



#TVisSOCIAL #Ep2 🕶️🕶️

How "Live" TV Drives Online Conversations Into The Summer

📄 2017 REPORT

Member Center



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# From The Fall Through The Summer, Ad-Supported TV Continues To Dominate The Online Social Conversation

Welcome to the second installment of our *#TVisSocial* report series which is a follow up to our original analysis that covered the October-November 2016 time period.

In this second report, covering a four week period between May-June, we found that:

- **Ad-Supported TV accounted for two-thirds (67%) of the top 10 trending Twitter topics**
  - Televised football games, both NFL and college, are such a driver of social conversation that a slight decline from the 79% share seen in the Fall was expected due to their absence in the second quarter
- **Even without football, Televised Sports remain a key driver of social conversation**
  - While the # of separate topics (games, teams, athletes) trending were lower in Summer vs. Fall, sports TV programming continues to trend every night, buoyed by the exciting NBA & NHL playoffs and nightly MLB action
- **Many more Entertainment Shows trended than in the Fall**
  - Between season finales and the launch of summer programming, people talked about a lot of TV shows (83 shows trended vs. 53 during the Fall) and made greater use of program/event hashtags (42% of topics vs. 36% in Fall)
- **Other content trended, but nothing comes close to the dominance of Ad-Supported TV**
  - While 83 ad-supported entertainment TV shows trended, every other platform only had a handful of trending content / programs - Pay-TV (8), Netflix (3), YouTube (2), PPV (1), Snapchat (1), Twitch (1), Facebook Live (1)

Note: We implemented two minor methodology changes between the two reports that, after analysis, we believe had no material effects on the results or findings:

- 1.) We shifted the trending geography to "United States" from "New York City"
- 2.) We shifted the hourly "point in time" monitoring period to the :30 minute mark from the :15 minute mark

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Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:30p, 9:30p, 10:30p, 11:30p) during 4-week time period (5/15/2017 - 6/11/2017). Comparisons are based on The VAB's "#TVisSocial: How "Live" TV Sparks Continuous Online Conversations" report, released 2/2/2017, which monitored Twitter trending data between 10/10/2016 - 11/6/2016.

# May-June 2017 Trending Highlights & Notifications

67% of Top 10 Primetime Trending Twitter Topics Were Based On Ad-Supported TV Programming

51 Ad-Supported TV-Related Topics Trended #1

365 Unique Ad-Supported TV-Related Topics Trended In Top 10

128 TV Program-Related Hashtags Trended In Top 10

Over 52 Networks Had a Program Trend In The Top 10



# How “Live” TV Drives Social Engagement

# “Live” Ad-Supported TV Content Fosters Emotional Connections That Lead To Social Engagement

No longer a passive medium, ad-supported TV compels millions of people to actively share their “real-time” thoughts and opinions on the content they’re consuming live

Why?

- Because TV consistently creates and captures moments that are *exciting, entertaining, humorous, enlightening, uplifting, aspirational, inspirational* and *educational*...moments that people almost immediately share and talk about online
- Also, in addition to providing pure escapism, TV delivers engaging content centered on real-life themes that viewers can relate to...these shared experiences often lead viewers to take action by participating in online conversations



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# Ad-Supported TV Also Captures & Creates Society's "Big Moments" Which Are Further Amplified On Social Media

Each month, Ad-supported TV gives us many memorable and iconic moments across sports, entertainment and news... moments that people couldn't wait to talk about with others online. Here's a look at some events during May/June '17:

## Sports

**Pittsburgh Penguins defeat Nashville to become back-to-back Stanley Cup Champions**



**Jim Moline**  
@JimMoline10  
Better than the Super Bowl! #StanleyCup #NHL #NBC  
8:18 PM - 11 Jun 2017

**USMNT scores unforgettable goal to earn a crucial tie against their rival, Mexico**



**Sean Saint Jacques**  
@SSaint7  
That Michael Bradley goal will live on in #USMNT folklore against Mexico. #USAvMEX  
10:25 PM - 11 Jun 2017

**Golden State Warriors battle the Cleveland Cavaliers in a third consecutive NBA Finals**



**Kelly Crilly**  
@Kelly\_Crilly  
It's about to go down 🏀 #Warriors #NBAFinals  
7:49 PM - 4 Jun 2017

**Washington Nationals' Bryce Harper storms the mound after getting hit by a pitch**



**Dalton Kemper**  
@DaltonKemper  
Bryce Harper is one of the best things about baseball #Haymakers  
7:54 PM - 29 May 2017

## Entertainment

**Rashad Jennings & Emma Slater win Dancing With the Stars in style**



**marisol**  
@sonapmarisol  
Rashad and Emma for the win ❤️❤️ #TeamShadSquad #DWTS #DWTSFinale  
7:55 PM - 22 May 2017

**Drake breaks the record for most wins at the Billboard Music Awards**



**Louie Santana**  
@SkipToMyLou757  
Drake set a record at the #BBMAs he got 13 trophies wow  
2:50 PM - 22 May 2017 from Virginia Beach, VA

**Empire's explosively shocking season finale**



**Sarah**  
@callmesasu  
The season finale of #Empire was so powerful 🙌❤️ I can't waitttt the next season 🙌  
8:10 AM - 25 May 2017

**Ashton Kutcher firing up Nashville with a catfish mic-drop at the CMT Awards**

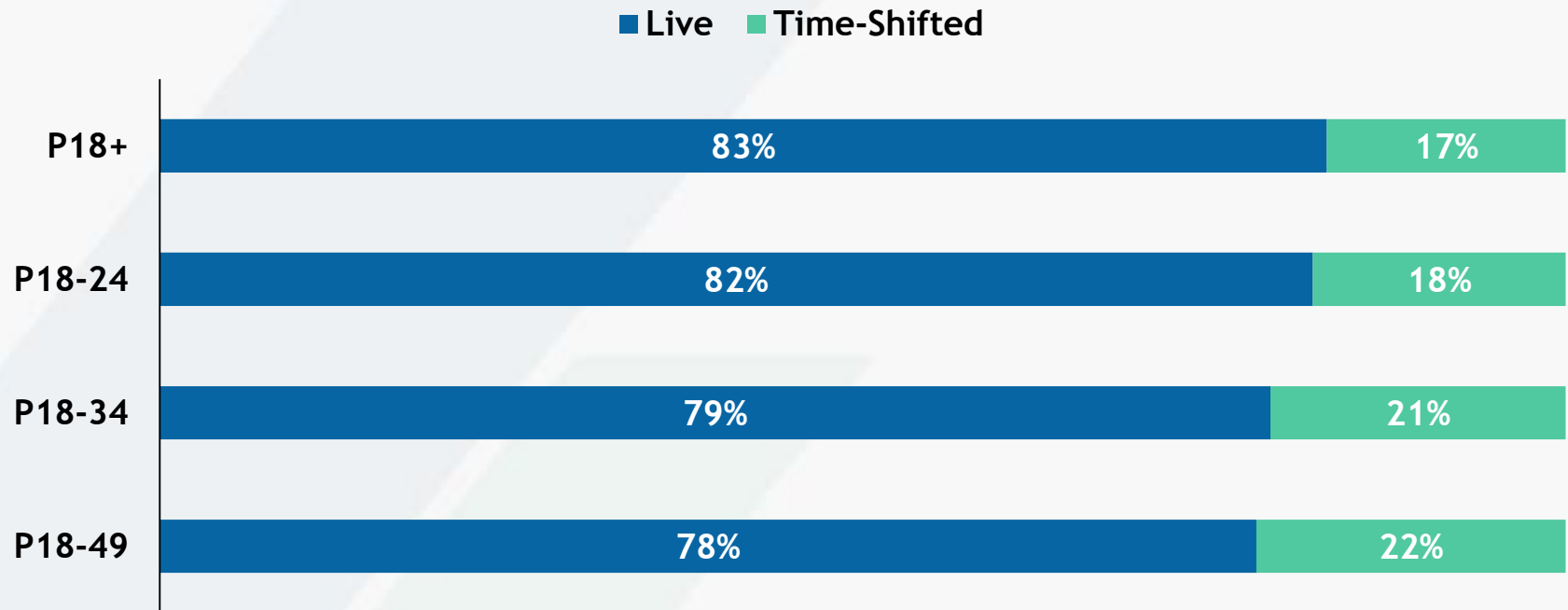


**Tina**  
@thenolagirl  
The Catfish Drop!!! #CMTAwards  
9:21 PM - 7 Jun 2017

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# Overall, The Vast Majority Of People's Total Television Viewing Continues To Be Done "Live"

Television Primetime Viewing: % "Live" vs. "Time-Shifted"



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Source: Nielsen NPower R&F Time Period Report, Primetime, Live vs. Live+7, ad-supported cable TV + broadcast TV, 5/15/2017 - 6/11/2017. P2+, P18-24, P18-34, P18-49.

