



The power of viewer stories





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The Power of Viewer Stories:

Driving impact and innovation at PBS with Fathom text-analysis

1

The Challenge

Analyzing the "why" behind viewer behavior to optimize programming impact

2

The Solution

Leveraging Fathom Text Analytics to Analyze Viewer Feedback at Scale

3

Outcomes

Quantified themes with nuance and detail, providing a clear picture of PBS impact to drive strategy

America's **#1** most trusted
Broadcaster

Over **130 million** people
reached each year

350 local PBS stations
across the country



Measuring **impact** is
critical as America's
leading public
broadcaster



We had ratings and
viewer analytics, but
the "why" was hidden
in lots of open-ended
feedback



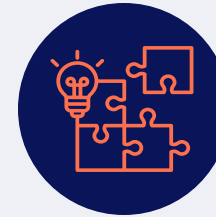
And **the "why"** is the most
important part

Unlocking the why to measure impact meant addressing three challenges



SCALABILITY

Accurately analyzing viewer feedback at scale



ADAPTABILITY

Supporting use cases & functions for national & member stations + rolling up to unified impact measurement



ACTIONABILITY

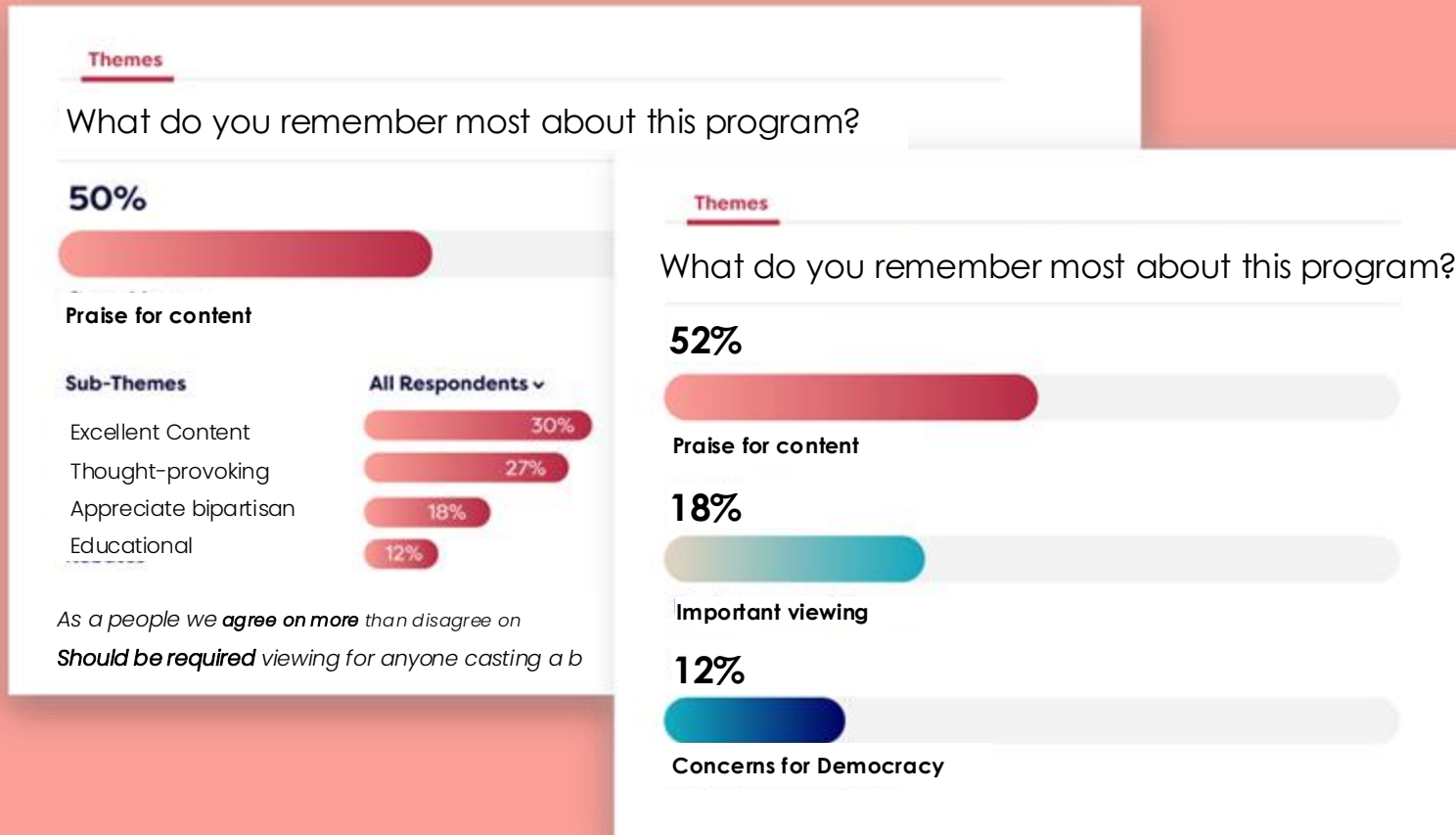
Connecting viewer feedback to business decisions & innovation



FATHOM

A platform to understand people

30M+ responses analyzed



Fathom unlocks the power of unstructured data with the highest quality **text analytics**



