



TV @ THE EPICENTER OF AMERICAN SOCIETY

Vol. II – Culture & Change

2017 REPORT



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The Epicenter of American Society: TV IS Everywhere

TV is everywhere...more specifically, Ad-Supported TV is everywhere.

It extends well beyond the living room and connected devices and into the physical world. It directly contributes billions to the economy, it impacts many industries outside of entertainment and, as further proof of its economic clout, it drives “real-life” communal experiences throughout the year.

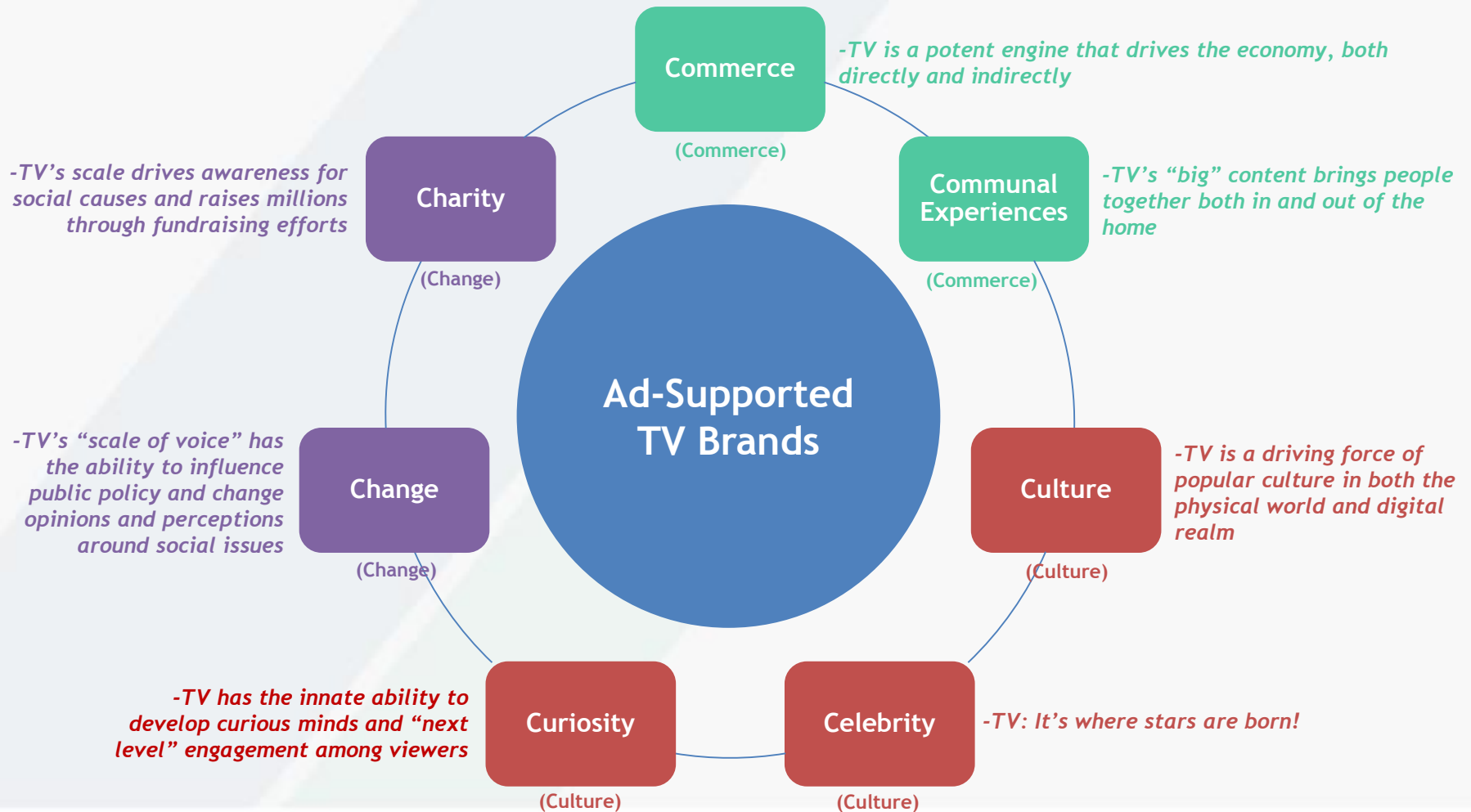
It permeates popular culture by sparking trends, creating celebrities, inspiring viewers and igniting curiosity. It influences consumers in outlets beyond TV and it engages them through interactive experiences within local communities.

The physical presence of TV brands is complemented by constant virality within the digital realm. Whether it's short clips from long-form programming, comedy sketches from a previous night's show, user-generated memes or popularized phrases; the Internet is inundated with tailored TV content every day.

Furthermore, TV's “scale of voice” can influence public policy while also changing people's opinions and perceptions around hot button issues. It's this same scale that drives awareness for social causes and raises millions in charitable donations through televised fundraisers and telethons.

Keep reading to see how TV brands live at the center of culture & change...and, in case you missed it, click [here](#) for our first report which shows how brands live at the center of commerce

No Platform Drives Commitment Like Ad-Supported TV's Premium Video-At-Scale

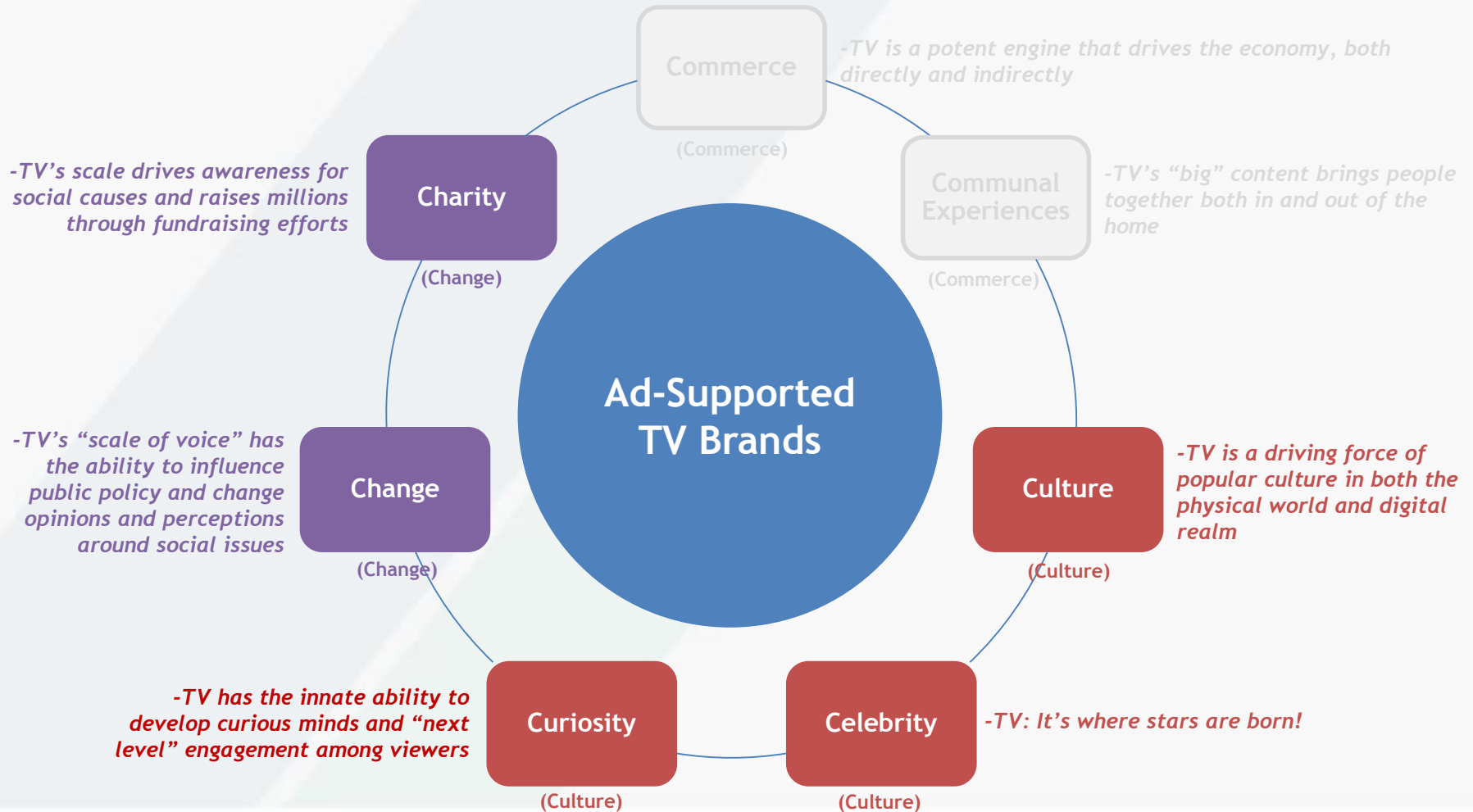


Hundreds Of Ad-Supported TV Shows Contribute To Commerce, Culture & Change...These Are Just A Few



And many, many more...