# Twitter Is The Social Hub Of Real-Time Conversations Centered Around “What’s Happening Now”

- Twitter is one of today’s most popular communication tools and their brand positioning - “*See What’s Happening*” - reflects a platform that’s built around what’s happening in the world and what people are talking about right now
- “Live” TV, specifically, is an important fixture in people’s everyday lives and nowhere is this more evident than the conversations seen on Twitter

## Twitter Users Who Are TV “Superfans”\*

**72%** say a social platform, like Twitter, plays a role in their TV viewing

**57%** follow hashtags to keep up with what others are saying about a TV show

**60%** share their opinions about the shows they watch on Twitter

**54%** want to be the “go-to-source” for others on news and information about their favorite TV shows



\*“TV Superfans” are a self-identified cluster within the “Twitter Insiders” online research community of approx. 7,000 users. Two-thirds of superfans report watching more than 3 hours of TV daily.

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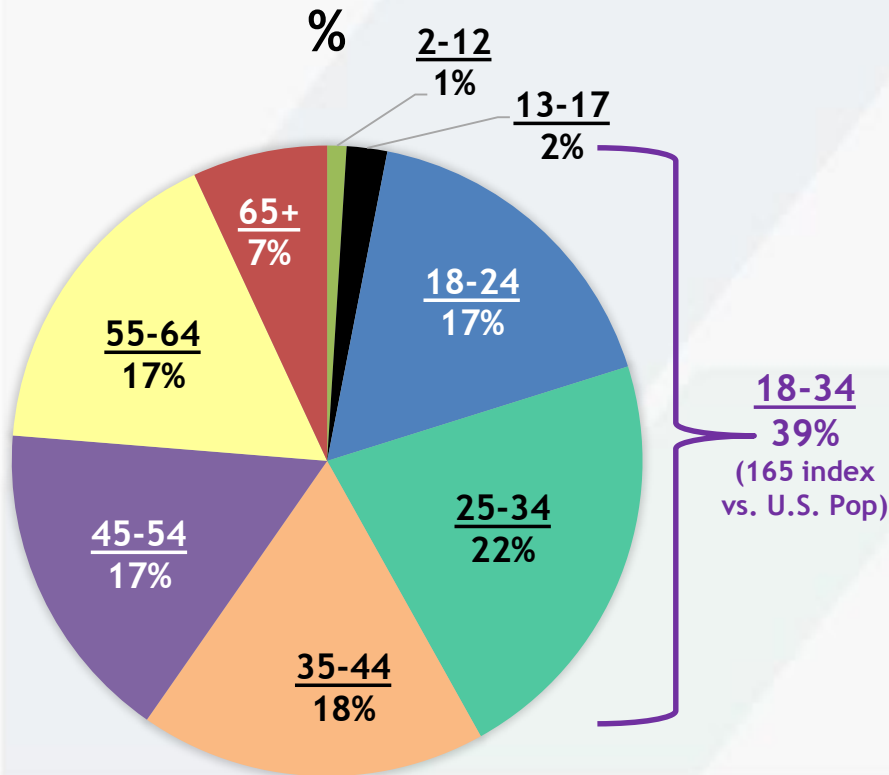
Source: Twitter proprietary study in partnership with Vizeum and Dentsu Aegis Network using “Twitter Insiders,” an online research community of approx. 7,000 users; January 2017.

# Millennials Account For A Majority Of Total Time Spent On Twitter, A Popular Online “Meeting Place” To Discuss Current Topics

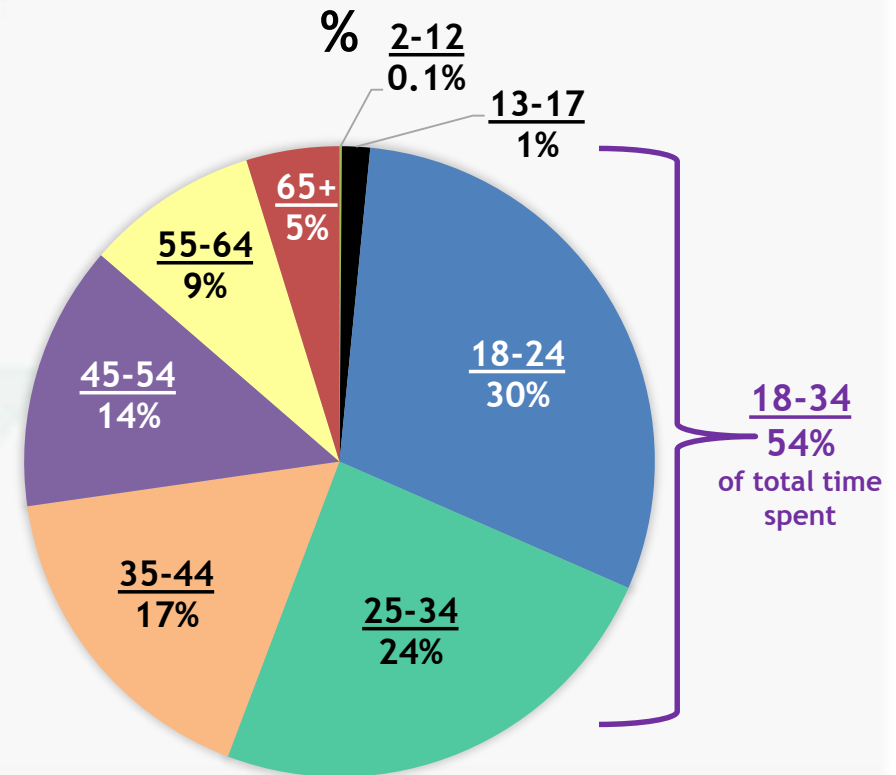
Young Millennials (A18-24) are much more engaged with Twitter than other demographic age breaks

## Twitter Usage

User Profile By Age



Total Minutes Spent By Age



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# Top Trending Topics Analysis

# Quantifying How Much Ad-Supported TV Drives Online Social Conversation

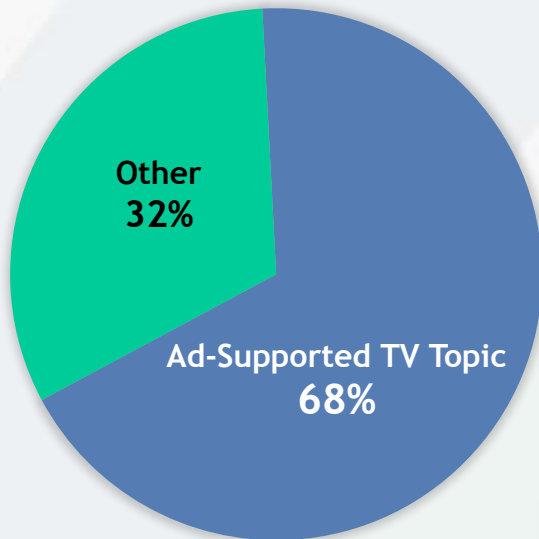
- To quantify the important role that TV plays in people’s lives, we analyzed the impact of TV programming on the top 10 trending Twitter topics over a four week time period leading into, and covering the first part of, the summer season
  - Monday, May 15<sup>th</sup>, 2017 - Sunday, June 11<sup>th</sup>, 2017
- Since trending topics are everchanging and a slight lag time typically exists for topics to start trending, we monitored four “points in time” each night to capture what people are talking about online throughout the evening
  - 8:30p, 9:30p, 10:30p, 11:30p
- Geography reflects United States-based Twitter trending data while ad-supported TV topics were grouped into two types:
  - **Direct**: specific hashtags of televised entertainment shows, sports events or news programming
  - **Related**: topics associated with specific TV programming including athletes, general team hashtags, collegiate school mentions (school & nicknames for football & basketball), show characters, celebrity personalities, and specific TV-related news references