Save time & resources



Nuanced custom code frames



Delightful analytics interface



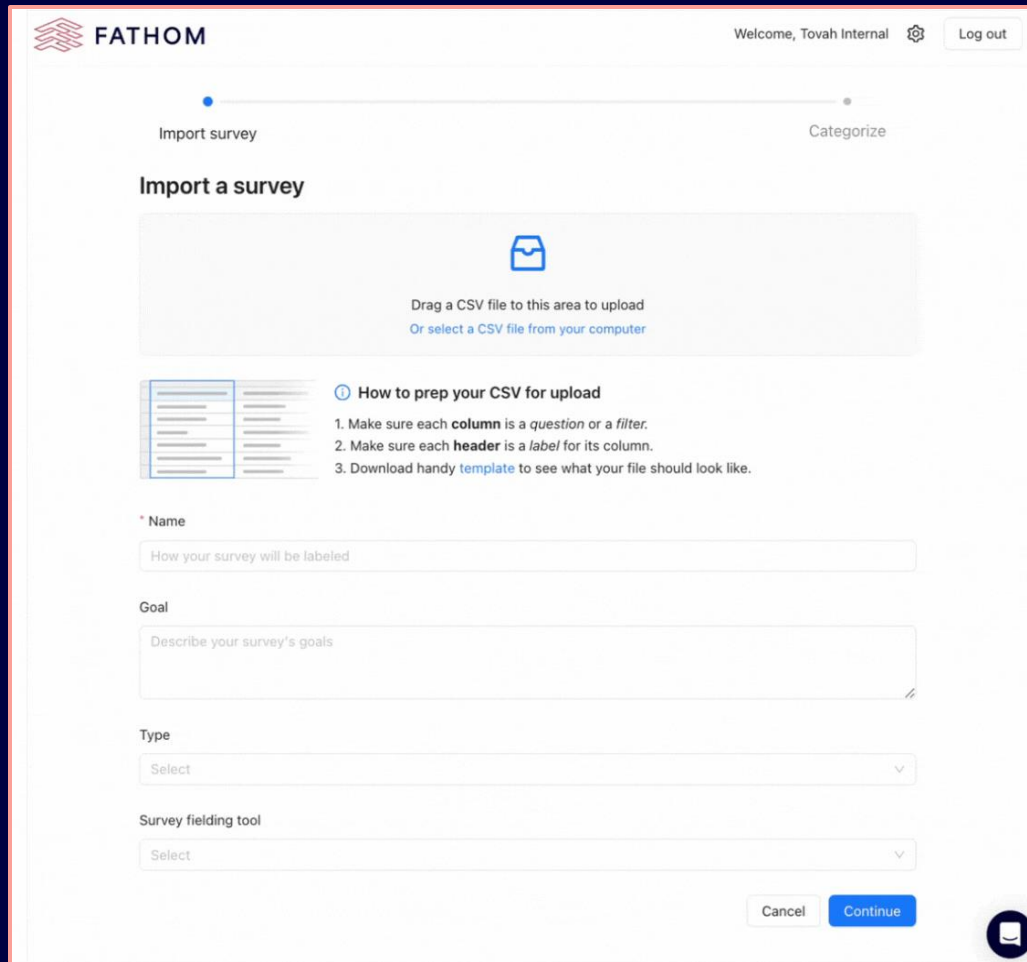
Streamlined reporting



Always human-in-the-loop



PBS Uploads data & guidance



The screenshot shows the FATHOM web application interface for importing a survey. At the top, the FATHOM logo is on the left, and 'Welcome, Tovah Internal' with a 'Log out' button is on the right. Below the header, there are two tabs: 'Import survey' (active) and 'Categorize'. The main section is titled 'Import a survey'. It features a large light gray box with a blue folder icon and the text 'Drag a CSV file to this area to upload' and 'Or select a CSV file from your computer'. Below this, there is a section titled 'How to prep your CSV for upload' with a list of three instructions: 1. Make sure each **column** is a question or a filter. 2. Make sure each **header** is a label for its column. 3. Download handy [template](#) to see what your file should look like. To the left of the instructions is a small icon of a CSV file. Below the instructions, there are four form fields: 'Name' (with placeholder text 'How your survey will be labeled'), 'Goal' (with placeholder text 'Describe your survey's goals'), 'Type' (a dropdown menu with 'Select' as the current value), and 'Survey fielding tool' (a dropdown menu with 'Select' as the current value). At the bottom right of the form are 'Cancel' and 'Continue' buttons. A small circular icon with a document symbol is in the bottom right corner of the interface.

Upload open-ended responses from any survey or feedback, add strategic context to guide the coding and analysis