In This Second Report Of Our Two-Part Series, We Focus On How Ad-Supported TV Impacts *Culture & Change*



Before We Dive In Though, It's Pop(ular) Quiz Time!

Theme: How TV Drives Culture & Change

Do you think you can answer these questions correctly? Don't worry, all the information you need is provided in the following pages of this report.

- 1) In Sept. 2017, how many books on the Amazon Top 10 Bestsellers list were associated with TV personalities?_____
- 2) There are over 15 TV-related live shows touring the country this year. Collectively, how many U.S. cities will these tours visit? _____
- 3) *The Tonight Show* YouTube channel has over how many total video views?_____
- 4) The fictional advertising character, *Mr. Clean*, has how many Twitter followers?_____
- 5) The recent rise in popularity of what baby name for boys is widely credited to the popularity of this male lead in *Sons of Anarchy*?_____
- 6) McDonald's faced major online backlash from *Rick and Morty* fans when they quickly ran out of what kind of sauce during a limited promotion?_____
- 7) Danielle Bregoli, who gained instant fame as the "Cash Me Outside" girl from *Dr. Phil*, has how many Instagram followers?_____
- 8) What is it called when a fan of medical dramas develops a skewed perception of health issues in the real world?_____
- 9) How much has employment in the forensics field increased since the premiere of *CSI* in 2000?_____
- 10) How much did this year's televised "Hand-in-Hand" hurricane-relief telethon raise?_____

No Platform Drives *Culture*
Like TV's Premium Video-At-Scale

Ad-Supported TV Has Had A Long History Of Cultural Relevance And Remains An Integral Part Of American Society

Items Currently on Display, or Held, By The Smithsonian's National Museum of American History in Washington, DC

Archie Bunker's chair
from *All in the Family*



Cap from *The Mickey Mouse Club*



Mask from
The Lone Ranger



Roy Rogers
thermos



Kermit the Frog
from *The Muppets*



Howdy Doody
toy marionette



Miss America
crown



The Flintstones
thermos



60 Minutes
stopwatch



Presidential jacket
from *The West Wing*



Campaign button
from *The West Wing*



Jacket from
The Wonder Years



Seinfeld's
puffy shirt



Family Matters'
Urkel lunch box



M*A*S*H Signpost



Don Draper's suit
from *Mad Men*



Betty Francis' dress
from *Mad Men*



Walter White's
Heisenberg hat from
Breaking Bad



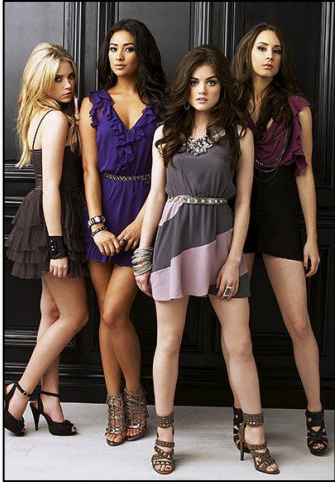
"I want my MTV"
button



Football used in
Super XIV



Today, TV Shows & Characters Continue To Inspire Real-Life Fashion Trends



Pretty Little Liars: jewel-toned dresses & multiple accessories



Empire: Cookie's over-the-top "ab-fab" style



Gossip Girl: Man scarves, headbands & couture



Mad Men: skinny ties, bespoke suits and retro skirts



The Big Bang Theory: Geek Chic



KUWTK: countless trends, including mesh bodysuits

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*KUWTK = Keeping Up with the Kardashians

These TV Fashions Have Even Inspired Entire Clothing Lines At Major Retailers

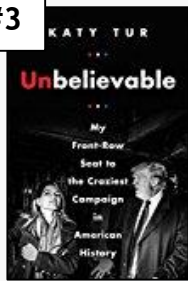


Beyond Fashion, Television And TV-Related Personalities Influence Everything From Books To Broadway

Books

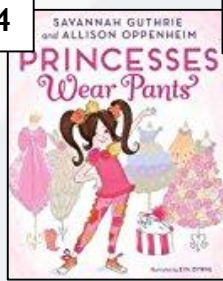
Amazon Bestsellers in Books*

#3



Katy Tur, anchor on *MSNBC Live*

#4



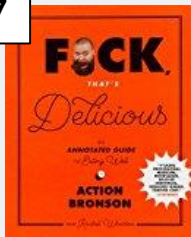
Savannah Guthrie, co-anchor on *The Today Show*

#6



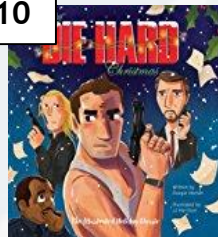
Donald Trump

#7



Action Bronson, star of food travel TV show, *F*ck, That's Delicious*

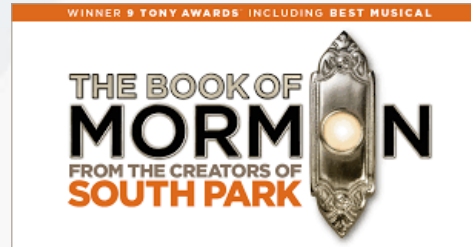
#10



Doogie Horner, stand-up comedian from Season 5 of *America's Got Talent*

Broadway

From the creators of *South Park*, "Book of Mormon" won 9 Tony wards in 2011 and remains one of Broadway's most popular shows more than six years after its debut



Spongebob Squarepants begins previews on Broadway starting November 6th, 2017



Three TV veterans - Danny DeVito from *It's Always Sunny in Philadelphia*, Laurie Metcalf from *Roseanne* and David Hyde Pierce from *Fraser* - were all nominated for acting awards at the 2017 Tony Awards



It's Not Just Broadway Either, Many TV Personalities "Take Their Show On The Road" To Further Engage Fans Through Live Tours

From 2017 into early-2018, there are over fifteen TV-related shows and experiences touring live throughout the country collectively visiting more than 220 cities in over 43 states



