



FX

Network Audience Analysis



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APRIL 1, 2019
BCA 512: M/W 2:00

Introduction

As the end of the decade becomes more visible, the lines that draw distinction between what is expected of a movie and what is expected of a TV show grow increasingly blurred. A TV show no longer needs to be constrained from showing complex topics and themes, when in reality, TV shows should be engaging for an entire hour. That is exactly what FX has to offer, a lineup of award-winning dramas that have captivated audiences on numerous occasions. To truly understand FX as a network, the typical viewer must be acknowledged, and the shows on the lineup that peak their interest must be stated. With the formers in mind, a program suggestion will be made with which FX could promote to the viewer.

Target Audience

On our journey to understand the audience of FX, the archetypal viewer is discovered, Leonard, or Lenny for short. Lenny is a 42-year-old man, who is married with two children, a white-collar job, a nearly six figure salary (\$93,000), and a college education. Lenny met his wife during his college days, but had to work hard just to be there, as his mother wasn't well-off enough to fund his education following the untimely death of Lenny's father. The hard work ethic Lenny developed helped his understanding of what it takes to achieve your goals, a theme that is present in many dramas. The death of his father affected Lenny a great deal, as he was barely a teenager, and has driven Lenny to become a provider and protector of his family. But, most importantly, the loss of his father taught Lenny the importance of relationships, and the way people impact each other's lives.

In his youth, Lenny experienced quite a bit of turbulence, as he attempted to fulfill the role left vacant by his late father, but his life has slowed down considerably following the birth of his children. To fulfill the lost sense of action and spontaneity in his life, Lenny searches for programs that are engaging in action. The action that Lenny searches for runs rampant throughout the numerous crime dramas that fill FX's lineup. Lenny understands what it means to lose something in life, or to have something taken from you, and the means that are used to avenge or overcome these losses.

Program Sample

Lenny enjoys a few shows, all of which are dramas which focus on obtaining vengeance, power, money or fame, and all shows portray this theme in a dark light. One of his favorite shows is *Taboo*, an hour-long thrilling drama. *Taboo* follows James Delaney, portrayed by Tom Hardy, as he attempts to expand his father's shipping empire following his father's murder. Delaney's goal to further the empire, and avenge his father's death, is met with severe opposition by both the government and his biggest competitor. Lenny directly relates to Delaney's loss of his father and sees Delaney's attempt to grow his father's shipping empire similarly to how he views his own quest to expand on the foundation of father left.

Before the show's conclusion, Lenny was a huge fan of *Sons of Anarchy*, making his interest in the show's next story, *Mayans MC*, even more solid. *Mayans MC* is an hour-long crime drama that follows Ezekiel "EZ" Reyes' journey as he seeks to get his life back after he was incarcerated. EZ's willingness to get back his old life eventually leads him down a life filled with twists and turns, but he doesn't waver. The aspect of the show that is most interesting to Lenny is the presentation of EZ and the ways in which he impacts the life of those around him, and how they affect his.

To compliment his first two preferences, Lenny also enjoys watching *Snowfall*, an hour-long crime drama. *Snowfall* focuses on the earliest days of the crack epidemic during the 1980s in Los Angeles, where the storylines of distinctively different characters are bound to intersect as each seeks to find the power, wealth or respect they are after. Regardless of character, each has shown their dedication to their goal and the lengths to which they will go to achieve them. Beyond simply enjoying the means with which the characters go about obtaining their goals, Lenny also admires the impending connections between the timelines of all characters, as it demonstrates the intersecting paths in natural life.

Program Recommendation

Lenny has prescribed, with his initial preferences, what exactly his interests are, which are: a character who faces adversity, with a strong will to accomplish their goals, and the complexity of relations between characters. Regardless of motive or goal, what the characters are willing to do is the subject of interest to Lenny. Unlike the dominant dramas aforementioned, a show that has all of the themes that Lenny has proven interested in but presents those themes in a refreshingly new comedic way is *Atlanta*. *Atlanta* follows Earn, a college dropout and new father, on his quest to use his cousin's popularity as a rapper to allow him to provide a life for himself, his daughter, and his daughter's mother.

- *Atlanta* establishes the main character Earn as a man who is tasked with turning nothing into something. As a man who didn't come from a hefty financial backing, Lenny understands and relates to Earn's position in life.
- *Atlanta* showcases Earn's new fatherhood status, and the lengths to which he will go to provide for his daughter. Lenny easily attaches to this theme as he has a deep connection with fatherhood, and the willingness to provide.
- *Atlanta* presents the themes of overcoming adversity, achieving your goals through whatever means necessary, providing for your family; all of which are themes Lenny has shown interest in as a fan of FX. The themes, however, are presented in a new light.

Conclusion

Certainly, Lenny's story is unique, but his experiences in life have played a significant role in the development of his values, interests and beliefs. Lenny's interest in action, due to his relatively slower life now, draws his attention towards FX. Lenny's interest in overcoming obstacles, due to his achievements throughout life, further solidifies his attention. Finally, his interest in the way relationships impact people, due to the death of his father and his role as a father, completely cements his attention on FX. With the goal of captivating an audience throughout the entirety of a show at the utmost of importance, FX has crafted its viewing experience with serious viewers like Lenny in mind. If interesting TV, with complex

themes presented in dark ways, and impactful character development is as appealing to you as it is Lenny, then come ready to watch.