

A dark, moody photograph of a professional movie camera mounted on a tripod, with its lens and various attachments visible. The background is dark and out of focus.

**Listen to the viewer's voice to learn why they like movies and TV shows.  
Use their words to develop and market your titles.**

Imagine you're standing at the front of the theater looking at your audience's faces while they're watching your movie.

If you could actually hear all of their reactions, it would be a meaningless cacophony of voices.

One viewer savoring the budding romance, a teenager's adrenaline racing during the chase scenes, a daughter remembering her own lost father, and so on.

But now, imagine you can hear the viewers' visceral reactions, individually and coordinated together in common themes.

Those themes define your audience segments, and you can hear which ones are loudest.

## **Nanocrowd ViewerVoice Platform**

Nanocrowd® provides data analysis tools and viewer data to movie and television studios. The ViewerVoice™ platform helps you measure and understand your audience's reactions. You discover which titles belong together, what themes engage specific audience segments, and which audience segments have the highest potential.

Because the platform is based on viewers' words, you also uncover the relationships between titles and audiences, so you can find the right words, comps, and positioning to promote your titles. By analyzing viewers' reactions, we help you find the right audience for your title and market it to them using their own words.

### **How ViewerVoice Works**

Using viewers' online reviews, we analyze their words to find which specific words and themes resonate with them, so you hear and speak in the viewer's voice. More than just sentiment analysis and word frequencies, we figure out which words matter and help you uncover the themes that connect audiences to titles. By tapping directly into audience reactions, we expose the different audience segments that make up your audience and predict viewers' reactions to other titles. Understanding this authentic audience segmentation and speaking in the viewer's voice helps you to focus your creative and marketing process.

### **Comp Analysis**

We evaluate and cluster your comps to identify the most interesting potential audiences. Using this information, you select the best overall audience, and use the right words to attract the largest audience. Here's what we do:

- Develop a reaction profile
- Calculate distance between comps
- Identify comp titles that don't belong and find alternatives
- Cluster comps based on viewer's words, such as brooding, slick, spiritual, riveting, heartwarming, goofy
- Identify the market potential for all possible audiences of the clusters, so you build a strategy to maximize your audience and revenue

With our unique approach of using the viewer's voice, we provide the words that viewers use to describe the titles in each cluster, so you know the words to use (and those to avoid) that will attract the largest audience.

### Throughout Your Creative Process

For released films, Comp Analysis identifies your core audience segments and the dominant themes that viewers are finding in your title, allowing you to quickly confirm or pivot your marketing messages.

For unreleased films, Comp Analysis uses audience reactions to comps to make sure you have the right comps and to identify the best audience segment(s) for your title.

### What You'll Learn About Your Titles

- Powerful insights into how your unreleased title is shaping up
- Which titles touched audiences in similar ways
- The words that audiences actually use to describe their reactions
- How to position your title and market to your audience in their own words
- Which different audience segments your title could attract
- Which audiences have the highest revenue potential

### Features

#### Comp Analysis

- Analysis and summary of viewer reactions, nanogenre® themes, and performance of comp titles
- Comp title to title distance analysis and identification of alternate comps
- Title clustering by distance
- In-Their-Words marketing analysis for clusters, including dominant nanogenre themes, viewer-keywords, nanogenre performance, and words that increase or reduce audience size

#### Strategic Audience Recommendations

- True-audience descriptions
- Evaluation of true-audience revenue opportunities
- Positioning and marketing recommendations

### Customer Use Cases

*A studio bought the rights to a book, and they needed to attract a movie audience.*

We used Comp Analysis to help the studio understand the existing franchise fanbase and then position and market the new title to both attract and expand beyond that fanbase.

*After release, a studio discovered its title appealed to a different audience than it had planned.*

We used Comp Analysis to help the studio pivot quickly and adjust the marketing plan to reposition for the right audience.

*A studio thought their movie could be attractive to multiple audiences, but they didn't know if they could market to all audiences in a single campaign.*

We used Comp Analysis to help the studio marketing team use the right words to position their title and develop a campaign that was attractive to multiple audience segments.

**Learn more about working with Nanocrowd to understand your audience.**  
**Email us at [nano-info@nanocrowd.com](mailto:nano-info@nanocrowd.com) or visit [nanocrowd.com](https://nanocrowd.com).**