16+ cities



22 locations



7+ cities



53+ cities



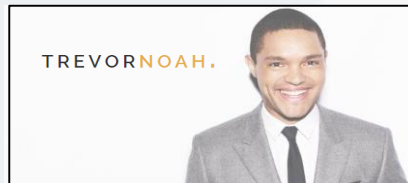
11 cities



9 cities



8 cities



22+ cities



35+ cities



23+ cities



59 cities



50 cities



70+ cities



20+ locations



35+ cities



33+ cities



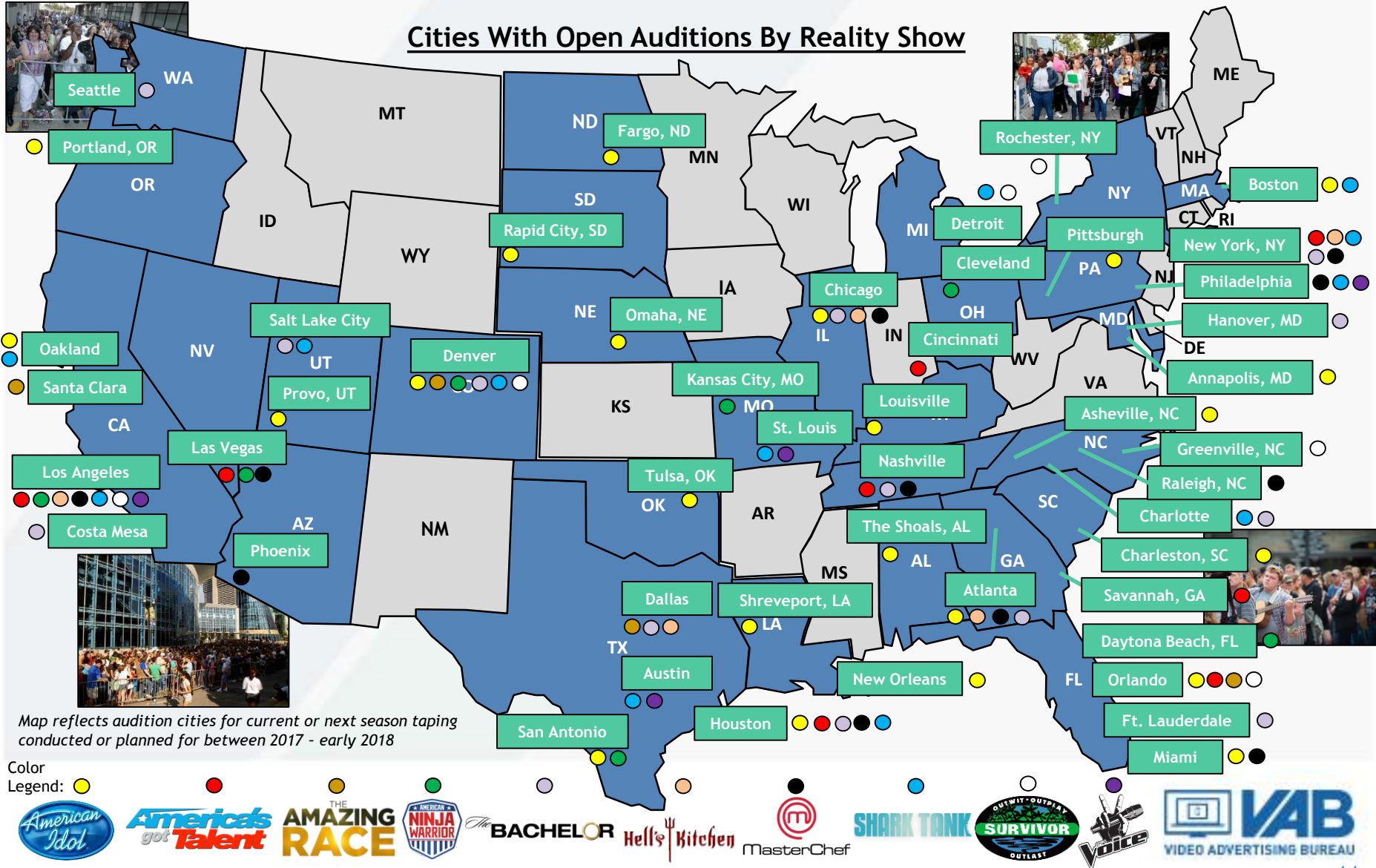
6+ cities

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*Touring schedules as of September 7th, 2017. American Ninja Warrior Experience based on planned tour in early 2018, Doc McStuffins & Paw Patrol based on current touring schedules that extend into 2018; the remaining tours are based on 2017 schedules.

Across America, People Line Up For Hours To Audition For Their Favorite Reality Competition Show In Search Of Fame & Fortune

Cities With Open Auditions By Reality Show



People Have Such Love For TV Shows That Many Cities Offer Tours Of The Locations Where Scenes Were Shot

Pawn Stars Tour - Las Vegas, NV



Gossip Girls Sites Tour - New York, New York



Portlandia Tour of Portland - Portland, OR



Breaking Bad - The BaD Trolley Tour - Albuquerque, New Mexico



Hawaii Five-0 TV Locations Tour - Honolulu, HI



Deadliest Catch Bering Sea Crab Fishermen's Tour - Ketchikan, AK



The Nashville TV Show Tour - Nashville, TN



The Mad Men Experience - New York, New York



American Horror Story Unauthorized Walking Tour - New Orleans, LA



The Walking Dead Big Zombie Tour - Atlanta & Senoia, GA



Seinfeld - Kramer's Reality Tour - New York, New York



Fans Can Do More Than Just Watch Their Favorite Shows, They Can Experience Them In “Real Life” Too

With physical locations across the country, fans can directly engage with their favorite brands in person



Owned by Buddy Valastro and featured on TLC's *Cake Boss*. There are now 17 locations in the U.S., including New York, Texas, Nevada, & Georgia.



UFC Gym now has 100+ locations in the U.S. from Greenville, SC to NYC SoHo. The gyms offer MMA, Brazilian Jiu-Jitsu, Parkour and other training programs.



The stars of HGTV's *Fixer Upper* have reopened their Magnolia Market - which has everything from home supplies, to a bakery & local food trucks - in Waco, TX.



As seen on the A&E series *Wahlburgers*, fans can indulge in hearty burgers at 14 locations in the US, including at Boston Logan International Airport & Las Vegas.



OWN's *Welcome to Sweetie Pie's* features Sweetie Pie's soul food restaurant. There are now 8 locations in St. Louis, Houston, Inglewood & North Hollywood.



Founded by the Kardashian sisters in 2006, Dash Boutique has been featured on *KUWTK*. There are currently locations in West Hollywood and Miami.



GEORGETOWN CUPCAKE



The TLC show *DC Cupcakes* features Georgetown Cupcakes. Originally based in Washington D.C., there are now 5 more locations in NYC, ATL, LA, Boston, & Bethesda.



NBC's hit show *American Ninja Warrior* is now affiliated with gyms in 12 states: CA, CO, FL, GA, IL, MD, MO, NJ, OH, PA, TX, & UT.

There's Also A Huge Nostalgia Factor With "Classic TV" Which Manifests Itself In A Variety Of Ways



Off-Broadway show



Golden Girls-themed restaurant - Rue La Rue Café - in NYC



Saved by the Bell t-shirts



TMNT collectible action figures



Seinfeld-themed trivia bar nights throughout the country



Star Trek-themed "Risk" board game



Knight Rider's KITT recently sold for an est. \$300K at an auction



Cheers theme song has over 3.2MM views on YouTube

Several recent & current bands are named after classic TV references



Friends-themed trivia bar nights throughout the country



Press Your Luck mobile gaming app



Family Ties play that ran during summer '17 in Dayton, OH



"Seven Mary Three" comes from the call sign of Jon Baker in *CHiPs*

"Fall Out Boy" comes from a minor character in *The Simpsons*

TV Brands’ Strong Cultural Relevance In The “Physical World” Is Complemented By A Constant Viral Presence In The “Digital Realm”

Ad-Supported TV Has Some Of The Most Viral Content On YouTube

11 videos with content from 8 ad-supported TV shows were among the top #5 daily trending videos over a 10-day period in the summer

Usher Carpool Karaoke



YouTube 15MM Views

Carpool Karaoke: The Series - Will Smith and James Corden



YouTube 13MM Views

Camp Winnepesaukee with Justin Timberlake



YouTube 5.2MM Views

Film Theory - Why Morty Will Kill Rick



YouTube 4.3MM Views

A Devastated Stephen Colbert Sings Farewell To The Mooch



YouTube 3.5MM Views

Preacher Lawson: Comedian Hilariously Describes Being Catfished Online



YouTube 3.4MM Views

Trump Goes on Vacation While His Team Debuts So-Called "Real News"



YouTube 3.1MM Views

Chaos in the White House: Scaramucci and Priebus Are Out



YouTube 3MM Views

Scaramucci and Priebus Are Out, Trump Threatens to Blow Up Obamacare: A Closer Look



YouTube 2.8MM Views

Colin Hanks: Mind Reader Amazes Mel B and Howie Mandel



YouTube 2.5MM Views

Les Twins: World Finals



YouTube 1.1MM Views

In Particular, Many Popular Sketches From TV Comedy Programs & Late Night Talk Shows Go Viral Nearly Instantly

Alec Baldwin as Donald Trump on SNL



YouTube SNL Channel
2.8 Billion Views / 4.4 Million Subscribers

Laura Benanti as Melania Trump on The Late Show with Stephen Colbert



YouTube The Late Show Channel
2.0 Billion Views / 3.1 Million Subscribers

“Obama’s Anger Translator” on Key & Peele



YouTube Comedy Central Channel
2.7 Billion Views / 5.6 Million Subscribers

Jimmy Fallon’s “Musical Impressions Generator” on The Tonight Show



YouTube The Tonight Show Channel
7.6 Billion Views / 14.2 Million Subscribers

Melissa McCarthy as Sean Spicer on SNL



YouTube SNL Channel
2.8 Billion Views / 4.4 Million Subscribers

“Milk, Milk, Lemonade” on Inside Amy Schumer



YouTube Comedy Central Channel
2.7 Billion Views / 5.6 Million Subscribers

“Celebrities Read Mean Tweets” on Jimmy Kimmel Live



YouTube Jimmy Kimmel Live
4.9 Billion Views / 19.8 Million Subscribers

“Carpool Karaoke” with Adele on The Late Late Show with James Corden



YouTube The Late Late Show
3.3 Billion Views / 11.9 Million Subscribers

Kate McKinnon as Hilary Clinton on SNL



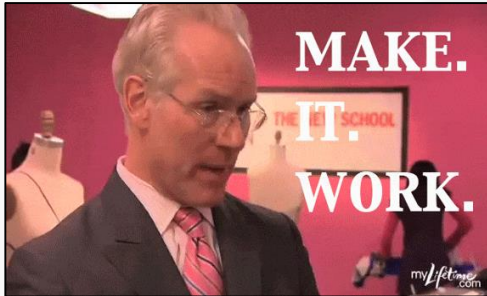
YouTube SNL Channel
2.8 Billion Views / 4.4 Million Subscribers