CSV or SPSS

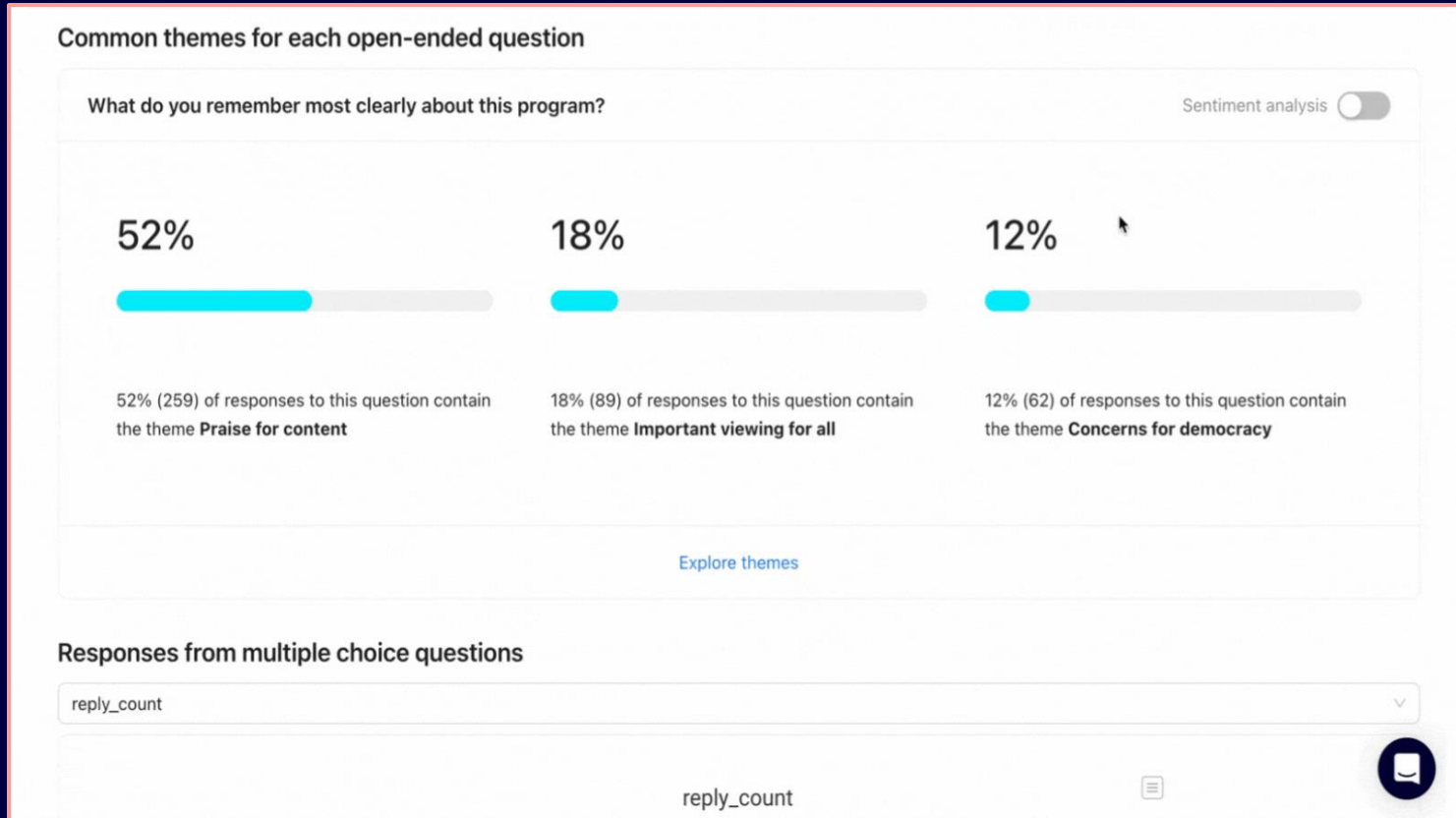


Input strategic guidance



Go focus on other things!

Gets nuanced thematic coding



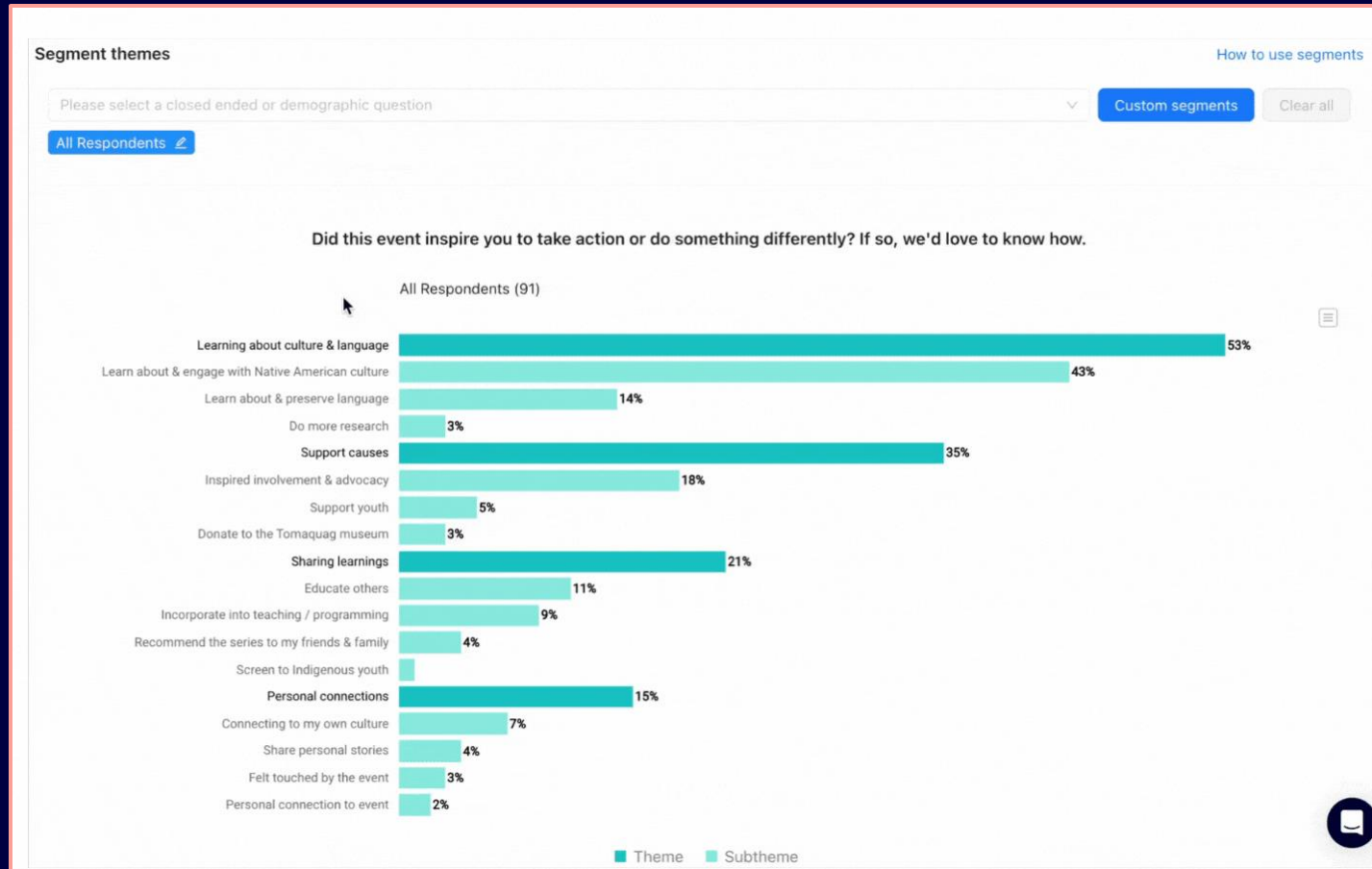
AI + human oversight,
yields the highest quality
thematic and sentiment
coding