# First, There Was Virtually No Difference In TV's Social Popularity Between May And The Post Memorial Day Time Period

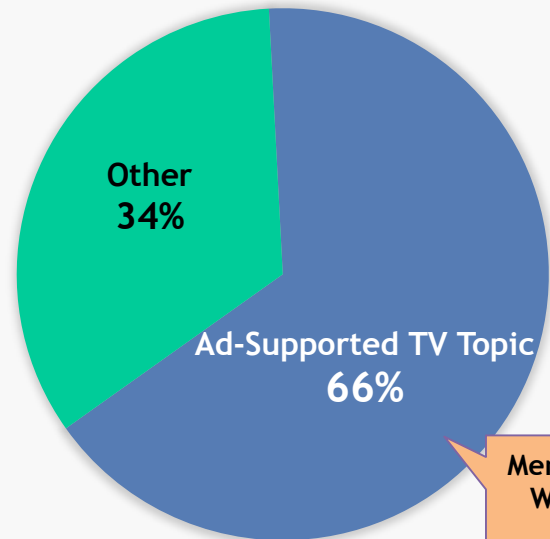
TV-related topics dominated social conversations both before and after the first summer holiday; Television even held a majority of the top trending topics during Memorial Day Weekend itself

## Topic Breakout: Overall Total % of Top 10 Trending Twitter Topics

**May - Pre-Memorial Day Weekend**  
(May 15<sup>th</sup> - May 25<sup>th</sup>)



**Memorial Day Weekend - June**  
(May 26<sup>th</sup> - June 11<sup>th</sup>)

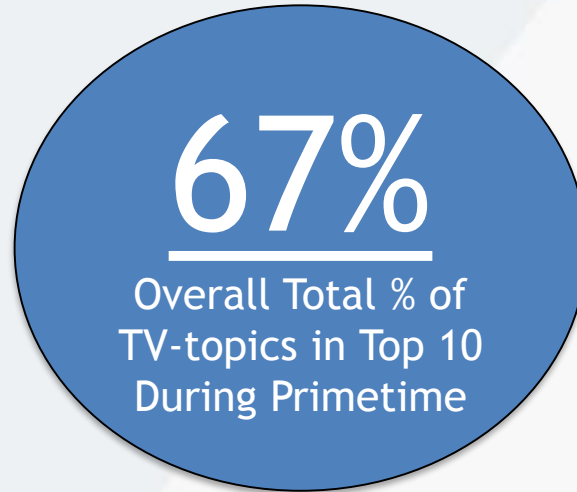


Memorial Day Weekend:  
58%

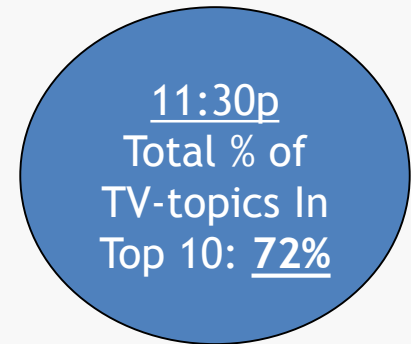
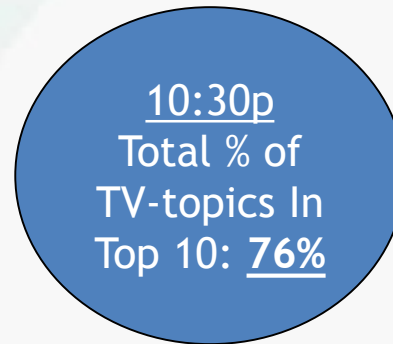
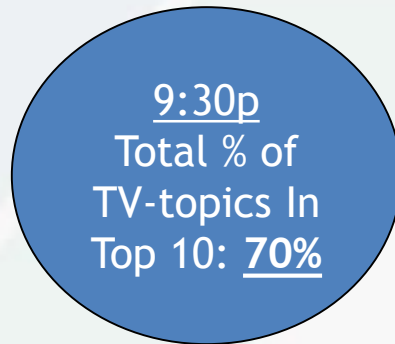
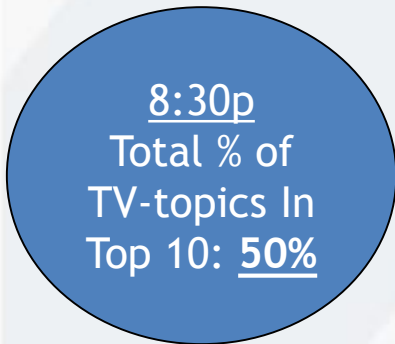
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Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:30p, 9:30p, 10:30p, 11:30p) during 4-week time period (5/15/2017 - 6/11/2017). Pre-Memorial Day Weekend = 5/15 - 5/25; Memorial Day Weekend & Beyond = 5/26 - 6/11; Memorial Day Weekend = Friday, 5/26 - Monday, 5/29. Results include both "direct" and "related" TV topics.

# Overall, Ad-Supported TV Accounted For Nearly 7 Of The Top 10 Trending Twitter Topics Through The Four-Week Time Period



Although this analysis was conducted as the summer season was getting underway between May-June, ad-supported TV continued to dominate the top social conversations on Twitter



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Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:30p, 9:30p, 10:30p, 11:30p) aggregated during 4-week time period (5/15/2017 - 6/11/2017). Results include both "direct" and "related" TV topics.

# At Least Half Of The Top 10 Trending Topics *On Any Night* Were Based on Ad-Supported TV Content

Four Week Average: % of Top 10 Trending Topics That Are Based On TV Content							
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
<b>Overall</b>	<b>81%</b>	<b>69%</b>	<b>66%</b>	<b>68%</b>	<b>51%</b>	<b>56%</b>	<b>78%</b>
<b>8:30p</b>	<b>65%</b>	<b>48%</b>	<b>40%</b>	<b>38%</b>	<b>35%</b>	<b>48%</b>	<b>78%</b>
<b>9:30p</b>	<b>85%</b>	<b>73%</b>	<b>68%</b>	<b>75%</b>	<b>55%</b>	<b>55%</b>	<b>80%</b>
<b>10:30p</b>	<b>85%</b>	<b>80%</b>	<b>80%</b>	<b>80%</b>	<b>58%</b>	<b>68%</b>	<b>80%</b>
<b>11:30p</b>	<b>88%</b>	<b>75%</b>	<b>78%</b>	<b>78%</b>	<b>58%</b>	<b>55%</b>	<b>73%</b>

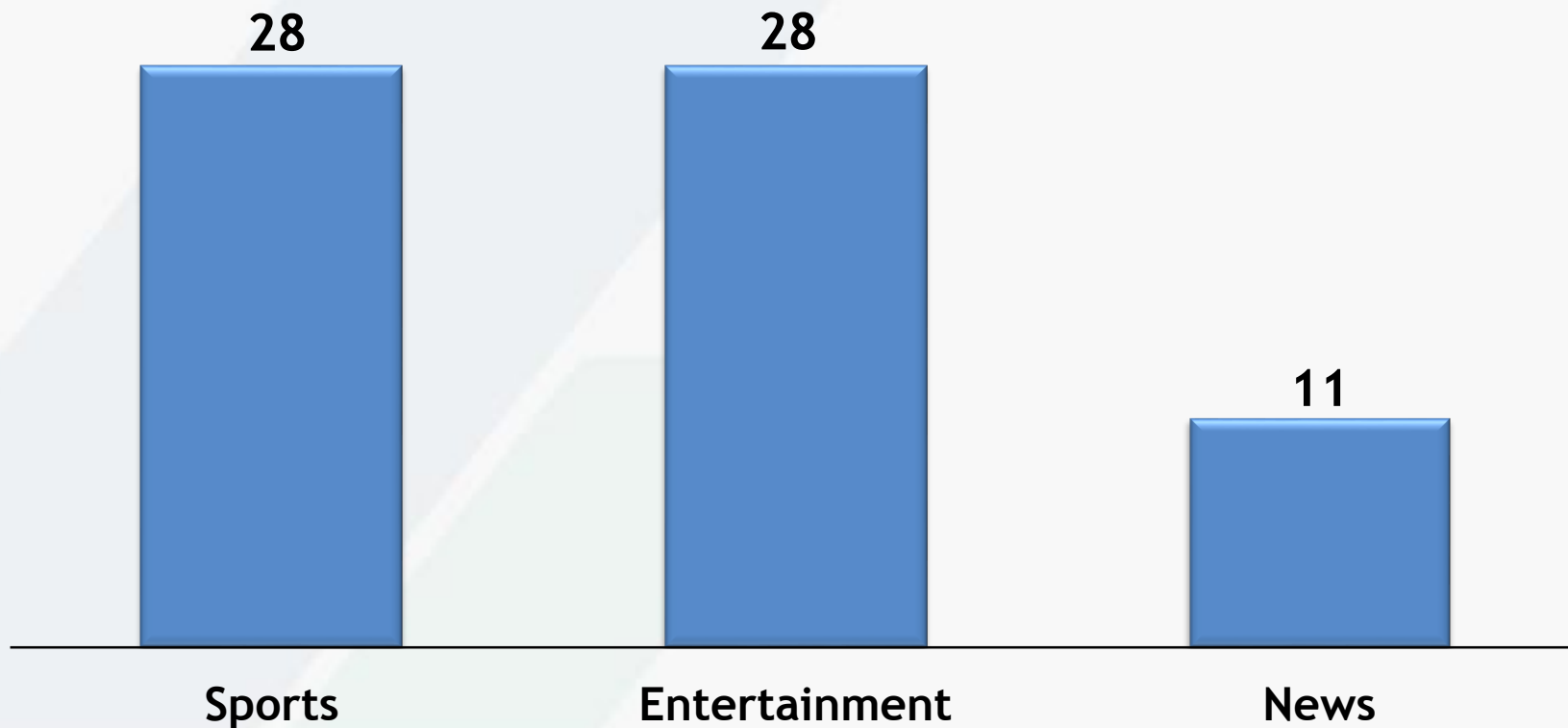
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Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:30p, 9:30p, 10:30p, 11:30p) during 4-week time period (5/15/2017 - 6/11/2017). Reflects four week average by day and time. Results include both "direct" and "related" TV topics.

