

# Double Jeopardy effects in digital-media consumption



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## What a \$5.2 million Super Bowl ad can buy in digital media

JANUARY 29, 2018 by [Ilyse Liffreing](#)

SUPER BOWL 2018

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**32 years' worth of mobile video ads**

**33 social games**

**4 weeks of Snapchat lenses**

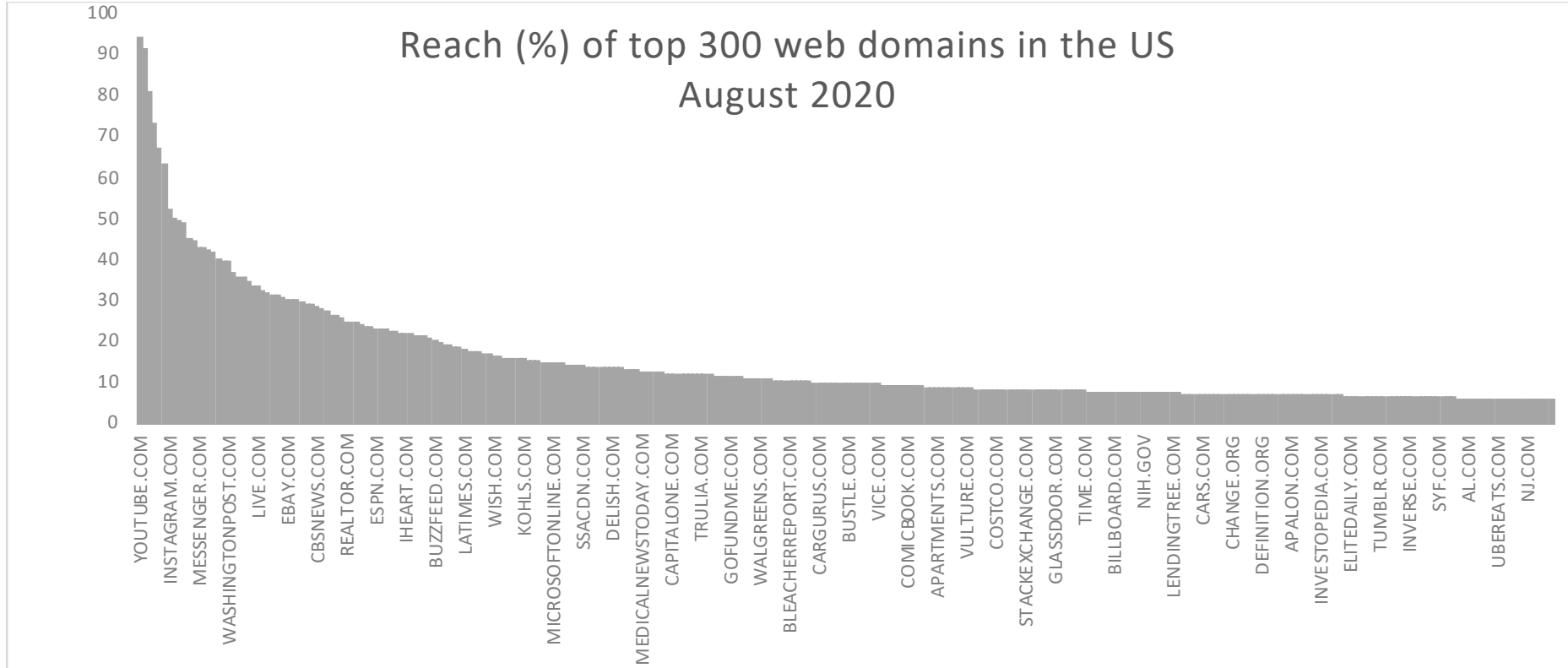
**Reach 113 million people on Facebook**