 **Hierarchical code
frame**

 **Nuanced, detailed &
contextually accurate**

 **Click through to raw
verbatim**

Analyzes in the interface



Compare responses by any variable to identify trends and patterns by segment



Segment by attribute or closed ended response



Identify statistically significant variance



Analyze for drivers, trends, personas

Creates summaries & insights

Streamline reporting with summary insights for each theme, question or entire survey!



At the theme, question & full survey level

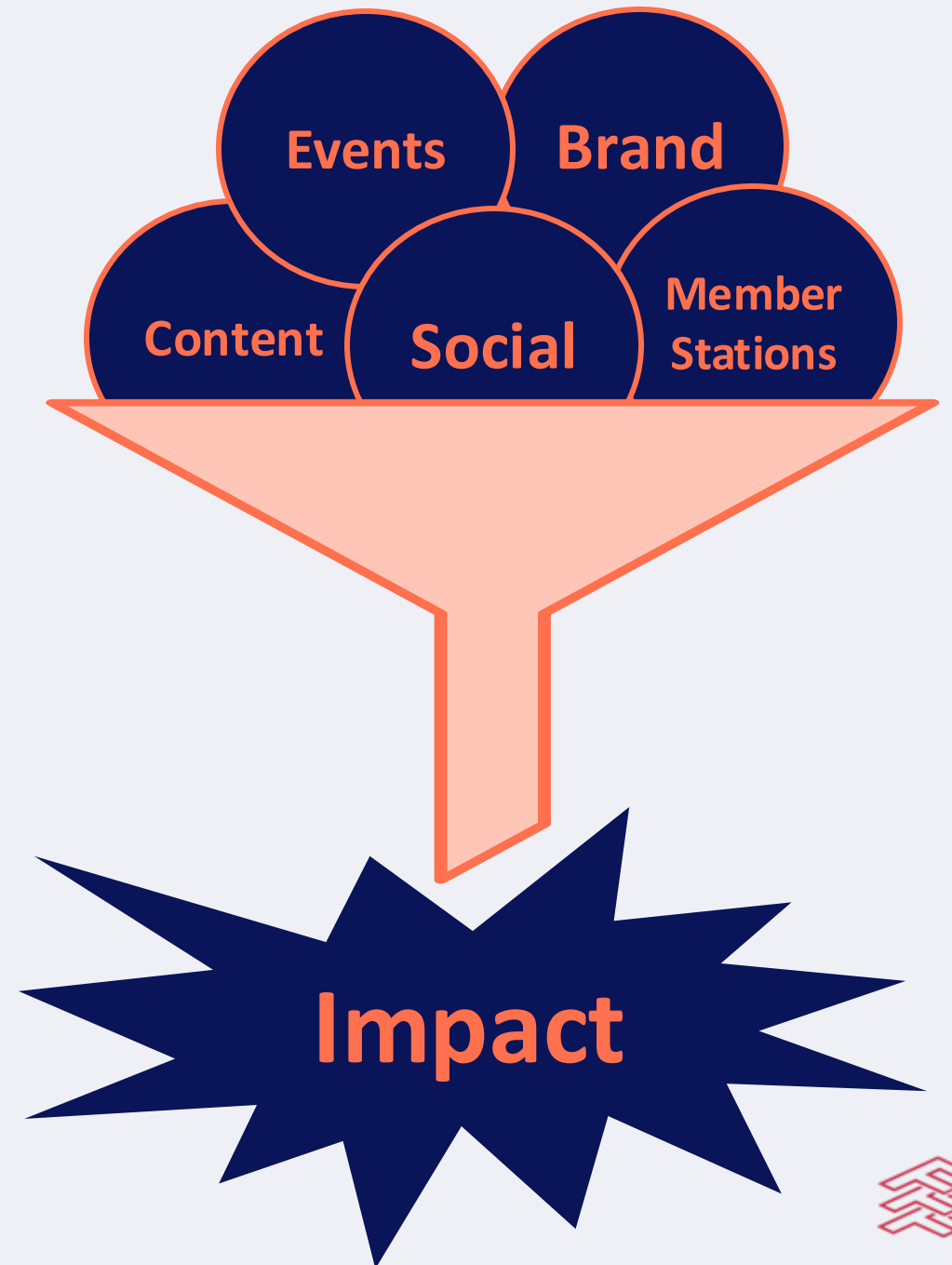


Based on accurately coded data



Transparent & editable

Fathom empowers PBS to understand and tell our impact story across the organization



