

Looking Ahead at Corporate Performance with TV Data

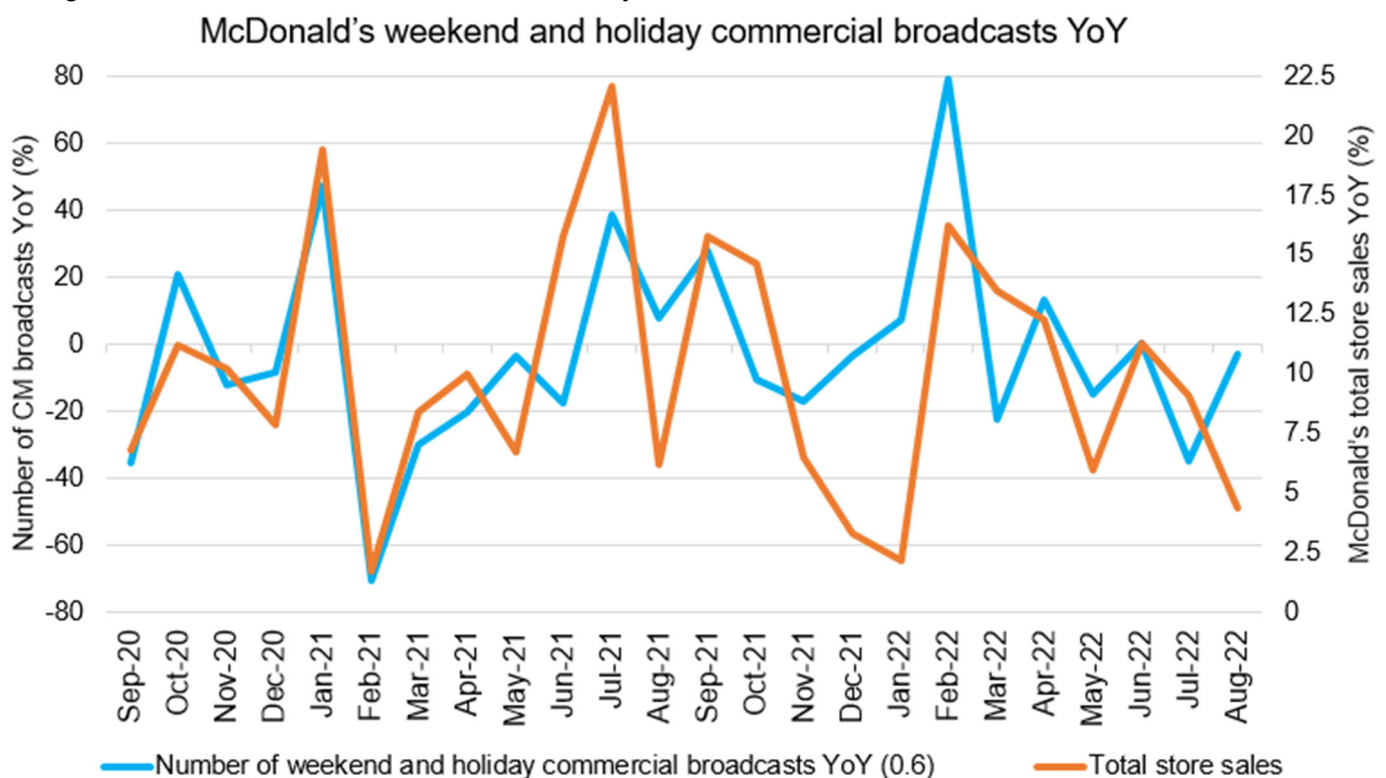
M Data Co., Ltd. (M Data) provides "TV metadata," which is the text data (database) converted from TV programs and commercials. When a certain company's product is featured in a TV program, M Data uniquely collects and generates data on "when," "where," "who, what," "how," "for how many seconds and how many times" it was broadcast. We conducted a case study based on the assumption that information obtained from TV influences consumer behavior. The study confirmed a correlation between TV information and sales.

M Data provides data on TV programs, TV commercials, products, and spots. It can offer data on the day of the broadcast. This study performed an analysis focusing on "TV metadata (TV-CM data)" listed on "QUICK Data Factory," a data platform provided by the financial information provider QUICK. TV-CM data is text data consisting of basic information such as company names, product names, and the number of seconds of broadcasting time, as well as the information on the situations of the commercials, the celebrities appearing in the commercials, and the music used in the commercials.

