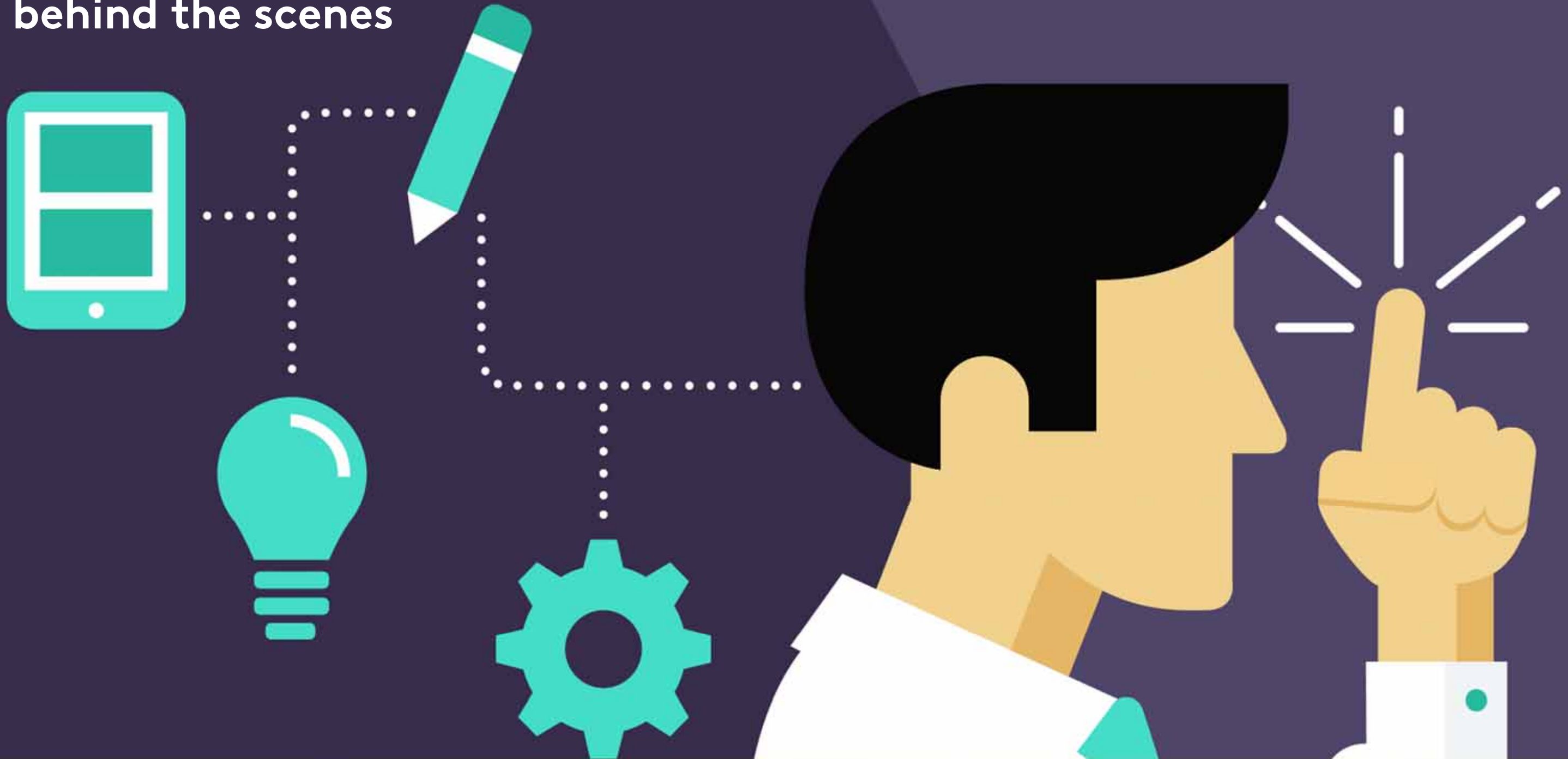
Love Island has changed the reality genre. It has driven younger audiences back to TV and has viewers obsessed with 9pm!