Analyzing **20,000**
Viewer Stories to
quantify the "why"
driving PBS's Impact



RespondentId	Response
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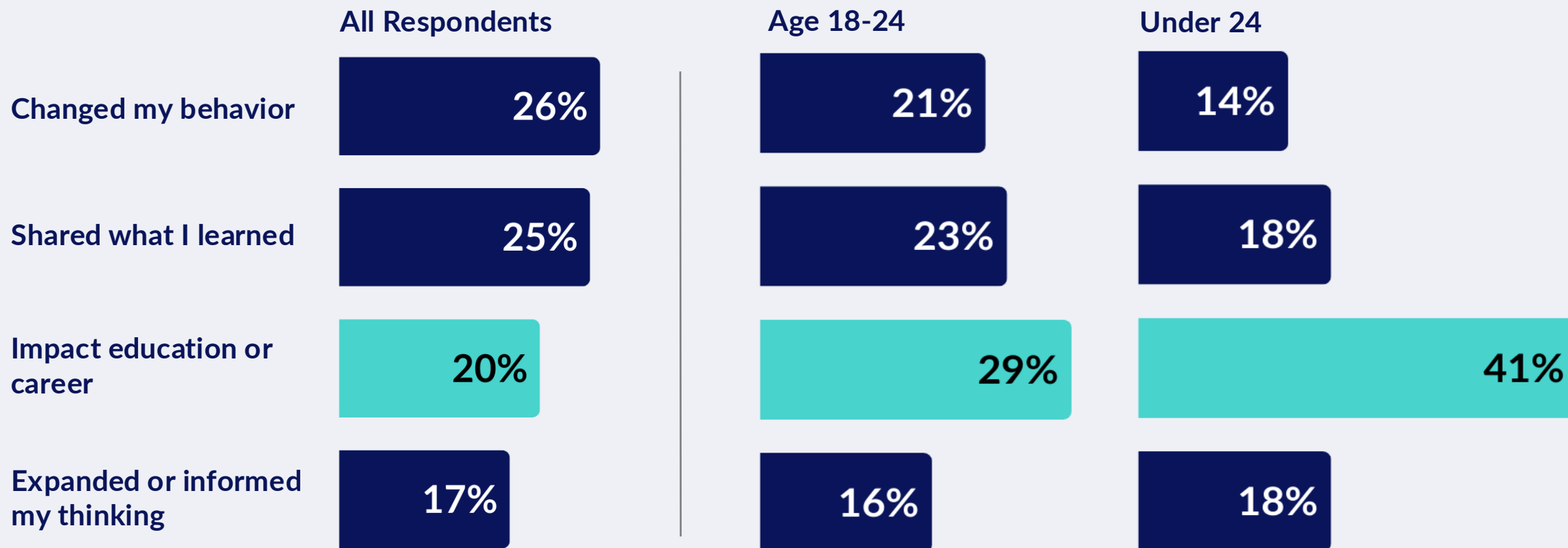
15588	Learning more about an interesting topic	
15590	Reduced my carbon footprint and seek sustainability	
15625	Your programming made me a life long environmentalist	
15675	There have been a couple of shows that had climate change and renewable energy stories. Some suggestions on how to make	I've been a long time NPR member and I'm glad that there's a v
15689	Particularly with newshour, I have joined campaigns or donated to groups they have highlighted. I also talk up pbs and its vari	s have provided over the past year that I've been watching. They
15740	Shopping for antiques	ces which've taught me these things with people who've also be
15769	Follow up researching on my own events shown on PBS documentaries.	atch!
15802	I'm a teacher so many of the things I can access are used to help educate students and give them different fact based perspe	
15867	Provided the material as resources to my team members.	ocal political group activity
15882	I've been thinking about going back and getting my degree (depending on cost)	member and I'm glad that there's a v on what I learned on Terra's YouTube
16039	Environmental conservation	
16084	I use PBS content in my teaching	the lights, dont leave frig door open,
16170	Started learning math because of space time	
16186	Yes I stopped watching PBS tv	
16213	I shared a video with a friend's daughter, who enjoyed learning more about dodos.	
16265	After watching Eons, I started reading a lot more about paleontology and revived my early childhood interest in all of it! I grew	
16277	I've done more research into new things I've learned!	
1632	Sought out learning more.	cuseries on Frida Kahlo, I updated m

10564	I annoy my wife and kids about physics from Space Time
10574	It helps to improve my knowledge
10617	I do further research
10752	I do science education. Space Time has been incredibly helpful to me (I discovered it while researching black holes, but I keep finding relevant vid
1081	I've implemented things I've learned to improve my finances from Two Cents
1103	two cents got me to invest in the market.
11062	Your channels have helped catalyze my further reading in science and literature
11065	Wanting to learn more



Nuanced themes reveal specific kinds of impact PBS has

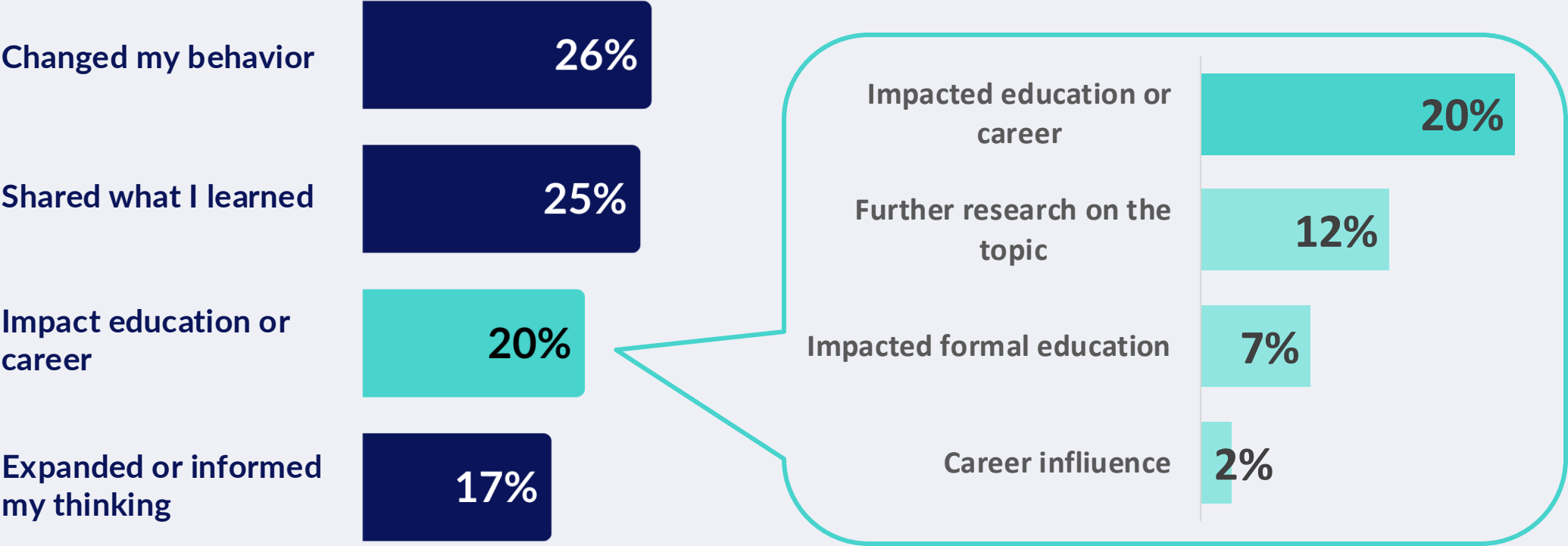
Have you ever taken an action based on your experience watching a PBS Digital Studios show? Please share!