Forecasting Monthly Sales

This study performed a comparison with the monthly sales of restaurant giant McDonald's Holdings Japan (2702). The monthly sales are disclosed in the following month.

The monthly number of broadcasting McDonald's commercials was counted and the YoY percentage change was calculated. They were compared with the YoY percentage change in sales of all stores. When compared to monthly sales for each of the patterns of all days, weekdays, weekends, and holidays, the correlation was strongest with the sales of weekends and holidays.



↑ The value in parentheses represents the correlation coefficient with McDonald's total store sales

The chart indicates that the two sets of data are generally linked. The correlation coefficient is 0.6, indicating a moderate correlation. This means that the data collected from TV can be used to predict company sales to a certain extent.

Inferring Product Strategies

TV data can also be used to infer a company's product strategy. The study compiled TV-CM data by product of TORIDOLL Holdings (3397), which operates Marugame Seimen, an udon noodles restaurant chain. From April to June 2021, commercial broadcasting for Marugame udon boxed lunch was prominent. According to the financial statements, the company strengthened its to-go offerings. In addition, from July to September 2021, the broadcasting of commercials for Tomatama Curry Udon (curry udon noodles with tomato and egg) increased. This product was also noted in the financial statements for the period.

| Year | Product Name | | | | | | | | | | | Total |
|-------------------|--|-----------------------|---------------------|------------------|--------------|---------------------------|------------------------------------|--------------|-------------------------|--------------------|------------------------|-------|
| | Kitchen Cars Bringing Cheer to Japan with Udon Noodles | Taru Tori-ten Bukkake | Tomatama Curry Udon | Kaki-tama Ankake | Kamaage Udon | Marugame Udon Boxed Lunch | Marugame Udon Boxed Lunch for Kids | Corporate CM | Oni-oroshi Niku Bukkake | Yakitate Niku Udon | Atsumori Nabeyaki Udon | |
| Until Mar 1, 2021 | | | | | 13 | | | 4467 | | | | 4480 |
| 1-Apr-21 | | | | | 115 | 195 | | 43 | | | | 353 |
| 1-May-21 | | | | | | 158 | | 93 | | | | 251 |
| 1-Jun-21 | | | | | | 151 | | 1 | | | | 152 |
| 1-Jul-21 | | | | | | 50 | 146 | | 81 | | | 277 |
| 1-Aug-21 | | | 20 | | | 48 | 203 | | | | | 271 |
| 1-Sep-21 | | | 216 | | | | 17 | | | | | 233 |
| 1-Oct-21 | | | 16 | | 7 | 223 | | | | | | 246 |
| 1-Nov-21 | | | | | 31 | 151 | | 125 | | | | 307 |
| 1-Dec-21 | | | | | 219 | | | | | | | 219 |
| 1-Jan-22 | 1 | | | 115 | 14 | | | | | | 5 | 135 |
| 1-Feb-22 | | | | | 27 | | | | | | | 27 |
| 1-Mar-22 | | | | | | | | | | | | 0 |
| 1-Apr-22 | | 48 | 420 | 0 | 0 | 278 | 0 | 549 | 196 | 172 | 0 | 1663 |
| Total | 1 | 48 | 672 | 115 | 426 | 1271 | 349 | 5278 | 277 | 172 | 5 | 8614 |

The company regularly launches new products. Although not all of them are broadcast on TV commercials, the products mentioned in the financial statements are mainly those featured in the commercials. This means that the analysis of TV data reveals the areas and specific products in which TORIDOLL HD has been focusing its efforts. Since the financial statements are disclosed in the month or two months following the end of the fiscal year, it is possible to infer the company's product strategy before it is officially unveiled the company.

The above case study suggests that TV metadata provided by M Data could be used to analyze corporate performance and management strategies. Although this study covered only TV-CM data, we are planning to conduct an analysis on TV program data in the future, since there is a high correlation with the performance of a company, product, or service when featured in a TV program. M-Data's primary business is the accumulation, editing, processing, and distribution, as well as aggregation, analysis, secondary research, and marketing research of TV program and commercial broadcasting data (TV metadata). In recent years, the company has been working to provide TV metadata as alternative data to institutional investors and others.

<https://mdata.tv/>