# At Least One Sporting Event & Entertainment Program Had A Related Topic Trend In The Top 10 *Each Night*

## Four-Week Time Period

# of Nights Ad-Supported TV Programming Trended In Top 10 Topics By Genre



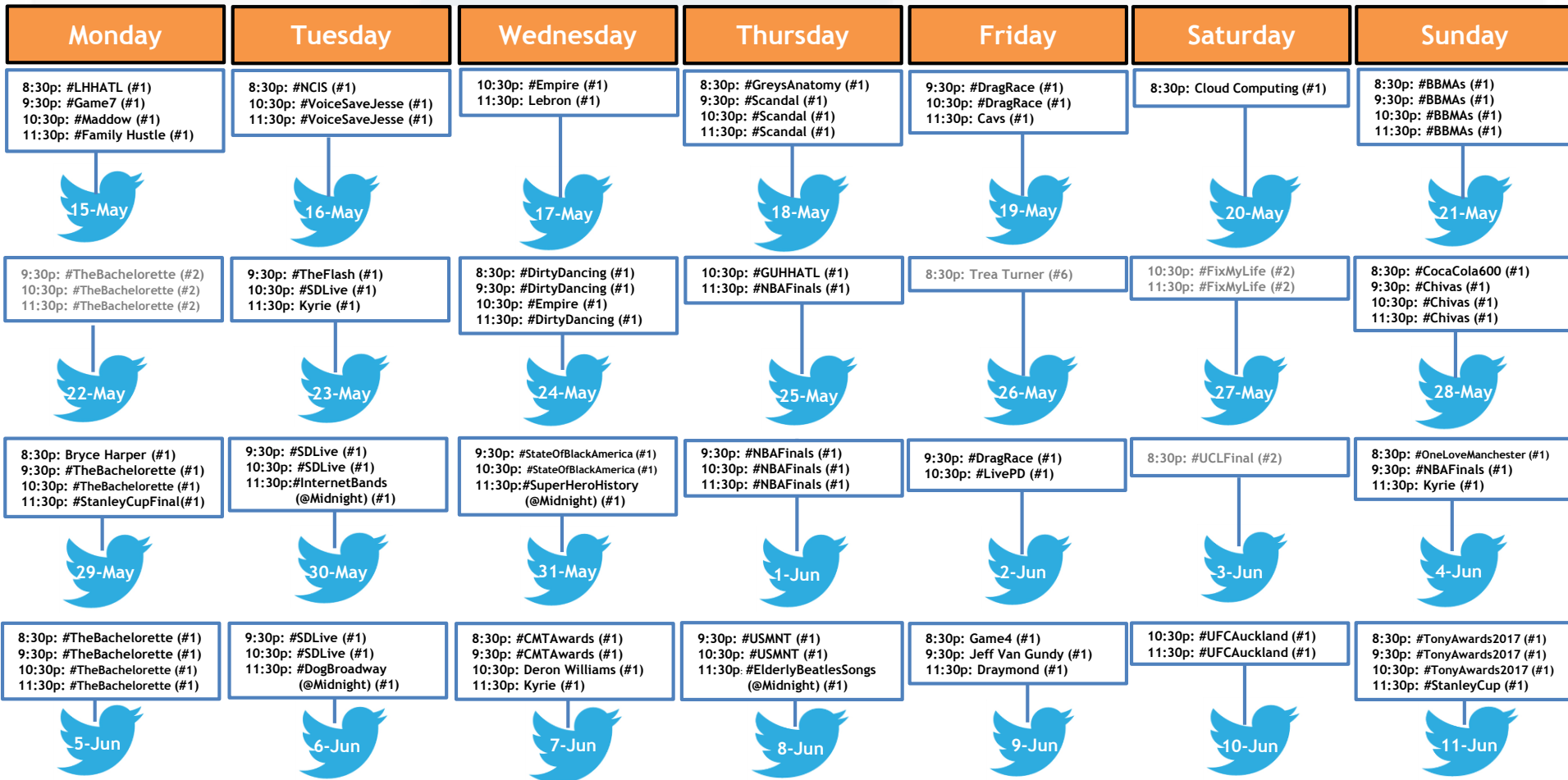
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Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:30p, 9:30p, 10:30p, 11:30p) during 4-week time period (5/15/2017 - 6/11/2017). Results include both "direct" and "related" TV topics.

# In Fact, 51 Different Ad-Supported TV Topics Trended #1 During Primetime Over The Four-Week Time Period

For 24 out of 28 nights, an Ad-Supported TV topic trended #1 during at least one of the four monitored “points in time”

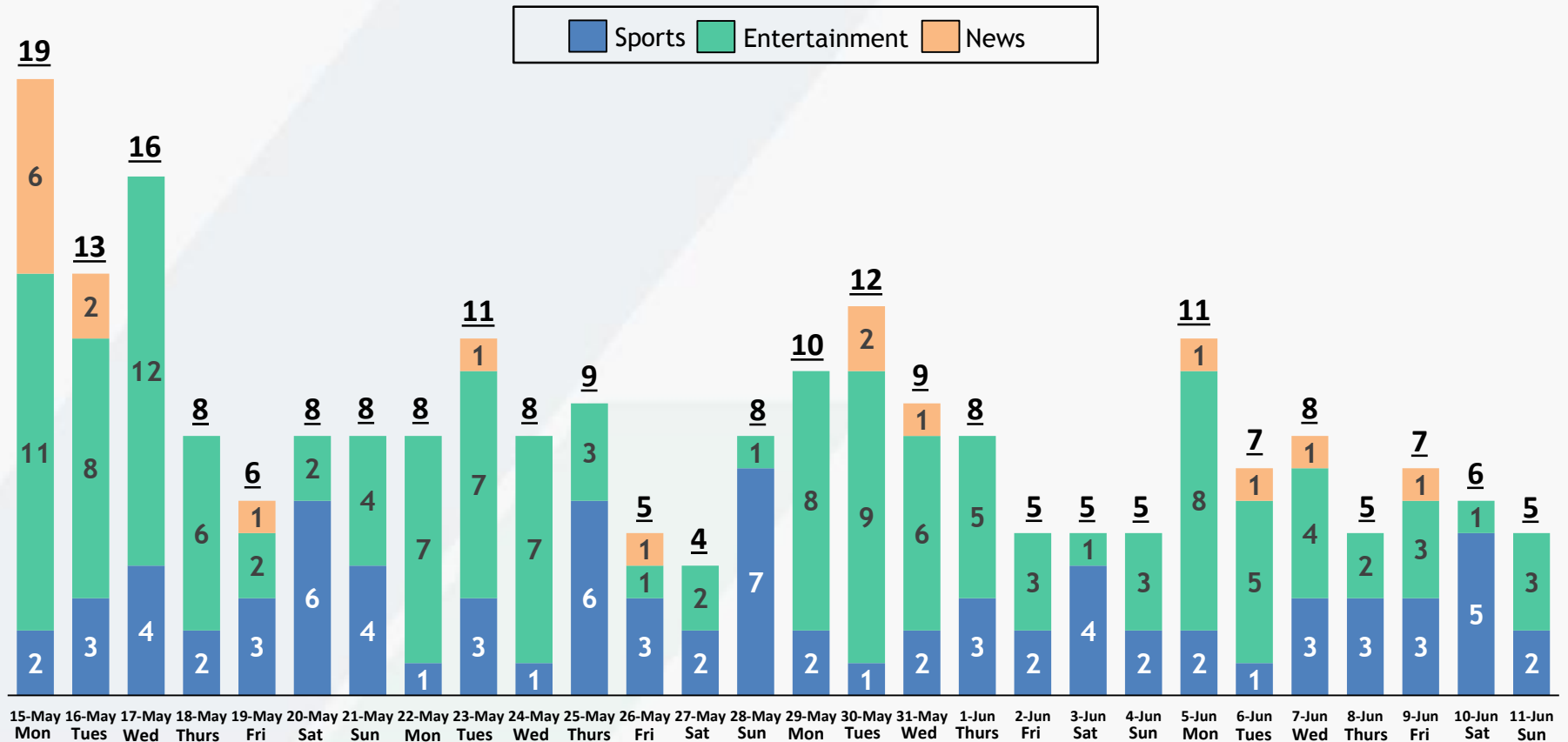
## Top Twitter Trending TV Topics By Night



Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:30p, 9:30p, 10:30p, 11:30p) during 4-week time period (4/15/2017 - 5/11/2017). Results include both “direct” and “related” TV topics. Non #1 Gray highlighted days reflect the highest trending TV topic for that evening. Overall rank in parentheses. LHHATL = Lop & Hip Hop: Atlanta; BBMAs = Billboard Music Awards.

# On Average, Over Eight Different Ad-Supported TV Programs Trended In The Top 10 At Some Point During Each Night

## # of TV Programs Trending In The Top 10 During Each Night

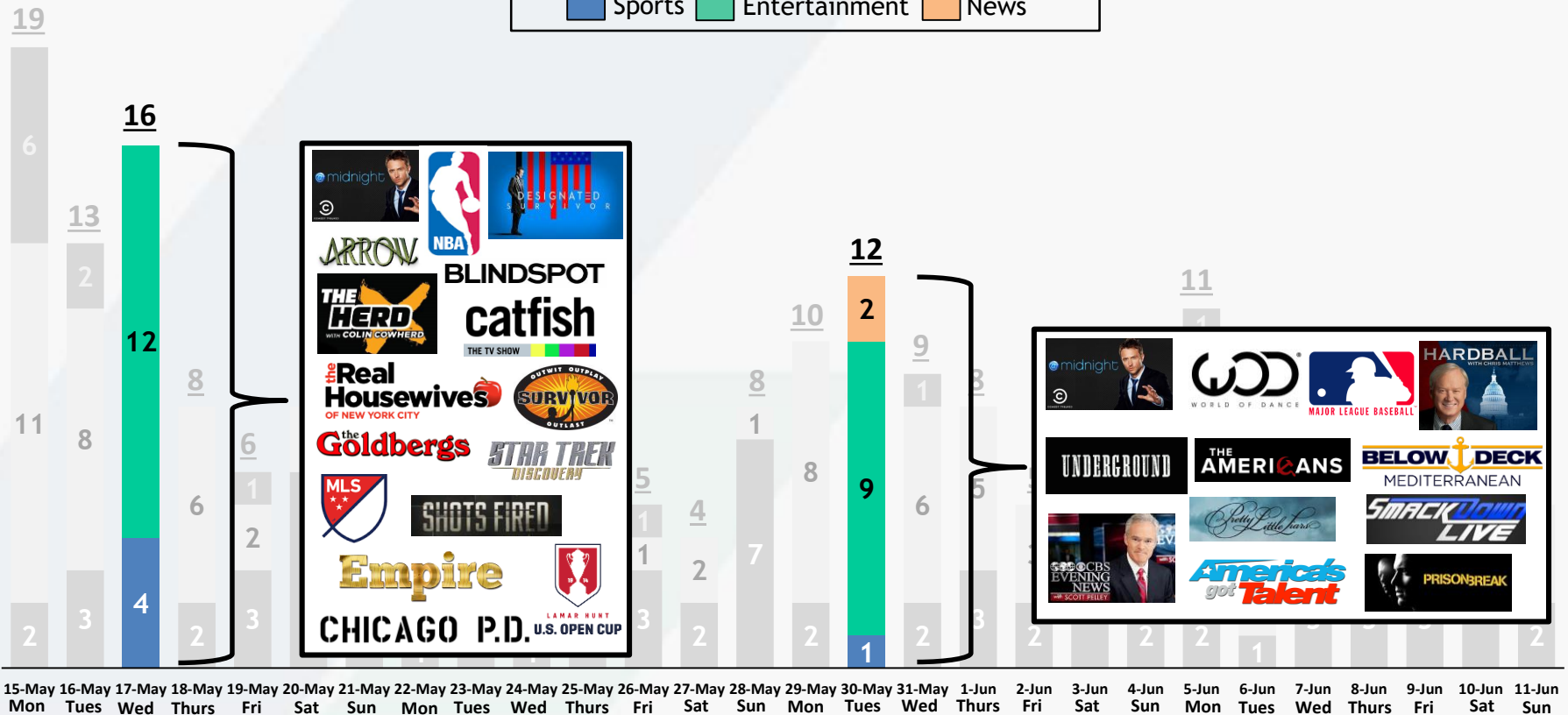


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Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:30p, 9:30p, 10:30p, 11:30p) during 4-week time period (5/15-2017 - 6/11/2017). Results include both "direct" and "related" TV topics. In aggregate, 234 TV program episodes (includes multiple shows / games of same program) trended in the top 10 over the time period.

# Many Programs Trended Each Night During Both The End Of The TV Season And In The Post-Memorial Day Summer Period

## # of TV Programs Trending In The Top 10 During Each Night



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Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:30p, 9:30p, 10:30p, 11:30p) during 4-week time period (5/15-2017 - 6/11/2017). Results include both "direct" and "related" TV topics.

# Several Ad-Supported TV Shows & Sports “Own” Specific Nights Of The Week

No other type of tweet is as much of a recurring topic as ad-supported TV

Trending In The Top 10 During At Least 3 of The 4 Weeks During The May / June Time Period Analyzed

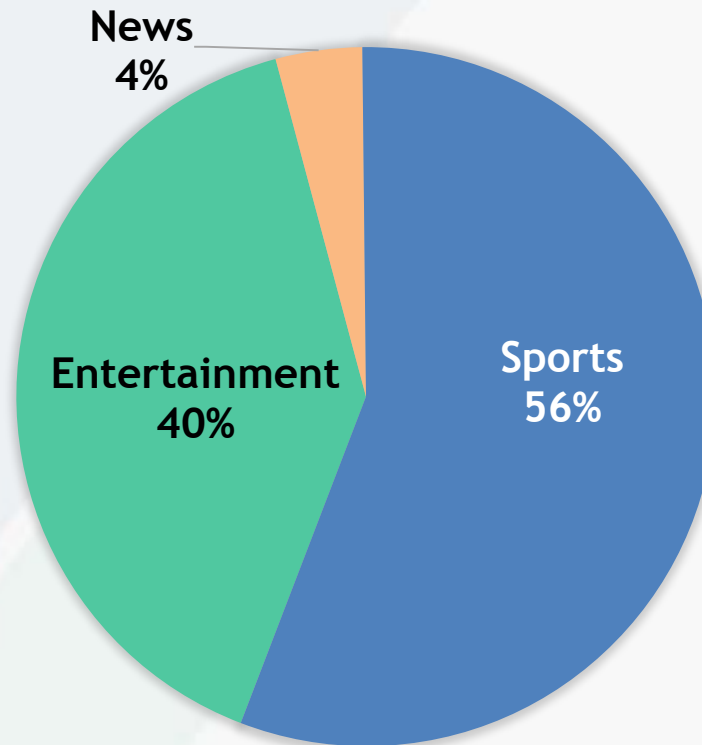
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
    	   	  	   	 	 	 

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# Sports & Entertainment Both Account For A Large Portion Of The Total Ad-Supported TV Topics That Trended In The Top 10

Four-Week Time Period  
Genre % Breakout of Top 10 Ad-Supported TV Trending Topics



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Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:30p, 9:30p, 10:30p, 11:30p) aggregated during 4-week time period (5/15/2017 - 6/11/2017). Results include both "direct" and "related" TV topics.