(n=20,000)

Detailed subthemes deepen understanding & drive impact

Have you ever taken an action based on your experience watching a PBS Digital Studios show? Please share!



All Respondents (n=20,000)

“I started a PhD in computational materials science after seeing PBS's Spacetime DFT episode.”

~ Impacted career or education, Male, 18-24

“Using information on PBS Eons, I have taken the spotlight in science class! Thank you.”

~ Impacted formal education, Female, 18-24



From a lot of open-ended viewer data overwhelm – to detailed, nuanced themes & insight

Before...

- **Weeks** to analyze 20K responses
- **Vague** generic themes
- **Not scalable.** At all.

With FATHOM

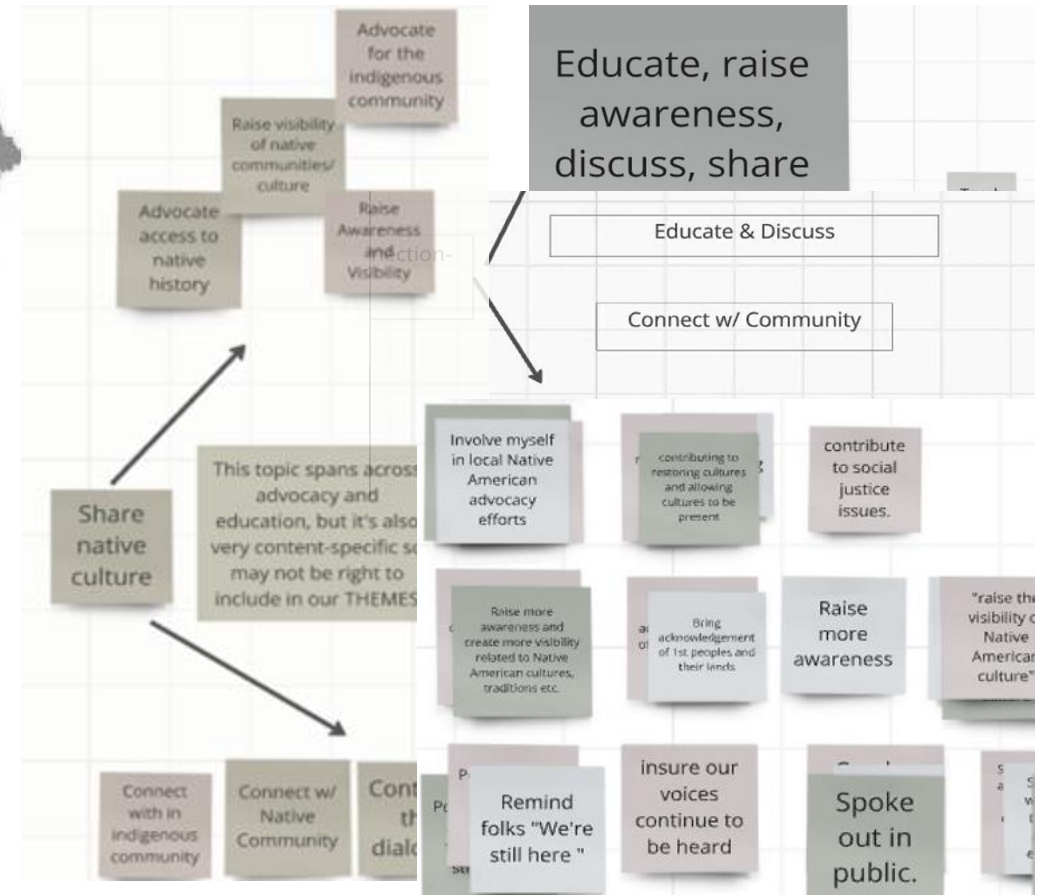
- **Same day** coded data
- **Nuanced & detailed** code frame
- **Very scalable.** Yay!