At ITV, audiences have been at the heart of the show since day dot...

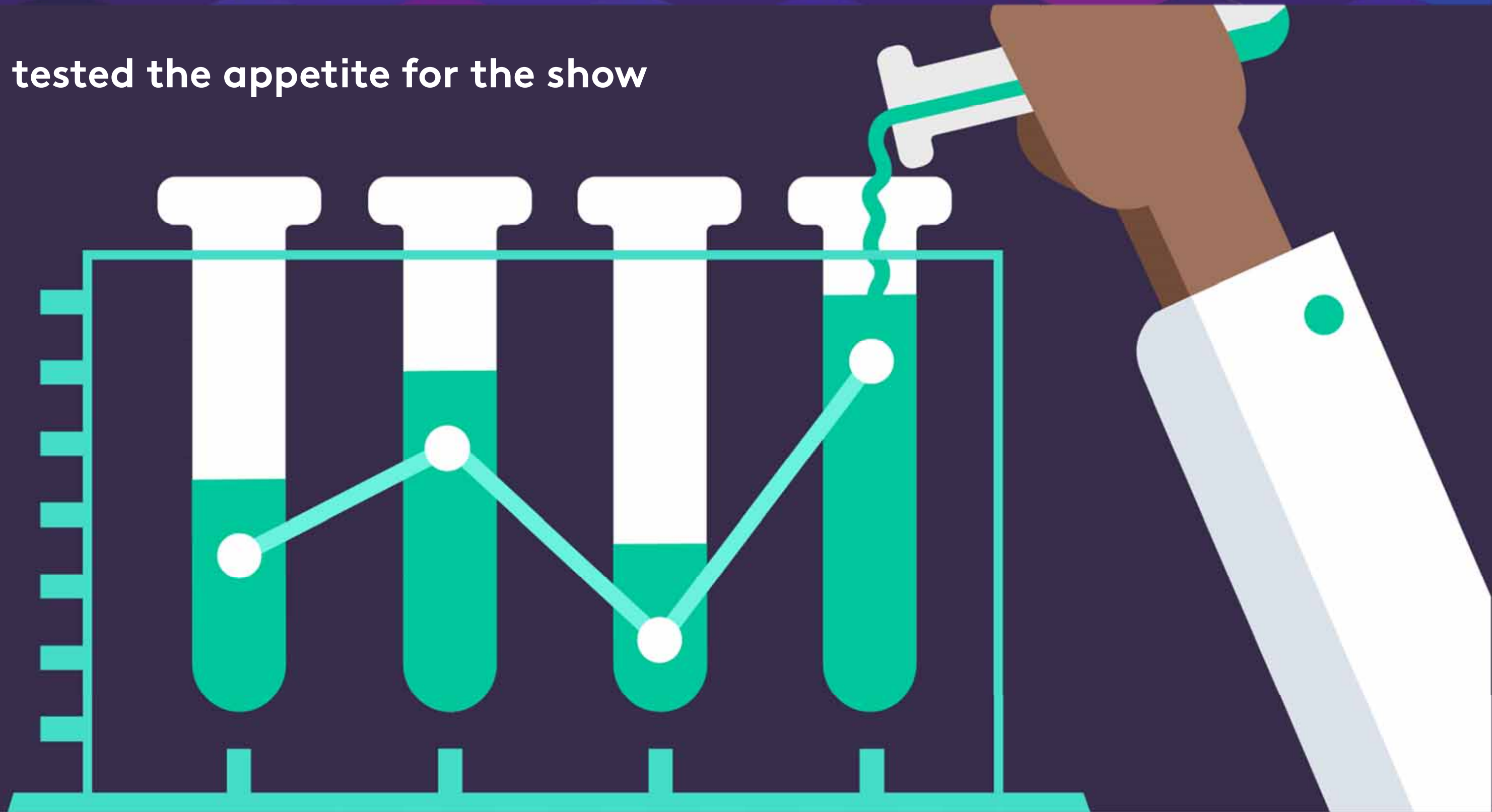
FRIEND: SHOULD WE DO SOMETHING TONIGHT AND MISS LOVE ISLAND?
US:



We did lots of development work behind the scenes



We tested the appetite for the show



Quick turnaround research allows us
to make changes on screen

ON AIR



George Osborne 
@George_Osborne

Follow

Errr ... actually, I'm watching Love Island

Stig Abell  @StigAbell

George Osborne tonight at his desk, drumming his fingers thoughtfully. #d

Jeremy Corbyn MP 
@jeremycorbyn

Follow

I've come to Pride to meet groups who tirelessly campaign for greater equality, inclusion & respect #LoveIsland

VOSSI BOP OUT NOW! 
@stormzy

Replying to @TheLifeOfBevs
So did I bro but I am not 😞

632 8:12 PM - Jun 29, 2017

47 people are talking about this

jake keir @JakeKeir · Jun 29, 2017

Replying to @stormzy @stormzy1
A love your music but my respect has went down a bit for you after this tweet

VOSSI BOP OUT NOW! 
@stormzy

😞 bro you don't know what you're missing out on

252 8:13 PM - Jun 29, 2017

19 people are talking about this



Ri 
@RianneRobertson

Adele's thoughts on #LoveIsland @carolineflack1 😂

41 11:09 AM - Jun 30

31 people are talking about this



Scarlett Moffatt 
@ScarlettMoffatt

On a serious note what are we gonna do when love island ends 😂

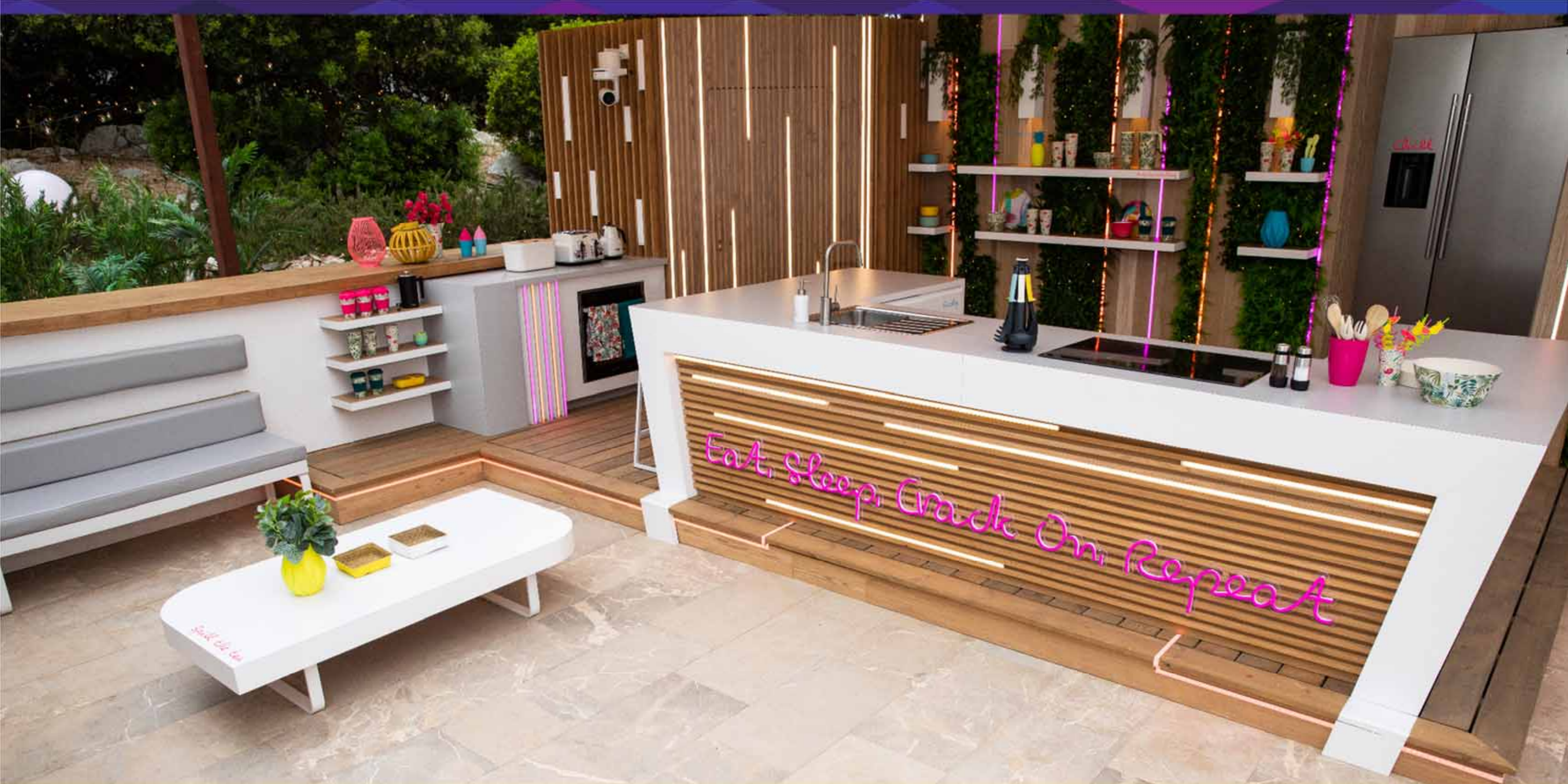
#LoveIsland

3,087 21:06 - 6 Jul 2017

793 people are talking about this

We make sure we try
and learn every lesson to feed
into the creative process
for the next series



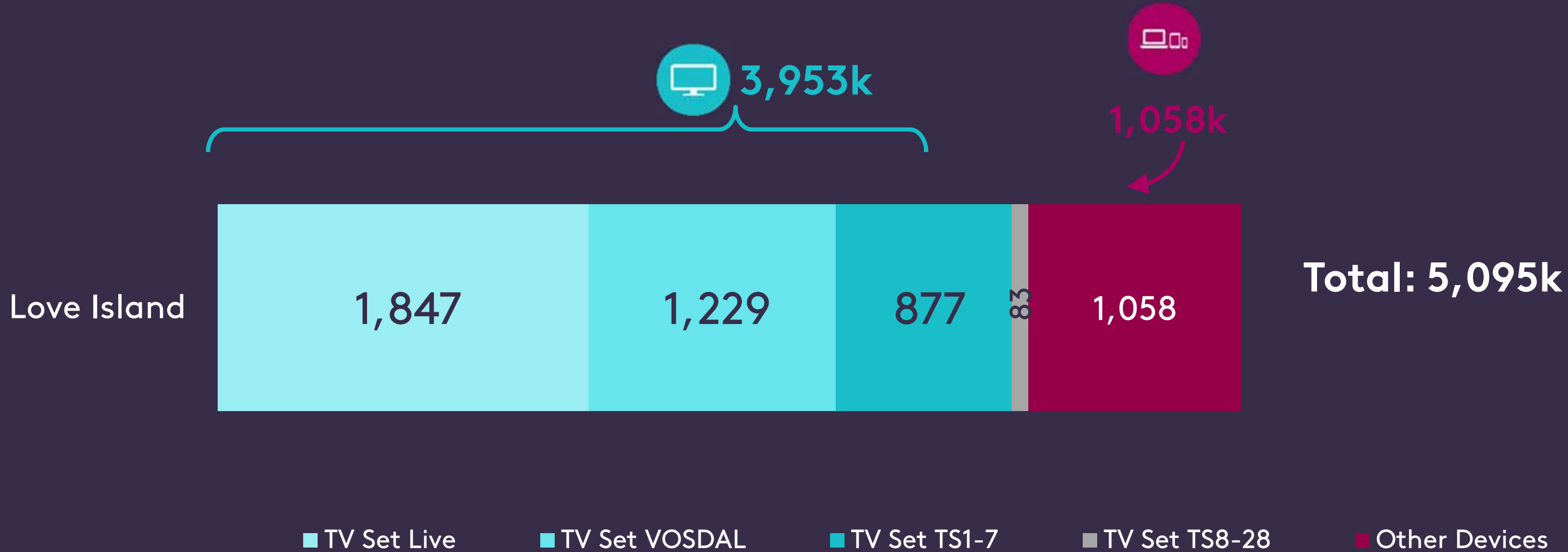


Sorry... I can't tell you that!