The Internet Also Loves To Repurpose TV Content As Memes



For Many, TV Show Phrases Are A Part Of Our Online Vocabulary, Often Without Us Even Realizing Where They Originated From

“Make It Work”
Project Runway



“D’oh!”
The Simpsons



“Yada Yada”
Seinfeld



“Bloop”
Real Housewives of Atlanta



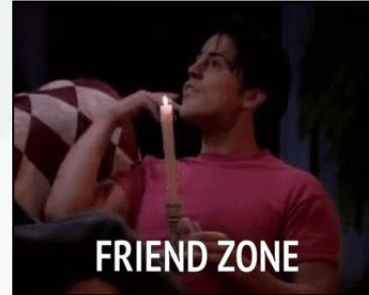
“Treat Yo Self”
Parks & Recreation



“That’s What She Said!”
The Office



“Friend Zone”
Friends

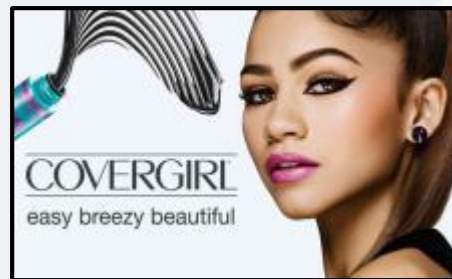


“Sashay Away”
RuPaul’s Drag Race



Thanks To The Scale And Exposure Of Television, Even Brands And Commercials Themselves Have Entered The Pop Culture Vernacular

Big-Name Brands Become So Linked With Their Slogans, You Can't Help But Hear Them In Your Mind When You See Them



And We're Sure That Many Of You Have Had These Jingles Stuck In Your Head For A While At One Point Or Another



"Ba Da Ba Bah, I'm lovin' it!"



"For a great low rate you can get online, go to The General and save some time!"



"Nationwide is on your side"



"Every Kiss Begins with K"



"800-588-2300 Empire Today"



"1-877-Kars-4-Kids. K-A-R-S, Kars 4 Kids"



"Red Robin. YUM!"



"The Snack that Smiles Back, Goldfish!"



"Expedia! Dot Com"



"Cellino & Barnes, injury attorneys, (800) 888-8888"

TV Commercial Characters Often Become Pop Culture Icons In Their Own Right And Can Aid In Driving Revenues



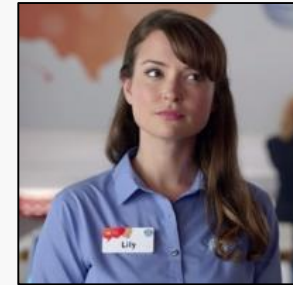
Flo from Progressive Insurance
1Q'17 revenues increased 13% YOY



Travelocity Gnome
The Travelocity Gnome as 195K Twitter followers



Mr. Clean
Mr. Clean has 28K+ Twitter followers, which spiked after his standout appearance in a 2017 Super Bowl ad



Lily from AT&T
Actress Milana Vayntrub has 290K Instagram followers



Verizon's Can You Hear Me Now? Man
Verizon subscribers increased 35% in first 2 years of campaign...and was so popular that Sprint recently revitalized him for their own campaign



The Aflac Duck
Aflac's brand recognition grew from 11% in 2001 when the duck was introduced, to 94% in 2014



Jake from State Farm
Jake from State Farm has 40.8K Twitter followers



Colonel Sanders from KFC
same-store sales have increased 3% in most recent quarter largely based on their new campaign



The Geico Gecko
The Geico Gecko has 30K Twitter followers






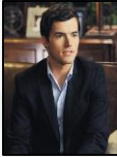



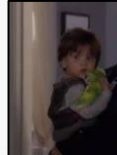


Dos Equis' Most Interesting Man in the World
Sales increased almost 35% between '07-'16

So, Just How Popular Is Ad-Supported TV In Culture?

Many Baby Names Soared In Popularity After Being Inspired By Well-Liked TV Show Characters

TV-Inspired Baby Names: 2016 vs. 2006 Ranking

| | <u>2016</u> | <u>2006</u> | <u>Diff</u> | | <u>2016</u> | <u>2006</u> | <u>Diff</u> | |
|---|-------------|-------------|-------------|---|---|-------------|-------------|------|
|  "Harper" <i>Wizards of Waverly Place</i> | #10 | #508 | +498 |  | "Jackson" <i>Sons of Anarchy</i> | #17 | #35 | +18 |
|  "Aria" <i>Pretty Little Liars</i> | #23 | #651 | +628 |  | "Luke" <i>Modern Family</i> | #29 | #43 | +14 |
|  "Claire" <i>Modern Family</i> | #40 | #86 | +46 |  | "Ezra" <i>Pretty Little Liars</i> | #85 | #340 | +255 |
|  "Elena" <i>The Vampire Diaries</i> | #94 | #187 | +93 |  | "Elliot" <i>Mr. Robot</i> | #180 | #368 | +188 |
|  "Vivien" <i>American Horror Story</i> | #95 | #224 | +129 |  | "Milo" <i>Gossip Girl</i> | #248 | #676 | +428 |

TV Shows Can Also Launch Cultural Phenomenon Such As The Zombie Craze That Has Recently Swept The Country

Zombie Halloween Costumes
Ranked #13 in Popularity



Zombie Laser Tag



Zombie 5K Runs



Zombie Pub Crawls



FIGHT THE DEAD.
FEAR THE LIVING.

THE
**WALKING
DEAD**

Zombie Escape Rooms



Zombie Gaming Apps




“TV As A Cultural Phenomenon” Case Study: What Happens When McDonald’s Runs Out Of Their Limited Edition Szechuan Sauce?

After featuring it in Season 3, Adult Swim’s *Rick and Morty* has created a new generation of McDonald’s Szechuan sauce fans, some of whom signed a petition demanding that McDonald’s bring it back after almost twenty years



By Sunday night, McDonald’s acknowledged in a statement that its “super-limited batch, though well-intentioned, clearly wasn’t enough to meet that demand.” So, it said, Szechuan sauce will come back once more this winter - to more places, for more time

To our customers and Szechuan Sauce lovers,
 Yesterday, we were truly humbled by the amazing curiosity, passion and energy this community showed to welcome back Szechuan Sauce—even if just for one day. Thank you, a million times over.
 Between the costumes, the memes and the cross-state travel, you, the fans, showed us what you got. And our super-limited batch, though well-intentioned, clearly wasn’t near enough to meet that demand.
 “Not cool.”
 We agree. So, we’re gonna make this right. In the last 24 hours, we’ve worked to open any portal necessary. And it worked.
 Szechuan Sauce is coming back once again this winter. And instead of being one-day-only and limited to select restaurants, we’re bringing more—a lot more—so that any fan who’s willing to do whatever it takes for Szechuan Sauce will only have to ask for it at a nearby McDonald’s.
 We want to make this right. You’re some of the best fans in this, or any, dimension...and we plan to deliver on that promise as soon as possible. Stay tuned.
 —Your friends at McDonald’s



McDonald’s reintroduced the Szechuan sauce as a limited edition batch available only on Saturday, October 7th in select locations. However the lines were long and the sauce was scarce, leaving many people to go way sauce-less



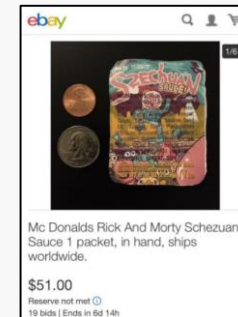
Frustrated customers who left McDonald’s empty-handed were quick to jump on social media to complain and skewer the chain



As the story grew, a wide range of outlets began covering this national travesty

The New York Times
 ‘Rick and Morty’ Fans Wanted Their Sauce.
 McDonald’s Underestimated Just How Much.