Supporting **Member Station's** understanding & impact across the country

- + driving innovation in public broadcasting
- + laddering up to org-wide impact analyts



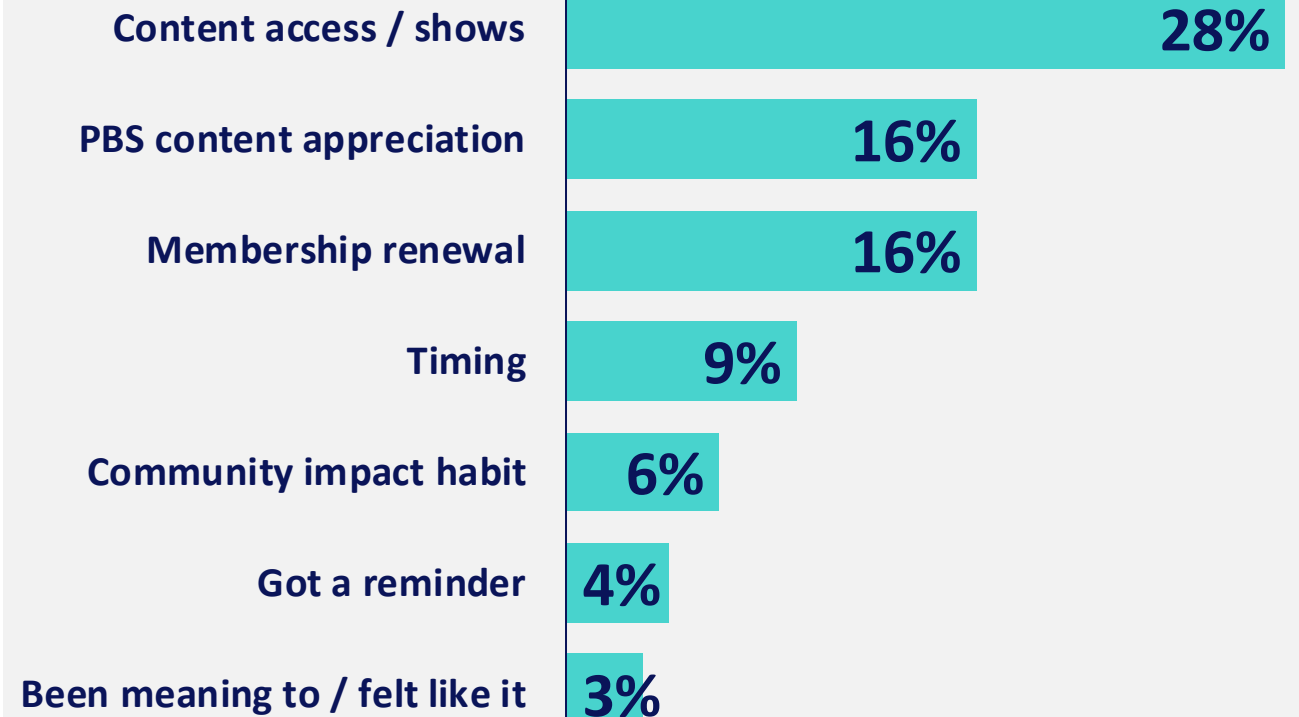
Locally, manual coding was slow, tedious and inconsistent



Coding adapts to local context & ladders up to national



What specifically inspired you to give today? (n=1,000)



*"PBS was a very impactful part of my childhood. I am now able to **give back financially.**"*

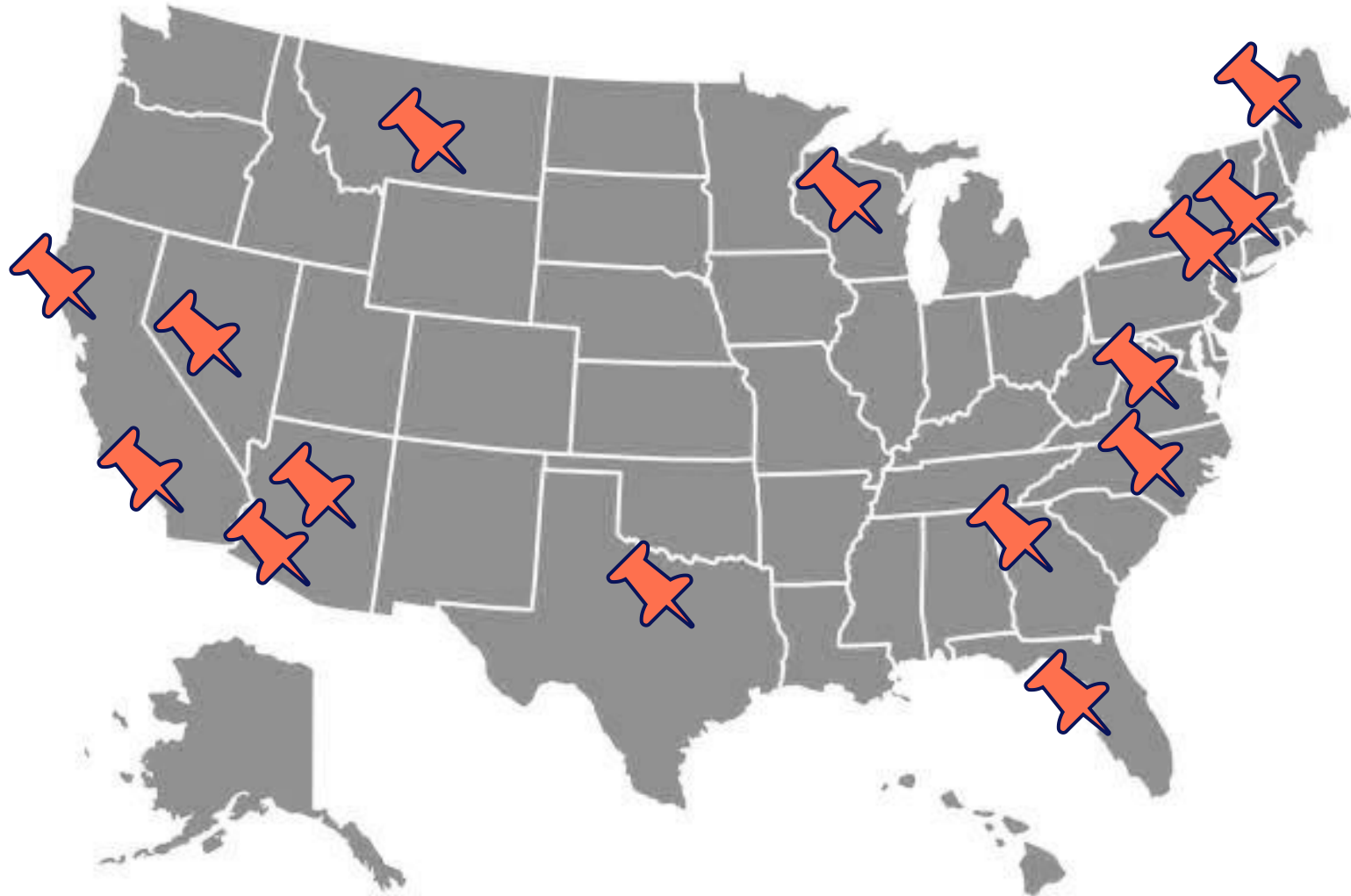
~ Community impact, watches monthly or less