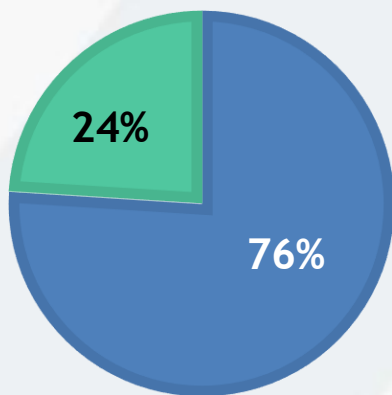
# TV Sports Social Conversations Split Evenly Across Weeknights and Weekends, While TV Entertainment Skewed Towards The Weeknights

## Four-Week Time Period

### Genre-Specific Top 10 Ad-Supported TV Trending Topics By Day

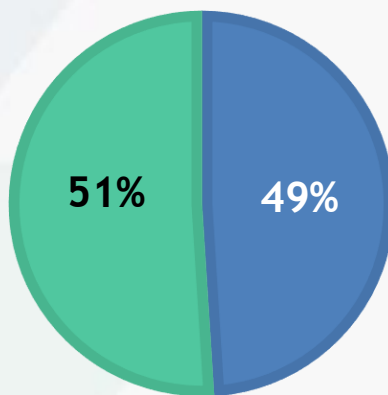
#### ENTERTAINMENT

■ Mon-Thurs ■ Fri-Sun



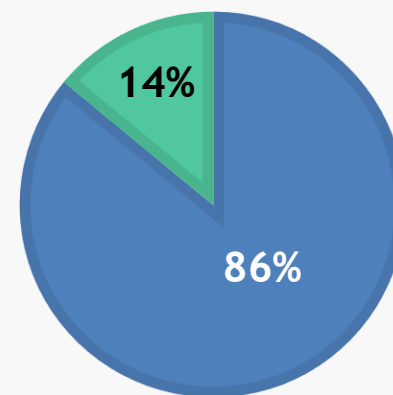
#### SPORTS

■ Mon-Thurs ■ Fri-Sun



#### NEWS

■ Mon-Thurs ■ Fri-Sun



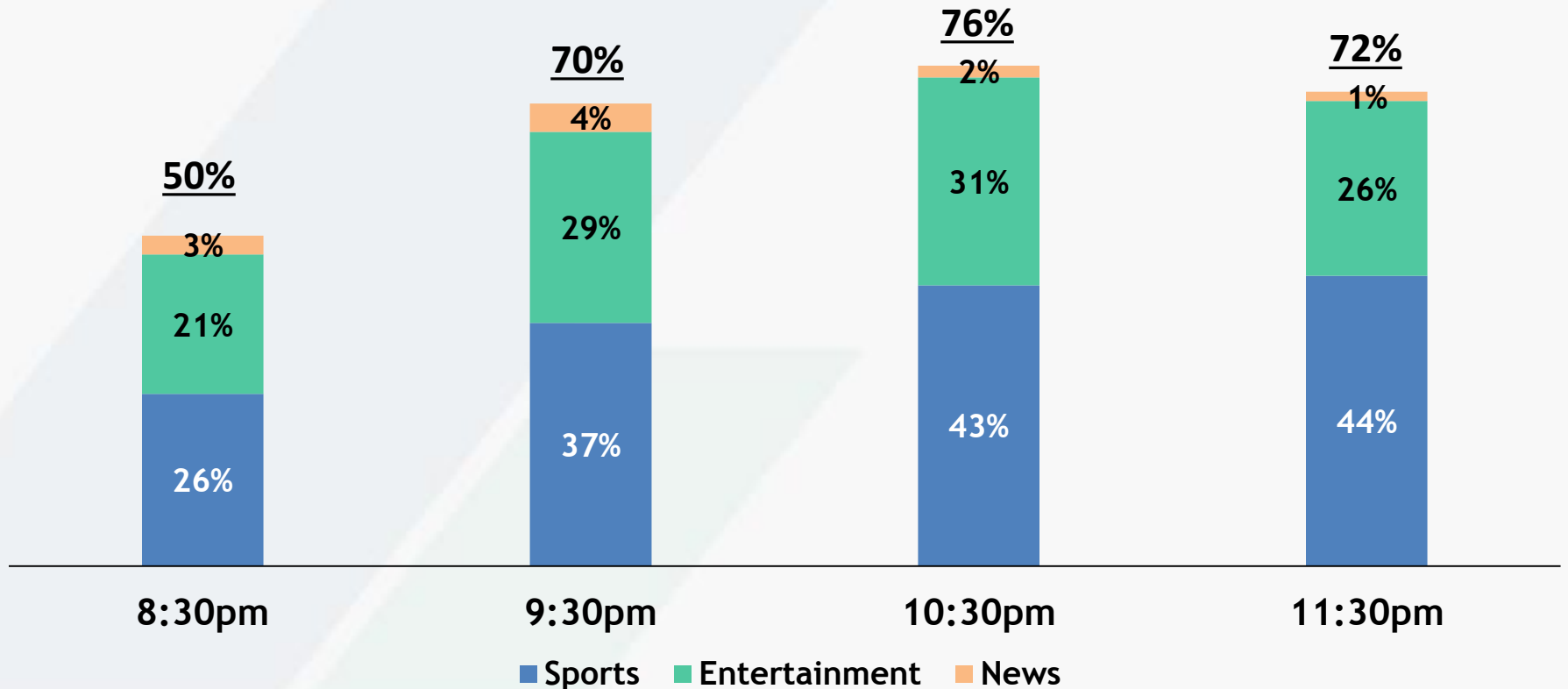
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Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:30p, 9:30p, 10:30p, 11:30p) aggregated during 4-week time period (5/15/2017 - 6/11/2017). Results include both "direct" and "related" TV topics.

# Televised Sports Make Up Almost *Half* Of The Overall Top 10 Trending Topics In The Latter Half Of The Night

Social sports talk gains momentum through the night and heats up as east time zone games begin wrapping up while west time zone games start

## TV Genre % of Overall Top 10 Trending Topics By Hour

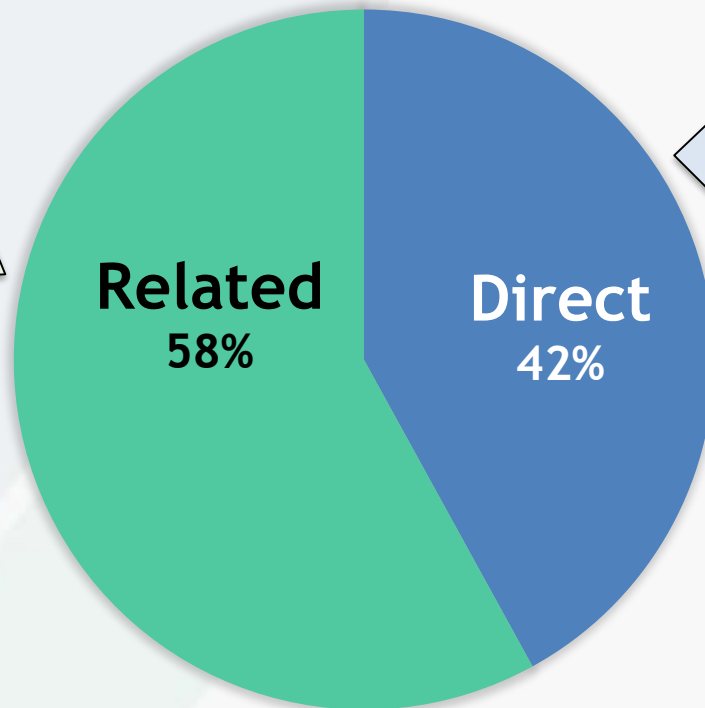


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Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:30p, 9:30p, 10:30p, 11:30p) aggregated during 4-week time period (5/15/2017 - 6/11/2017). Results include both "direct" and "related" TV topics.