BARSTOOLSPO RTS
 Rick and Morty Fans Revolt Against McDonalds After
 An Extreme Shortage of Limited Edition Szechuan
 Sauce



Some of the lucky individuals who did get the sauce tried to sell them on eBay at an astronomical mark-up

No Platform Drives *Celebrity*
Like TV's Premium Video-At-Scale

From Waking Up To Winding Down, Some Of America's Most Well-Known Personalities Are Found On TV Throughout The Day



Several Of Today's Hottest Up-and-Coming Movie Actors, Highest Paid Stars & Blockbuster Headliners Had Their Big Break In TV

Dwayne "The Rock" Johnson



"The Rock" - WWE Superstar

2016 World's Highest Paid Actor - \$64.5MM

Chris Pratt



"Parks & Recreation"

"Guardians of the Galaxy Vol. 2" - \$388MM+ U.S. Gross

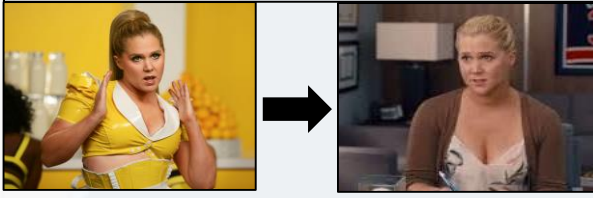
Blake Lively



"Gossip Girl"

2017 People's Choice Award For Favorite Dramatic Movie Actress

Amy Schumer



"Inside Amy Schumer"

"Trainwreck"

Kristen Wiig, Kate McKinnon, Leslie Jones



"Saturday Night Live"

"Ghostbusters"


Donald Glover



"Atlanta"

Lando Calrissian in the new "Han Solo" movie

Shailene Woodley



"The Secret Life of the American Teenager"

2016 People's Choice Award For Favorite Action Movie Actress

Steve Carell



"The Office"

"The Big Short"

Zendaya



"K.C. Undercover"

2017 Teen Choice Award Winner For Summer Movie Actress

Many Of Today's Biggest Musicians Also Had Their Big Break In TV

Lucy Hale



"Pretty Little Liars"

Donald Glover /
Childish Gambino



"Atlanta"

Miley Cyrus



"Hannah Montana"

Chris Daughtry



"American Idol"

Ariana Grande



"Victorious"

Drake



"Deglassi: The Next
Generation"

Kelly Clarkson



"American Idol"

Selena Gomez



"Wizards of Waverly Place"

Demi Lovato



"Barney & Friends"

Carrie Underwood



"American Idol"

Britney Spears



"The Mickey Mouse Club"

Miranda Cosgrove



"iCarly"

Justin Timberlake



"The Mickey Mouse Club"

Lea Michele



"Glee"


The Jonas Brothers



"Camp Rock"

Television Has Turned Many Athletes Into Bona Fide Celebrities & Household Names...And Also Made Them Very Wealthy

Televised sports' mass exposure has increased salaries and enabled athletes to gain celebrity status, creating additional endorsement opportunities for them off the court & field

| | | | | | |
|--|---|---|--|---|--|
| <p>Lebron James</p>  <p>\$86.2MM Total: \$31.2MM salary-winnings / \$55MM endorsements</p> | <p>Roger Federer</p>  <p>\$64MM Total: \$6MM salary-winnings / \$58MM endorsements</p> | <p>Kevin Durant</p>  <p>\$60.6MM Total: \$26.6MM salary-winnings / \$34MM endorsements</p> | <p>Andrew Luck</p>  <p>\$50MM Total: \$47MM salary-winnings / \$3MM endorsements</p> | <p>Rory McIlroy</p>  <p>\$50MM Total: \$16MM salary-winnings / \$34MM endorsements</p> | <p>Stephen Curry</p>  <p>\$47.3MM Total: \$12.3MM salary-winnings / \$35MM endorsements</p> |
|--|---|---|--|---|--|

Source: Forbes; earnings above span June 1, 2016 through June 1, 2017 and include salaries, bonuses, prize money, endorsements, licensing and appearance fees.

| | | | | | |
|--|---|---|--|---|---|
| <p>Giancarlo Stanton</p>  <p>Contract: 13 years / \$325MM</p> | <p>Miguel Cabrera</p>  <p>Contract: 8 years / \$248MM</p> | <p>Robinson Cano</p>  <p>Contract: 10 years / \$240MM</p> | <p>Albert Pujols</p>  <p>Contract: 10 years / \$240MM</p> | <p>James Harden</p>  <p>Contract: 6 years / \$228MM</p> | <p>Matthew Stafford</p>  <p>Contract: 5 years / \$135MM</p> |
|--|---|---|--|---|---|

The Passion of Reality TV Viewers Has The Power To Launch Everyday People To Astonishing Levels Of Fame...And Millions Of Social Media Followers

Scott Disick
KUWTK



Followers: 2.2MM 2MM 6.8MM

Farrah Abraham
Teen Mom OG



Followers: 1.5MM 986K 1.3MM

Nicole "Snooki" Polizzi
Jersey Shore



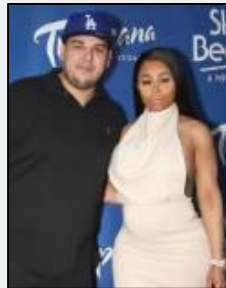
Followers: 11MM 10.4MM 7MM

NeNe Leakes
The Real Housewives of Atlanta



Followers: 2.8MM 2.3MM 1.9MM

Rob Kardashian & Blac Chyna
KUWTK



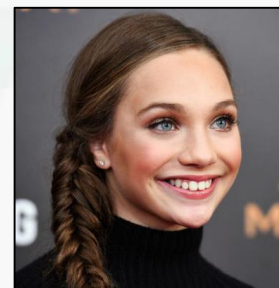
Followers: 1.7MM N/A 7.7MM
1.5MM 13.5MM 882K

Evelyn Lozada
Basketball Wives



Followers: 2.7MM 3.2MM 1.26MM

Maddie Ziegler
Dance Moms



Followers: 1MM 10MM 1.26MM

Joseline Hernandez
Love & Hip Hop: Atlanta



Followers: 1.4MM 1.6MM 1.19MM

Television Also Has The Ability To Create “Instant” Celebrities Who, In Turn, Become Viral Sensations

Danielle Bregoli, aka “Cash Me Outside Girl,” from *Dr. Phil*



Danielle Bregoli's Debut Rap Single 'These Heaux' Breaks Into Billboard Charts



11.3MM Instagram Followers

Ken Bone from the 2nd televised Presidential Debate



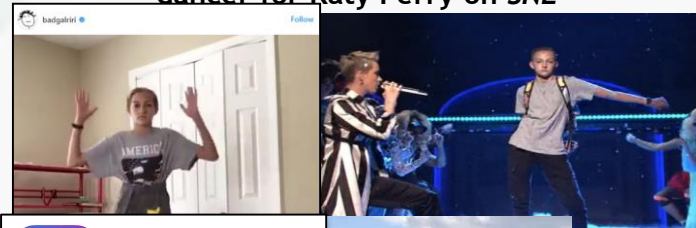
202K Twitter Followers

Marlins Man...from almost every major televised sporting event

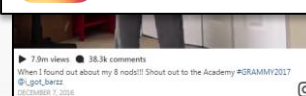


79.7K Twitter Followers

Russell Horning aka “Backpack Kid”; backup dancer for Katy Perry on SNL



907K Instagram Followers



And Of Course, A Reality TV Star Became The *45th President Of The United States*



No Platform Drives Curiosity
Like TV's Premium Video-At-Scale

TV Has The Ability To Create Curiosity In Very Niche Subjects And Turn People Enthusiastically Into *Ultracrepidarians*

Have you ever found yourself talking to your family at a restaurant, conversing with friends at a bar, posting comments on an online article, or writing a blog post on a topic that you now consider yourself an expert on even though you knew nothing about it not too long ago?

Well, that would make you an Ultracrepidarian...

(ul·tra·crep·i·dar·i·an *noun*. A person who expresses opinions on matters outside the scope of one's knowledge or expertise)

...and you have some of these people to thank for that!