# Are blockbusters still valuable?

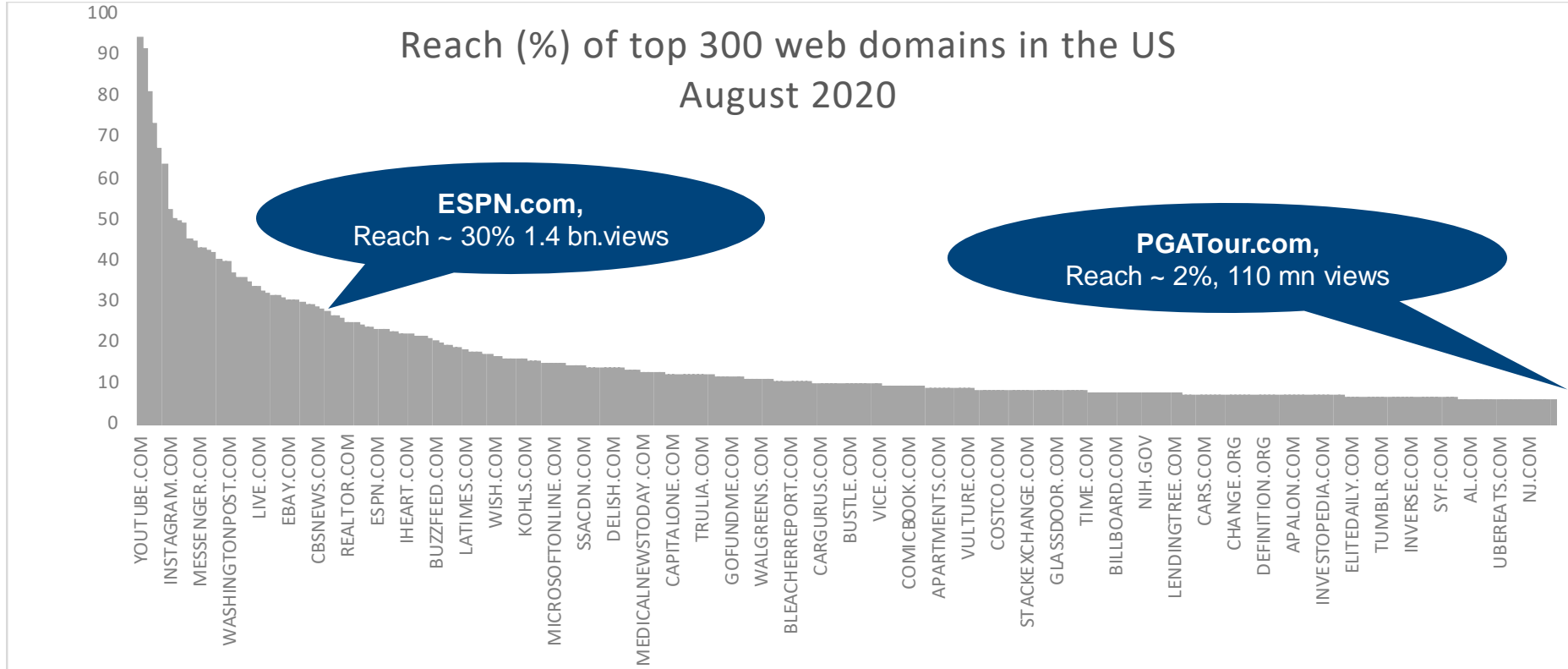
- Digital distribution has expanded choice creating audience niches
  - Are niche audiences loyal ?



# Are niche audiences loyal ?



# Does PGATour.com have more loyal audiences than ESPN?



# Why aren't niche audiences loyal?

- Law of "Double Jeopardy"
  - Small brands
    1. Attract a small audience
    2. These audiences are disloyal
  - This "law" has stood the test across product categories and time

- LAW of “Double Jeopardy”

- Small brands

- Attract a small audience
- These audiences are disloyal

- This “law” has stood the test across product categories and time

*Most trains are empty, few trains are very crowded,  
but people on average find trains crowded  
because more people travel on the few crowded trains*



# Double Jeopardy manifests in media use

- Pronounced on TV viewing patterns
  - Large networks always had more loyal viewers (Ehrenberg and colleagues.)
- As media choices have expanded
  - As audiences fragment, they still spend time on “blockbusters”
  - More niche outlets compete with each other for limited attention



# Hypothesis

The web audience follows the law of Double Jeopardy, that is, **websites with more users (strong brands) also have high levels of usage (more loyal audiences).**

# Method

- Data: Comscore Media Metrix
  - Sample : Top 2000 web domains (By Unique Users)

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  - 12 monthly slices , January – December 2014 (Desktop)
  - Replication: July 2018 (Multiplatform)

# Method

- Data: ComScore Media Metrix- (Key Measures)
  - Sample: Top 2000 web domains (BY UNIQUE USERS)
  - 12 monthly slices , January – December 2014 (Desktop)
  - Replication: July 2018 (Multiplatform)
- Measures:
  - Users: Total Unique Visitors
  - Usage (Loyalty): Average Visits, Average Pages & Average Minutes  
[all per average user]

