

TV INSIGHTS

CRITICAL ACCLAIM, BUT NO CRITICAL MASS

The 2017 Golden Globes are a wrap. In the Television category, a total of ten series were nominated by the Hollywood Foreign Press for Best Drama or Best Comedy. But in reality, how familiar are people with these programs? Have Americans seen them? Do they even know these shows are on air? All are valid questions, since many of today's critically-praised shows are found in relatively new places such as Amazon and Netflix.

Katz Television Group conducted a study to shed light on this. In the days leading into the January 8th telecast of the Golden Globes on NBC, we polled consumers to better understand their awareness and viewership of the nominees.

The evidence is overwhelming: **Most of the nominated TV series are not being watched by the American public, and many of these series have very low awareness levels.**

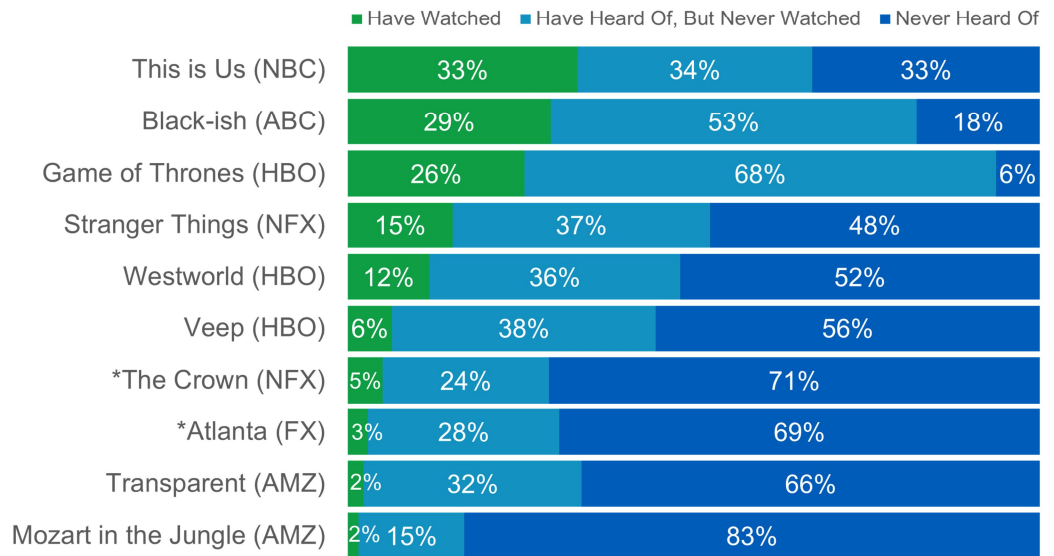
For example, 7 out of 10 polled Americans said they were unfamiliar with Netflix's *The Crown*, this year's winner for Best Drama. A mere 5% self-reported having ever watched the show.

FX's *Atlanta*, winner for Best Comedy, had only been seen by a fraction of people (3%). Just like with *The Crown*, 7 in 10 polled said they had not even heard of it.

Broadcast TV was an exception to this phenomenon, having two nominated shows with relatively high viewership and awareness. Leading all nominees, NBC's *This is Us* had been seen by 33% of polled Americans, followed by ABC's *Black-ish* (29%).

2017 Golden Globe Nominees - Best TV Series

% of Americans Who Have Watched or Heard Of



* Award Winners

Ultimately, viewers are using the remote control to vote for the best TV shows. So as award season gets further underway, we'll learn more about the differences between the critics' favorites and America's favorites.

Source: OurMedia.com panel from Katz Media Group. Fieldwork: Jan 4-6, 2017. Based on 558 Persons A18+.