Bar Science



Jon Taffer from *Bar Rescue*

Astrophysics



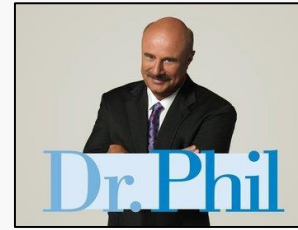
Neil deGrasse Tyson from *StarTalk*

House Flipping



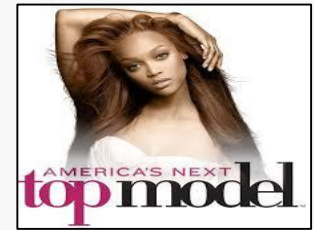
Tarek & Christina El Moussa from *Flip or Flop*

Psychology



Dr. Phil

Modeling



Tyra Banks from *America's Next Top Model*

Tattoo Art



The staff from *Black Ink Crew*

Alaskan Crab Fishing



The fishing vessel crews from *Deadliest Catch*

Scientology



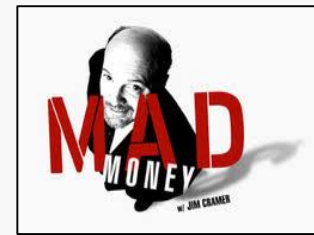
Leah Remini: Scientology And The Aftermath

High-End Real Estate



The real estate agents from *Million Dollar Listing New York*

Investment Speculation



Jim Cramer from *Mad Money*

In Fact, TV Shows - Many Of Them Fiction - Can Actually Influence, And Even Alter, People's Thoughts & Beliefs

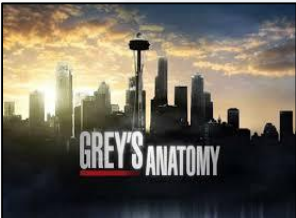


The “CSI Effect”

A popularized term in which the exaggerated portrayal of forensic science on shows such as CSI influences public perception. It most often refers to the belief that jurors have come to demand more forensic evidence in criminal trials, thereby raising the effective standard of proof for prosecutors.

The “Law & Order Effect”

A paper in the *Law & Psychology Review* states the belief that the show's influence may be leaving jurors with a distorted view of how investigations are conducted and the judicial system works. A world where prosecutors and police give off a glow of righteousness while public defenders and defense lawyers are impediments to justice.



The “Grey's Anatomy Effect”

According to a study published in *Human Communication Research*, a fan of medical dramas such as Grey's Anatomy can develop a skewed perception of what are more or less prevalent health issues in the real world. Heavy viewers were less likely to rate cardiovascular disease and cancer as important societal issues and, when it came to cancer, they were more fatalistic of the outcome.

The “HGTV Effect”

If people aren't careful, and if they don't do their homework, they can fall into the trap of thinking they can seamlessly either do complex home renovations by themselves on a shoestring budget or they can buy a second home and flip it almost immediately for a large profit.



Because Of This, The Influence Of Television Shows Is Studied From A Cultural Standpoint At Many Major Universities



"California Here We Come:"
The O.C. and the Self-Aware
Culture of 21st Century America



South Park and Political
Correctness



Philosophy and *Star Trek*



Sociology and *Seinfeld*



Management Lessons
From *The Apprentice*



The Colbert Report:
American Satire



The Office: Awesome,
Awkward & Addicting
&



Beyond *The Brady Bunch*:
Supporting Blended
Families



Because *Dave
Chappelle* Said So



Arguing with *Judge Judy*: Popular
'Logic' on TV Judge Shows
&
The Simpsons and Philosophy



Daytime Serials: Family
& Social Roles



American Soap Operas

Through the Darkness of
Future-Past: An Exploration
of David Lynch's *Twin Peaks*



The Future is *Lost*: TV Series
as Cultural Phenomenon



Exploring *Buffy the
Vampire Slayer*



The (Sur)Real World
Of Reality TV



Consumerism and Social Change in
Mad Men America, 1960 - 1963
&
The Tribe Has Spoken: Surviving TV's New
Reality



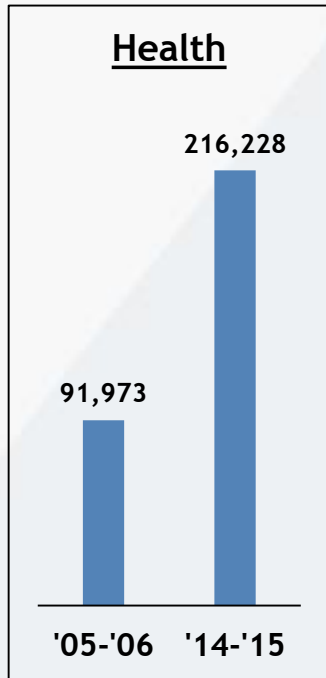
How To Watch Television

Recently, The Rise Of Certain Popular TV Show Genres Has Coincided With A Rise In Interest Among Particular Fields Of Study In College

Bachelor's Degrees Conferred by Post-Secondary Institutions, by Field of Study

GREY'S ANATOMY

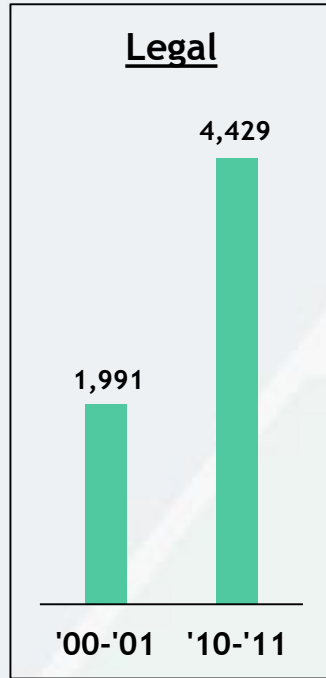
Premiered: 2005



Increase in Degrees
Health: +135%
Total: +28%

LAW & ORDER

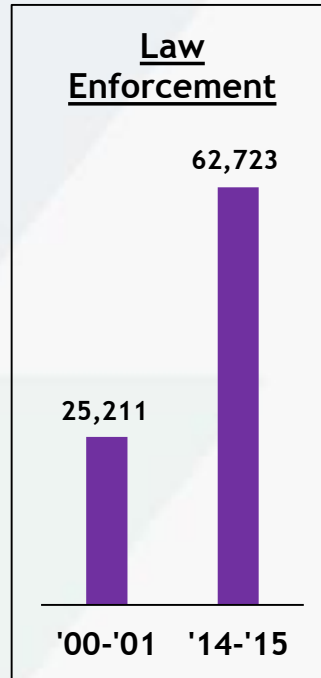
Span when L&O, L&O: SVU and L&O: CI were all on air



Increase in Degrees
Legal: +122%
Total: +38%

LAW & ORDER **CSI:**
CRIME SCENE INVESTIGATION

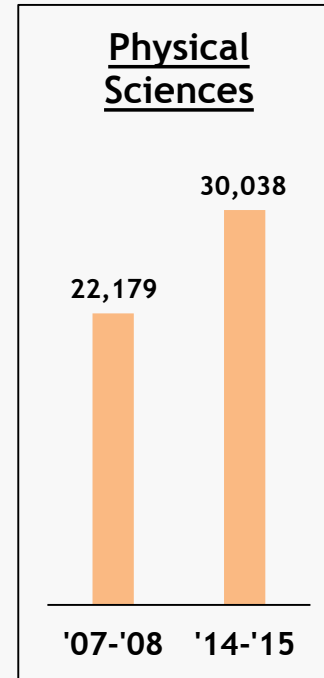
CSI Premiered: 2000



Increase in Degrees
Law Enforcement: +149%
Total: +52%

the BIG BANG THEORY™

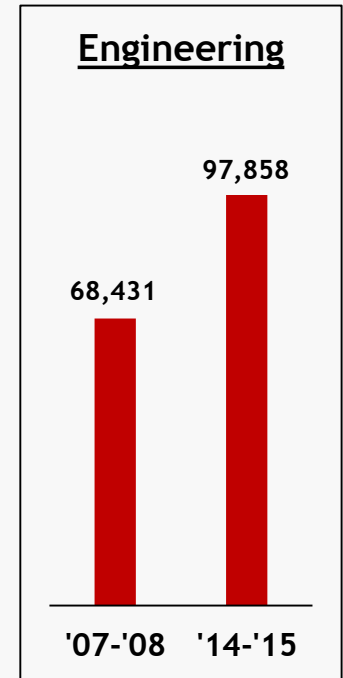
Premiered: 2007



Increase in Degrees
Physical Sci: +34%
Total: +21%

the BIG BANG THEORY™

Premiered: 2007



Increase in Degrees
Engineering: +43%
Total: +21%

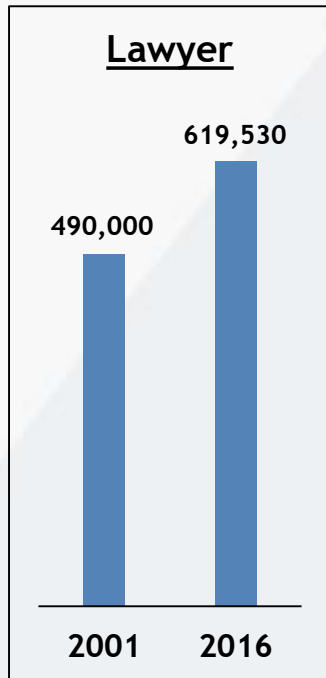
Source: U.S. Department of Education, National Center for Education Statistics, Institute of Education Sciences; Higher Education General Information Survey (HEGIS), September 2016. "Health" = Health professions and related programs. "Legal" = Legal professions and studies. "Law Enforcement" = Homeland security, law enforcement and firefighting. "Physical Sciences" = Physical sciences and science technologies. L&O = Law & Order, L&O: SVU = Law & Order: Special Victims Unit, L&O: CI = Law & Order: Criminal Intent.