# Analysis

1. Pairwise correlations for each month between users and usage measures

# 1. Moderately high positive correlations between users and usage

- Don't change much from month to month
- Driven by the 20% most popular sites
- Vary across categories

# Analysis

1. Pairwise correlations for each month between users and usage measures
2. Multiple regression analysis
  1. DV: Average Pages Per Visitor & Average Minutes Per Visitor (Separate Models)
  2. IVs: Unique visitors, Categories, Months
    1. All amount and count variables were logged



## 2. User-usage relationship remains positive after adding category and time controls

Effects **lower** for “lifestyle” websites

Effects **higher** for “sports” websites

# Reach and time spent on select sites, July 2018

Website	Genre	% Reach	Average Minutes
<i>Facebook</i>	Social media	80	113
<i>Yahoo</i>	Portal	63	303
<i>CNN</i>	News	43	31
<i>New York Times</i>	News	31	4
<i>ESPN</i>	Sports	22	12
<i>Major League Baseball</i>	Sports	13	5
<i>Slate</i>	News	6	4
<i>Breitbart News</i>	News	2	7
<i>FIFA</i>	Sports	2	18
<i>PGA Tour</i>	Sports	1	4
<i>Mother Jones</i>	News	1	3

# Implications for advertisers

Why are audiences to niche sites (e.g, PGATour.com) disloyal ?

# Users of niche sites also access popular sites, not the converse

Website	Reach (%)	1	2	3	4	5	6	7	8	9	10
1. Yahoo	63		47	36	31	17	7	3	2	2	2
2. CNN*	42	71		43	33	18	9	4	2	2	2
3. The New York Times	30	75	61		35	21	12	5	3	2	3
4. ESPN	26	73	53	40		32	10	5	4	3	4
5. Major League Baseball	15	74	53	43	58		11	6	5	4	6
6. Slate	6	79	69	64	48	27		8	7	2	5
7. Breitbart News	2	81	67	63	54	41	20		8	4	9
8. FiveThirtyEight	2	79	62	64	73	46	27	13		10	10
9. FIFA	2	63	49	38	54	36	8	6	11		4
10. PGA Tour	2	79	69	55	72	63	21	14	10	5	

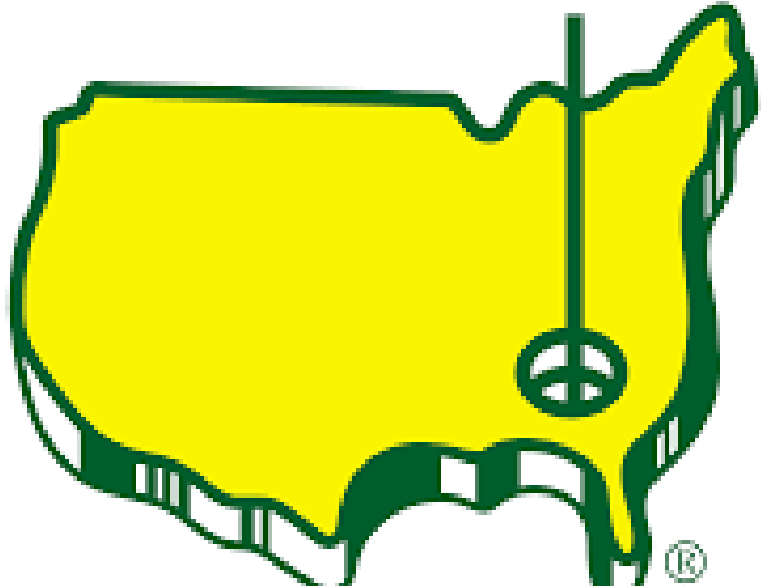
Only 4% of ESPN.com users visited PGATour.com

79% of PGATour.com users visited ESPN.com

# Implications for advertisers

- Popular sites build both Reach and Frequency

# MASTERS TOURNAMENT



- **PGATour.com had highest time spent in April (Masters') when its reach also increases**

# Implications for advertisers

- Popular sites build both Reach and Frequency
- Niche publishers can increase their loyalty only by gaining reach

# Thank you

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## The Myth of Targeting Small, But Loyal Niche Audiences

Double-Jeopardy Effects In Digital-Media Consumption

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