# Almost Half Of All Top 10 Trending Ad-Supported TV Topics Were Based On Official Show & Sports Event Hashtags

Trending TV Topics By Type



“Related” Examples:

**Entertainment**

- Vanessa Hudgens (BBMA Performer)
- The Chainsmokers (BBMA Performers)
- Lucious (Empire)
- Olivia Pope (Scandal)
- David Hyde Pierce (Tony Awards)
- Samoa Joe (WWE Monday Night Raw)
- Saul Goodman (Better Call Saul)
- Enzo (WWE Monday Night Raw)

**Sports**

- Pekka Rinne (Nashville Predators - NHL)
- Tristan Thompson (Cleveland Cavaliers - NBA)
- Christian Pulisic (US Men’s Soccer)
- Sidney Crosby (Pittsburgh Penguins - NHL)
- JaVale McGee (Golden State Warriors - NBA)
- #Preds (Nashville Predators Hashtag)
- Cloud Computing (Preakness Stakes)
- #USMNT (US Men’s Soccer Hashtag)
- Jeff Van Gundy (NBA Commentator)

**News**

- Sean Hannity (Fox News Host)
- #ComeyTestimony
- Chris Matthews (MSNBC Host)
- #GA06 (Atlanta District Debate Hashtag)

“Direct” Examples:

**Entertainment**

- #TheBachelorette
- #PLLEndGame
- #DragRace
- #LHHATL
- #Arrow
- #LivePD
- #FixMyLife
- #PrisonBreak
- #BasketballWives
- #Empire

**Sports**

- #NBAFinals
- #AllStarRace
- #UFC Auckland
- #StanleyCupFinal
- #USAvMEX
- #BelmontStakes
- #CAVSvCeltics

**News**

- #StateOfBlackAmerica
- #Hardball
- #PelosiTownHall
- #Maddow

**Direct:** specific hashtags related to televised entertainment shows, sports events or news programming

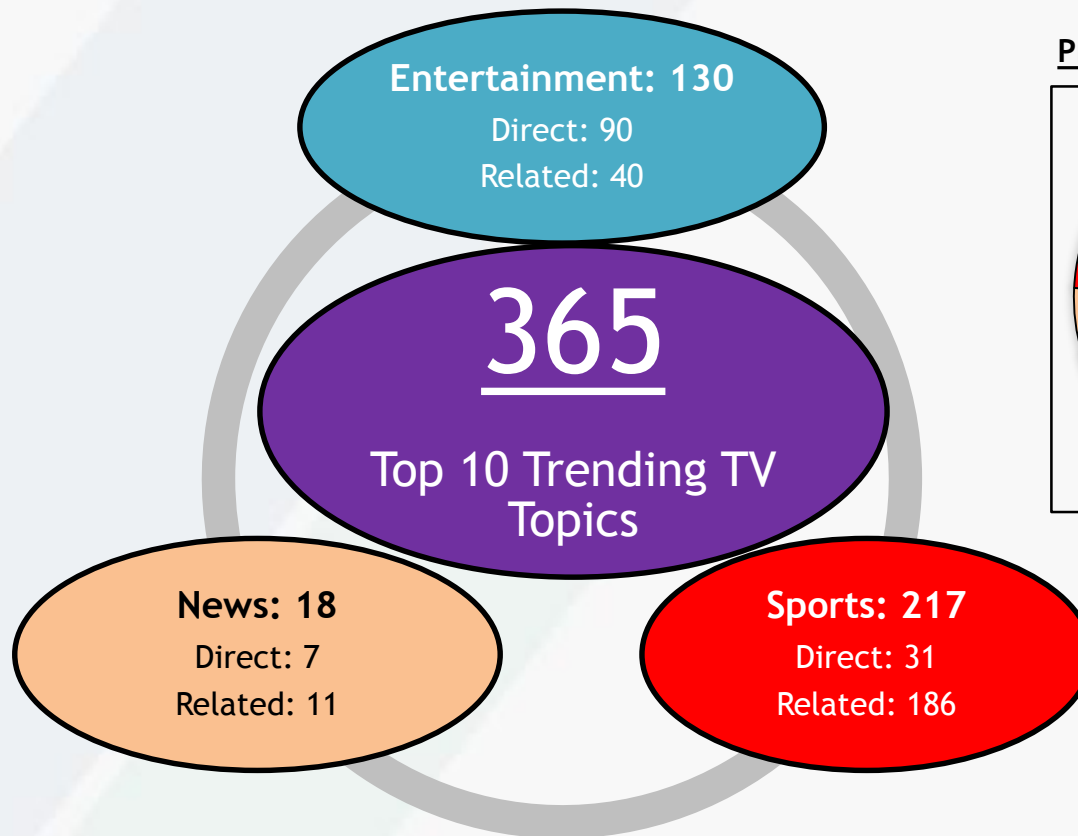
**Related:** topics associated with TV programming airing during the trending timeframe including athletes, general team hashtags, collegiate school mentions (school & nicknames for football & basketball), show characters, celebrity personalities, and specific TV-related news references

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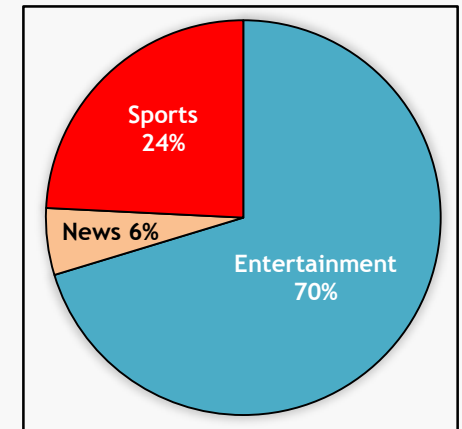
Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:30p, 9:30p, 10:30p, 11:30p) aggregated during 4-week time period (5/15/2017 - 6/11/2017). Based on the aggregated number of top 10 Twitter trending topics over the 4-week time period.

# On Average, Over 13 Unique Ad-Supported TV Topics (Direct + Related) Trended In The Top 10 Throughout Each Night

365 unique TV topics trended over the four-week time period with entertainment the leading genre when it came to people using official program hashtags within their tweets



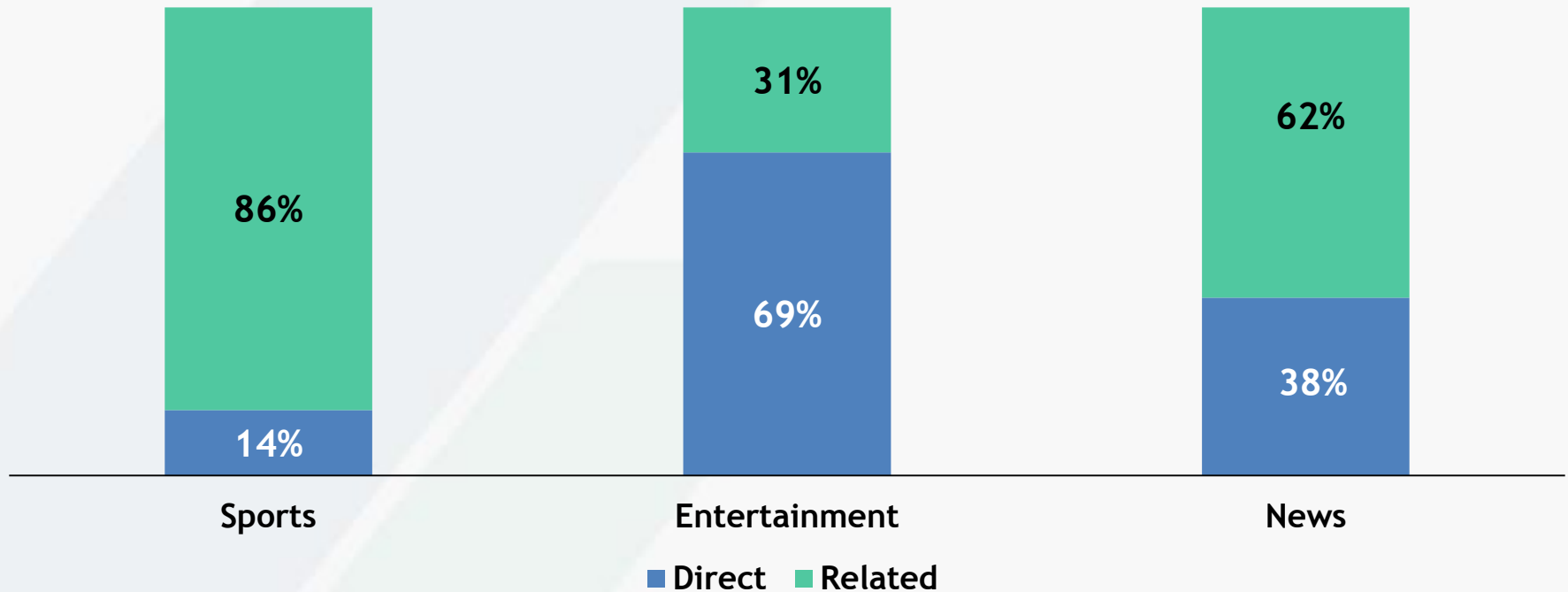
**Genre % Breakout of Program Hashtags (“Direct”)**