itv2
SPANKING NEW

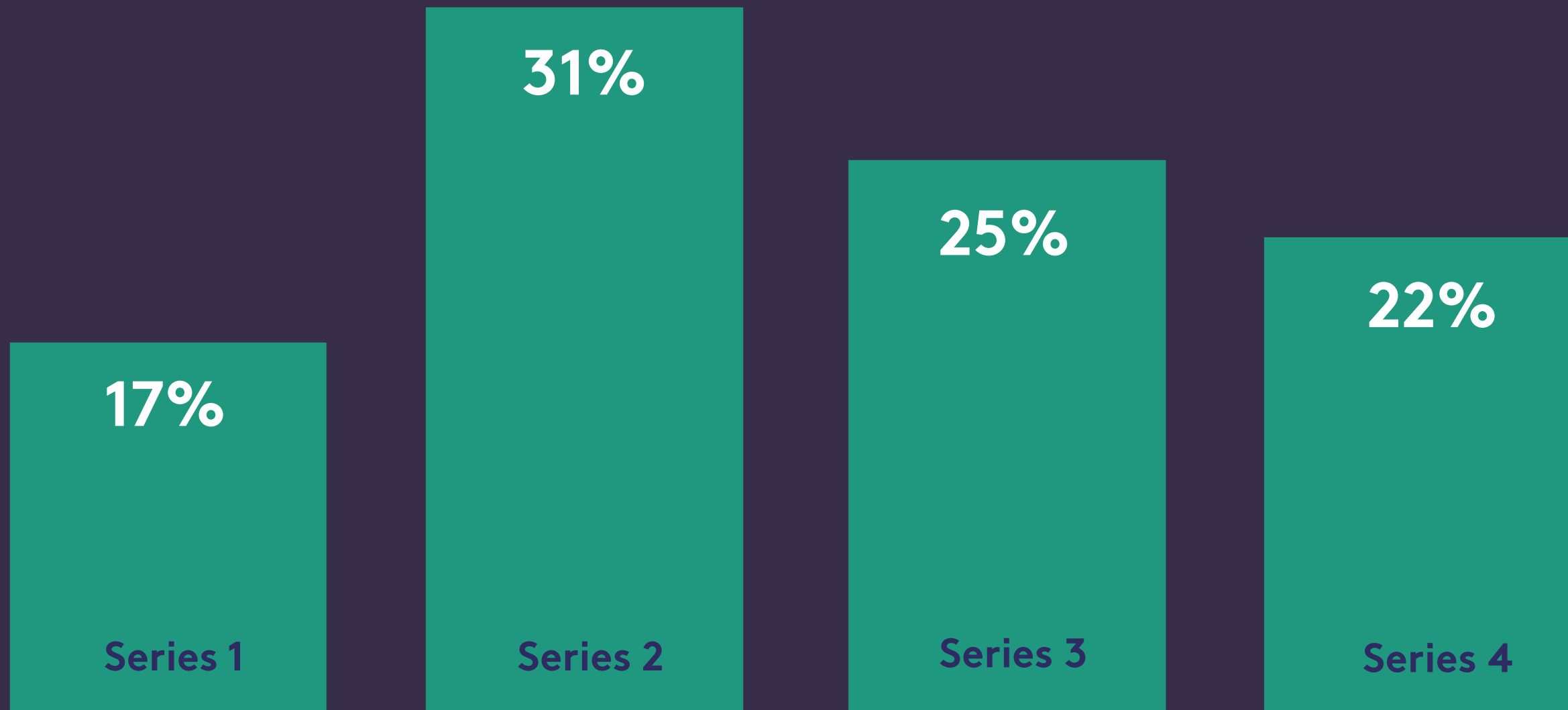


4 Screen viewing



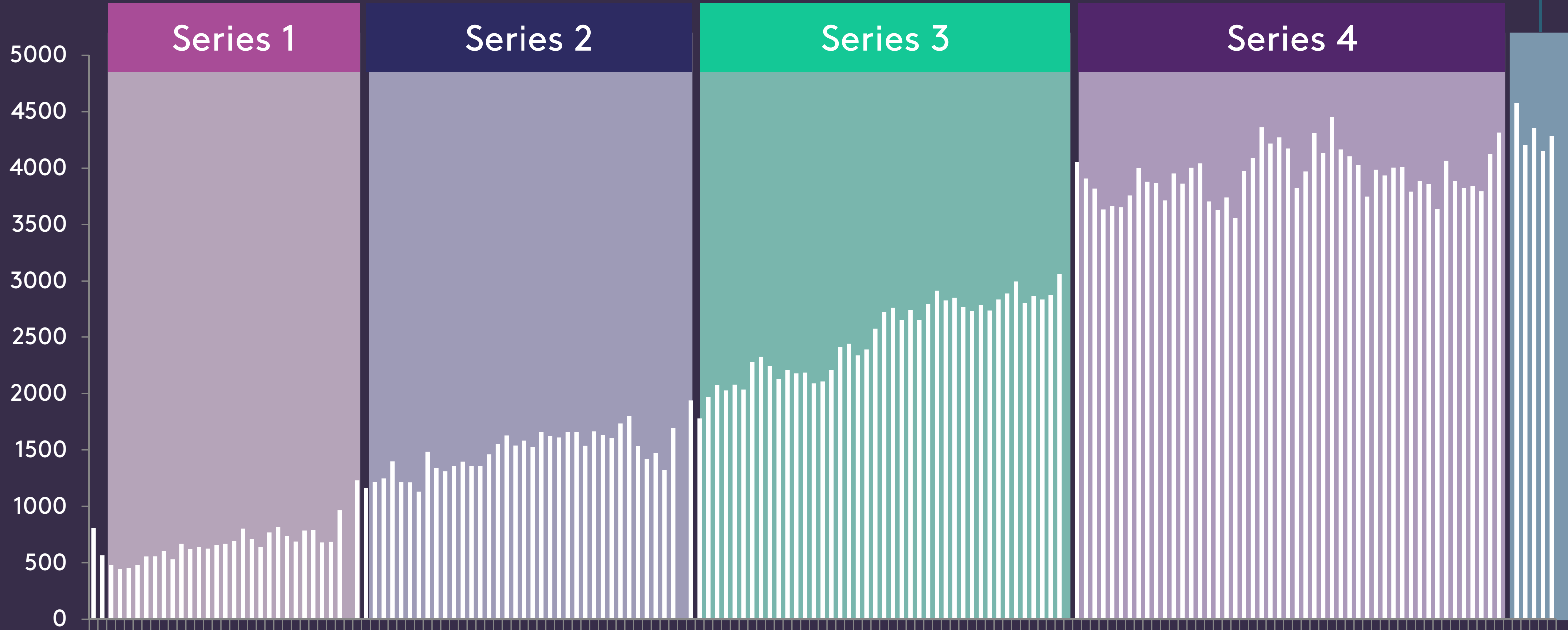
More live viewing over the last three series

Time-shifted viewing: % of viewing that is time-shifted



Love Island by episode on TV since the beginning

Series 5



Impact on ITV2: 16-34s All Time Share



Love Island in 2018

1 ITV2's biggest audience ever!

2 Biggest digital audience since 2010.

3 Biggest 16-34 & 16-24 audience on TV this year, outside of the England World Cup games.

4 Biggest Digital 16-34 & 16-24 show since The Inbetweeners in 2010

5 ITV2 won the 9pm slot on 16 occasions

6 Averaged 4.0m for its fourth series.
Up +2.1m YOY.

7 Averaged 2.0m 16-34s for series 4.
Up +0.6m YOY.

8 Biggest Weekly Hot List episode ever.
Up +0.5m YOY, averaged 1.3m.

9 Biggest Aftersun ever.
Averaging 2.2m.

10 Reached 20.0m viewers.
Up +3.9m on last year.

We made sure that we created the maximum value from the show and helped our advertisers realise its benefits for their customers