This Interest In Occupations Popularized By TV Has Continued Past Graduation And Into People's Professional Careers

Estimated Total Employment By Occupation

LAW & ORDER

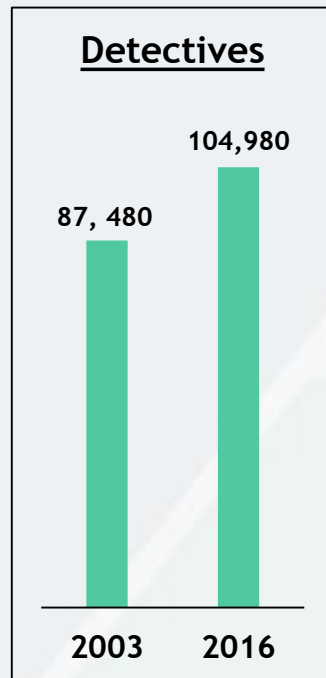
Span when L&O, L&O:SVU and L&O: CI were all on air



Employment Increase
 Lawyer: +26%
 Total: +10%

LAW & ORDER NCIS
NAVAL • CRIMINAL • INVESTIGATIVE • SERVICE

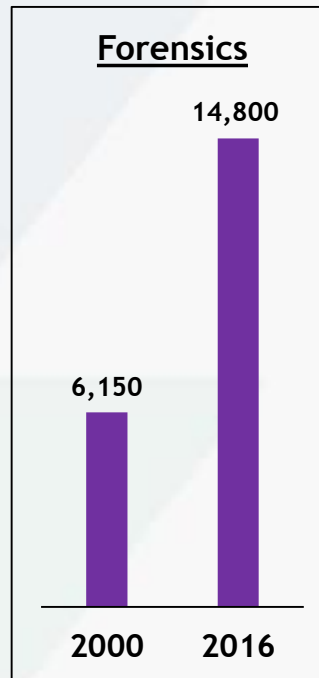
NCIS Premiered: 2003



Employment Increase
 Detectives: +20%
 Total: +10%

CSI:
CRIME SCENE INVESTIGATION

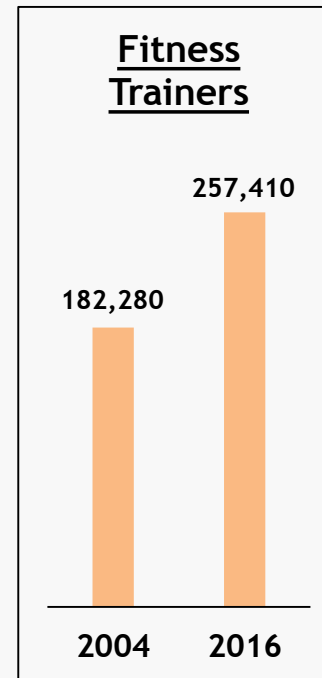
CSI Premiered: 2000



Employment Increase
 Forensics: +141%
 Total: +10%

THE BIGGEST LOSER

Premiered: 2004

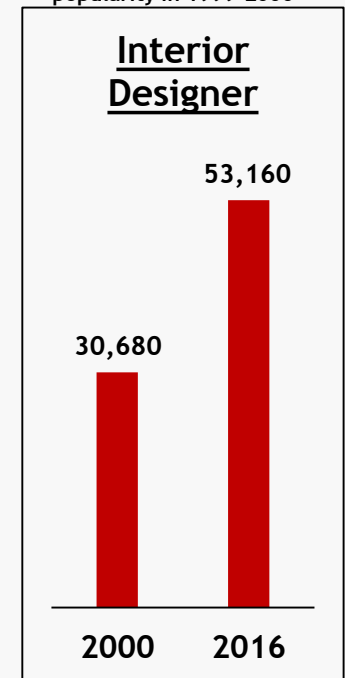


Employment Increase
 Fitness Trainers: +41%
 Total: +10%

Trading Spaces

HGTV designstar

The "home" TV genre gained popularity in 1999-2000



Employment Increase
 Interior Designer: +73%
 Total: +10%

VOL. II - CULTURE & CHANGE

Source: Bureau of Labor Statistics, Department of Labor; National Occupational Employment Statistics (OES) Survey, National OES Estimates, 2000-2016. "Detectives" = Detectives & Criminal Investigators. "Forensics" = Forensic Science Technicians. "Fitness Trainers" = Fitness Trainers & Aerobics Instructors. L&O = Law & Order, L&O: SVU = Law & Order: Special Victims Unit, L&O: CI = Law & Order: Criminal Intent.

No Platform Drives Change
Like TV's Premium Video-At-Scale

Investigative TV News Reporting Has The Ability To Influence Society, Public Policy & The Law



LAWMAKERS CALL FOR CHANGE AFTER 60 MINUTES REPORT

After watching Steve Kroft's 60 Minutes story, members of Congress say it shouldn't be so easy to conceal ownership of companies



Trump's nominee for drug czar is out after explosive '60 Minutes' investigation on opioid legislation



Lawmakers Call for Crackdown on Bodies Exhibits

'Bodies' CEO Resigns After '20/20' Report

The CEO of a company that runs a controversial exhibit of "plasticized" Chinese bodies, Premier Exhibitions, has resigned, according to an SEC filing by the company.

Arnie Geller submitted his resignation in March, weeks after a "20/20" report on the company's practices triggered an inquiry by the New York attorney general's office. The company, which never announced the change in management in a press release according to a review of its Web site, said Geller's resignation was not connected to the questions raised about the human bodies or to Geller's appearance on "20/20."



Lawmakers demand "immediate action" on unsafe car seats

13 Comments / f Share / t Tweet / Stumble / @ Email

As more than 43 million Americans prepare for Thanksgiving road trips, federal lawmakers are demanding changes to vehicle safety regulations and calling for an investigation into carmakers. It's all the result of an ongoing CBS News investigation into the strength of **car seats**.



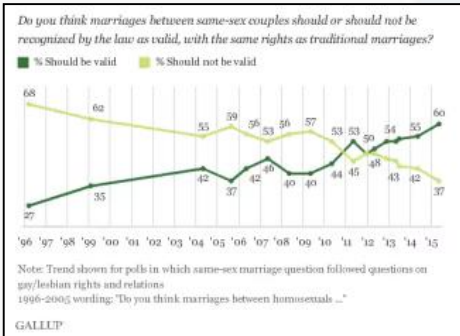
LIFE INSURANCE INDUSTRY UNDER INVESTIGATION

Audits of leading life insurance companies have uncovered a systematic, industry-wide practice of not paying significant numbers of beneficiaries

TV Programs & Their “Scale Of Voice” Have The Power To Change Opinions And Perceptions Around Social Issues

The Atlantic: The Modern Family Effect: Pop Culture’s Role in the Gay-Marriage Revolution

TV has convinced America that same-sex couples can be just like straight ones. What’s next?



Modern Family came out in 2009, the same year a Gallup poll reports positive opinions towards gay marriage ticked upwards

On his late night show, *Jimmy Kimmel* encouraged people to reach out to their representatives and oppose a proposed Obamacare replacement, the Graham-Cassidy bill, which would allow states to charge high premiums for patients with pre-existing conditions (including cancer)



WANTY FAIR: Kimmel Furiously Rails Against Bill Cassidy’s “Scam” Health-Care Bill

NEW YORK POST: More than 200 protest racism in loud NFL statement



Colin Kaepernick and other NFL players have used their TV exposure to bring attention to the Black Lives Matter movement, racial inequality, & police brutality

VARIETY: How ‘Will & Grace’s’ Relatable Vibe Helped Audiences Accept Gay Characters



Will & Grace, which recently returned on NBC, has been credited with aiding LGBTQ rights, and has even been included in The Smithsonian’s LGBT history collection

HUFFPOST: ‘Fresh Off The Boat’ Makes Timely Statement On Asian-American Identity. Here’s Why It Matters In 2016.