"I want to watch the shows and it feels better to give money directly to PBS then paying amazon."

~ PBS content access, watches weekly



Full-scale, Full-circle: Analyzing responses from 16 member stations and telling our national impact story



From inconsistent, time-consuming & frustrating – to adaptive, accurate human-in-the-loop coding

Before...

- Frustration & exhaustion with OEs
- Inconsistent coding quality
- Inconsistent value from open-ends

With FATHOM

- Empowered teams & increase morale
- Consistently high quality
- Consistently analyzing to local data

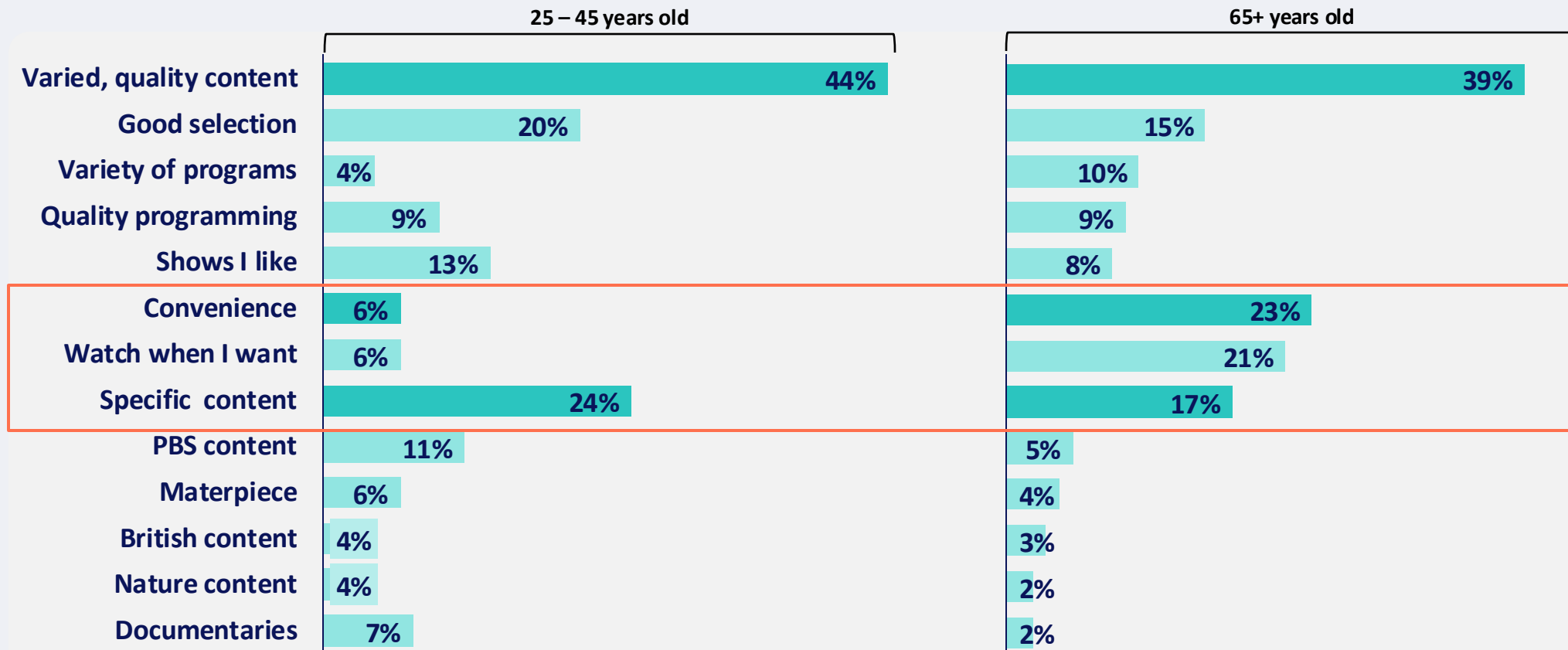
Analyzing feedback to drive **business outcomes** across PBS



Nuance and detail provide actionable insights

Younger viewers love specific content while older viewers love the convenience of PBS Passport

What do you like most about your experience with Passport? (n=1,000)



Being able insert an open-end accelerates impact

Hypothesis

We think older viewers value different features than younger viewers



FATHOM

We know older viewers value these specific features more than younger viewers



Because of these specific needs and priorities



Now we can optimize impact because we understand the “why”

*"It is easy to use and unlocks a lot of my **favorite PBS shows**. It is also cheaper than other services.*

~ Passport user, 25-44

*"Being able to watch programs at a **time that's convenient** for me and catch things that broadcast long ago."*

~ Passport user, 65+



From open-ended anecdotes that are “interesting”, to PBS business intelligence quantifying the qual

Before...

- Limited use of open-ends
- Long timelines to analyze verbatims
- Seen as anecdotal, not rigorous

With FATHOM

- OEs are deployed often & confidently
- Same timelines for quant and qual
- Answering questions across the org

Our viewers have
stories to tell.

And now we're listening!