Commercial Partnerships



MISSGUIDED

RIMMEL LONDON



SAMSUNG

ECHO FALLS



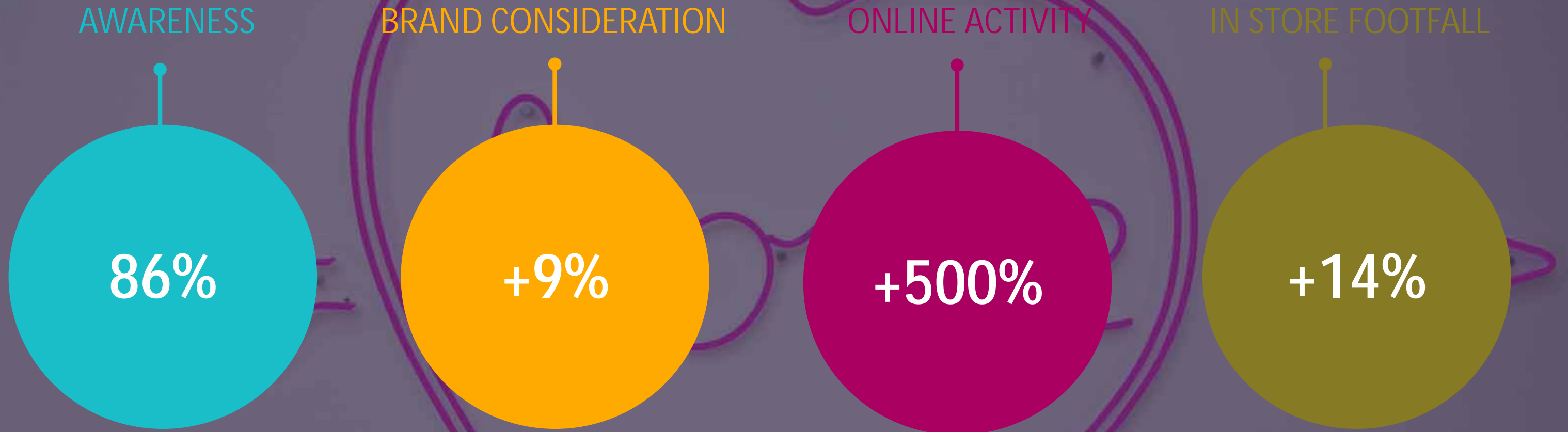
PRIMARK



We measured Linear TV, Digital and non-digital VoD, in-app and browser exposures related to all things Love Island



Superdrug Key Take Outs



Source: On Device Research/Love Island Partnership Effectiveness Research: Linking real-world behaviours to reality TV

What next?

KANTAR

Lucozade



Superdrug

Supporting Love Island extensions through our Direct to Consumer research

Merchandise



Love Island Mobile Game



Sunglasses



Love Bust Make up



Live Event



We have been researching other markets to get the best case ready for format sales worldwide

The Love Island format is travelling around the world, currently sold to 11 countries

Launched in:

Australia (Nine/9Go!)

Denmark (TV3)

Finland (MTV3)

Germany (RTLII)

Norway (TV3)

Sweden (TV4)

UK (ITV2)

Coming soon:

USA (CBS)

Poland (Polsat)

Belgium/Netherlands (SBS/RTL)





LOVE ISLAND BINGO

"IT IS WHAT IT IS"	"IT IS WHAT IT IS"	"IT IS WHAT IT IS"	"IT IS WHAT IT IS"
"IT IS WHAT IT IS"	"IT IS WHAT IT IS"	"IT IS WHAT IT IS"	"IT IS WHAT IT IS"
"IT IS WHAT IT IS"	"IT IS WHAT IT IS"	"IT IS WHAT IT IS"	"IT IS WHAT IT IS"
"IT IS WHAT IT IS"	"IT IS WHAT IT IS"	"IT IS WHAT IT IS"	"IT IS WHAT IT IS"

2



Thank you!