“We are like Patrick Swayze in ‘Ghost’ — stuck between two worlds, part of both, belonging to neither.”
“It was one of the very few times where I saw my dilemmas as an Asian-American not only reflected, but normalized on mainstream television.”

Fresh Off The Boat is the first TV show about an Asian-American family in 20 years, and provides Asian-American viewers with representation in mainstream media

Jane the Virgin addressed Immigration Reform prior to the 2016 Presidential Election and encouraged viewers to get out and vote

BUSTLE: ‘Jane The Virgin’ Deals With Immigration Reform In An Important, Subtle Way



VULTURE: Legion Tackled Mental Illness With Wisdom and Subtlety



Legion portrays mental illness in a more personal light and reminds those living with it that they are never alone

Brands Also Find That They Can Be An Influential Force For Change Through Impactful Exposure In High-Reach TV Events

Young Female Empowerment



P&G's *Always* debuted a 60-second spot highlighting their "Like A Girl" campaign during Super Bowl XLIX

Body Positivity



Lane Bryant aired their latest commercial from their "#ImNoAngel" campaign during the 69th Primetime Emmy Awards

Environmental Issues



P&G's *Dawn* aired their "Cleaning Oil Spills" TV spot during the Rio Summer Olympics to promote their \$1MM donation towards animal rescue efforts

Gender Equality



GE aired their "What If Scientists Were Celebrities" TV spot during the 89th Oscars to highlight the achievements of female scientists

Diversity & Inclusion



The Ad Council's "Love Has No Label" PSA campaign had commercials in dozens of TV shows including American Ninja Warrior

Unity



In an attempt to bridge political divides, *Cadillac* aired a 60-second spot called "Carry" as part of their "Dare Greatly" campaign during the 89th Oscars

No Platform Drives Charity
Like TV's Premium Video-At-Scale

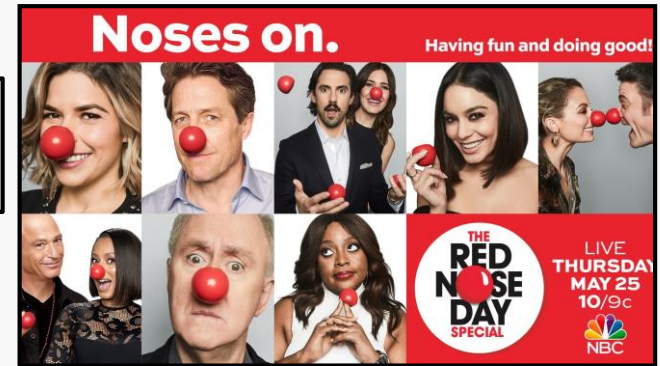
TV's Scale Drives Awareness For Many Health & Social Causes While Raising *Millions* Through Widescale Fundraising Efforts



THE V FOUNDATION, ESPN ANNOUNCE FOURTH ANNUAL ESPY WEEK RAISED MORE THAN \$5.2 MILLION FOR CANCER RESEARCH



'Hand in Hand' Hurricane Relief Telethon Raises More Than \$55 Million



More Than 100 Reality Stars Are Heading to Orlando to Raise Money for Give Kids the World



Dolly Parton Telethon Raises \$9M for Tennessee Wildfire Victims



Disney/ABC Viewers Pledge \$14.2 Million to Harvey Relief



Macy's Partners With 'Say Yes to the Prom' for Dresses and Jewelry

The retail tie-in is part of a large initiative to provide prom dresses and tuxedos to high-achieving but underserved students.



Jennifer Lopez-Marc Anthony 'One Voice: Somos Live!' Concert And Telecast Raises Over \$35 Million



TV Networks Also Organize Huge Charitable Events While Allowing Fans To Engage In-Person With Their Favorite Stars

Food Network & Cooking Channel South Beach Wine & Food Festival



Over 65,000 fans gather for five days to enjoy more than 90 events featuring their favorite culinary TV personalities. Over it's 16 years, the festival has raised more than **\$26 million for the Chaplin School of Hospitality & Tourism Management at FIU.**

Food Network & Cooking Channel New York City Wine & Food Festival



Over 50,000 fans gather for four days to enjoy more than 100 events featuring their favorite culinary TV personalities. Over it's 10 years, the festival has raised more than **\$11 million for the Food Bank For New York City & the "No Kid Hungry" Campaign.**



Many TV Shows & Personalities Invest Their Time, Money & Effort Into Their Favorite Causes As Well

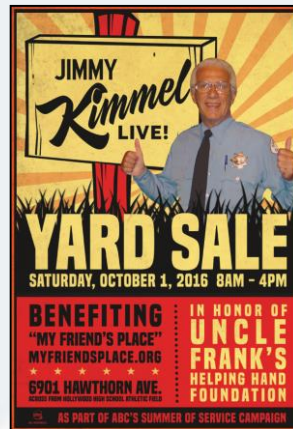
TV programs and cast members lend their celebrity status to good causes and charities



Stars of HGTV's *Fixer Upper* Are Selling T-shirts to Raise Money for Victims of Hurricane Harvey



The Ladies of Love & Hip Hop Atlanta Surprised High School Seniors By Paying Off Their Graduation Fees



Jimmy Kimmel Live held a yard sale to benefit an organization supporting homeless youth



'Mom' Trades Emmy Campaign for \$250K Donation to Planned Parenthood



Lisa Vanderpump of *Real Housewives of Beverly Hills*, *Dancing with the Stars*, & *Vanderpump Rules*, opened a rescue center for dogs and fights against the dog meat industry



***Supernatural* stars raise more than 200K for Hurricane Harvey relief**

The Cultural Commitment From TV Content Is Unrivaled

No Platform Drives Culture Like TV's Premium Video-At-Scale...Why?

- TV's impact on American society is pervasive everyday across both the physical world and the digital realm
- From the super talented to the instantly infamous, nothing has the ability to build celebrity into the public consciousness quite like TV
- It's not just TV programming and personalities either, many consumer brands have entered the pop culture vernacular thanks to the scale and exposure of television
- And, whether it's for causal conversations or professional ambitions, nothing stokes curiosity and the thirst for knowledge like TV programming

No Platform Drives Change Like TV's Premium Video-At-Scale...Why?

- Enacting change for the greater good of society is a cornerstone of American culture and nothing else has the influential "Scale of Voice" that TV brands have
- TV has the ability to frequently rally a mass audience around important public policy issues and social causes while also raising millions of dollars for charity in times of need
- Also, brands looking to influence social change and purpose often look to align with impactful TV programming to tell their story

Let's Check To See How You Did On The Pop(ular) Quiz! Remember, The Theme Is “*How TV Drives Culture & Change*”

With the answers below, you can again wow your family, friends and co-workers with your TV knowledge at the next holiday family gathering, weekend get-together or Thursday night happy hour!

- 1) In Sept. 2017, how many books on the Amazon Top 10 Bestsellers list were associated with TV personalities? 5
- 2) There are over 15 TV-related live shows touring the country this year. Collectively, how many U.S. cities will these tours visit? more than 220 cities in over 43 states
- 3) *The Tonight Show* YouTube channel has over how many total video views? over 7.6 billion
- 4) The fictional advertising character, *Mr. Clean*, has how many Twitter followers? over 28K
- 5) The recent rise in popularity of what baby name for boys is widely credited to the popularity of this male lead in *Sons of Anarchy*? Jackson
- 6) McDonald's faced major online backlash from *Rick and Morty* fans when they quickly ran out of what kind of sauce during a limited promotion? Szechuan sauce
- 7) Danielle Bregoli, who gained instant fame as the “Cash Me Outside” girl from *Dr. Phil*, has how many Instagram followers? over 11.3 million
- 8) What is it called when a fan of medical dramas develops a skewed perception of health issues in the real world? “The Grey’s Anatomy Effect”
- 9) How much has employment in the forensics field increased since the premiere of *CSI* in 2000? +141%
- 10) How much did this year’s televised “Hand-in-Hand” hurricane-relief telethon raise? \$55 million

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