# A Large Majority Of Entertainment Topics That Trend Feature The Specific Program Hashtag

Most of the sports topics that trend are related to the televised event - teams, participating athletes and coaches, and plays or other actions on the court or field

## % of Top 10 Trending Topics By Type



**Direct:** specific hashtags related to televised entertainment shows, sports events or news programming

**Related:** topics associated with TV programming airing during the trending timeframe including athletes, general team hashtags, collegiate school mentions (school & nicknames for football & basketball), show characters, celebrity personalities, and specific TV-related news references

Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:30p, 9:30p, 10:30p, 11:30p) during 4-week time period (5/15/2017 - 6/11/2017). Reflects count of unique topics.

# Nearly Five Official Ad-Supported TV Show Or Sports Event Hashtag Trended In The Top 10 During An Average Night

There were 128 official TV program hashtags, a majority of them entertainment show-based, that trended in the top 10 topics over the four-week time period

Entertainment (90)			Sports (31)	News (7)
#12Monkeys	#FixMyLife	#RUTop3	#AllStarRace	#Hardball
#AGTPremiere	#Gotham	#SamuraiJack	#ATLvNYC	#Inners
#AirYourGrievancesIn5Words (@Midnight)	#GreysAnatomy	#Scandal	#BelmontStakes	#Maddow
#AmazingRace	#GUHHATL	#SDLive	#CaliClassico	#pelositownhall
#Arrow	#IfLovingYouIsWrong	#ShadesOfBlue	#CAVsvsCeltics	#StateOfBlackAmerica
#BasketballTV	#INeedLove	#ShadowhuntersChat	#CocaCola600	#TheFive
#BasketballWives	#InternetBands (@Midnight)	#ShotsFired	#DALvHOU	#WSBdebate
#BBMAs	#JalenVsEverybody	#SouthernCharm	#Game7	
#BeatShazam	#LHHATL	#spellingbee	#MNIvORL	
#BelowDeckMed	#LittleWomenATL	#StarTrekDiscovery	#NBADraftLottery	
#Blindspot	#LittleWomenLA	#StevenUniverse	#NBAFinals	
#Catfish	#LivePD	#StillStarCrossed	#NCAATF	
#ChicagoPD	#LuchaUnderground	#Supergirl	#NSHvsANA	
#ClawsTNT	#Lucifer	#SuperHeroHistory (@Midnight)	#NSHvsPIT	
#CMTAwards	#MakeASongBoring (@Midnight)	#Supernatural	#NYvNE	
#DaytimeDivas	#MasterChef	#Survivor	#ORLvCHI	
#DearEvanHansen (Tony Awards)	#MasterChefJunior	#SurvivorFinale	#ORLvNYC	
#DesignatedSurvivor	#MichaelJacksonMovie	#TeamValMani	#PITvsNSH	
#DirtyDancing	#MonsterAMovie (@Midnight)	#The100	#Rainguard600	
#DogBroadway (@Midnight)	#MyWorstDate (Jimmy Fallon)	#TheAmericans	#SKCvSEA	
#DragRace	#NashvilleCMT	#TheBachelorette	#StanleyCupFinal	
#DWTS	#NCIS	#TheFlash	#TORvCLB	
#DWTSFinale	#NSFW90sShows (@Midnight)	#TheFWord	#UCLFinal	
#ElderlyBeatlesSongs (@Midnight)	#OrphanBlack	#TheGoldbergs	#UFCvAuckland	
#Empire	#PLLEndGame	#TheOriginals	#USAvMEX	
#ERedCarpet	#PrisonBreak	#TonyAwards2017	#USAvTRI	
#FamilyHustle	#Quantico	#UndergroundWGN	#USAvVEN	
#FamousInLoveChat	#RebelonBET	#VoiceFinale	#USOC2017	
#FearTWD	#RHONY	#VoiceSaveJesse	#WASvsKC	
#FirstDates	#RHOP	#WorldOfDance	#WCWS	
			#WinStar400	

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Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:30p, 9:30p, 10:30p, 11:30p) during 4-week time period (5/15/2017 - 6/11/2017).

# Programming From Over 52 Networks Were Top 10 Trending Topics During The Four-Week Primetime Analysis

## Entertainment (27)



## Sports (28+)



## News (7)



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Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:30p, 9:30p, 10:30p, 11:30p) during 4-week time period (5/15/2017 - 6/11/2017). Results include both "direct" and "related" TV topics.

# Over 126 TV Programs Trended In The Top 10 During The Four Week Primetime Analysis

## Entertainment (83)



## Sports (31+)



## News (12+)



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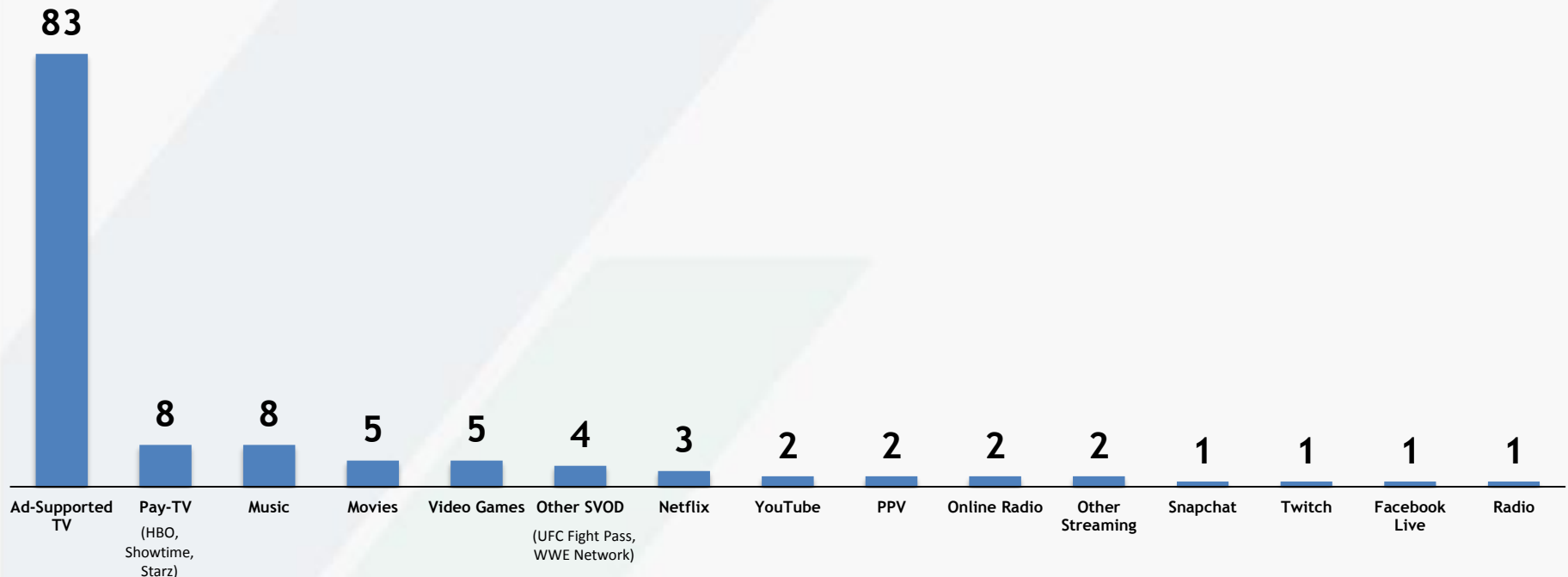
Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:30p, 9:30p, 10:30p, 11:30p) during 4-week time period (5/15/2017 - 6/11/2017). Results include both "direct" and "related" TV topics.

# When It Comes To Entertainment Content, Nothing Else Gets People Talking Online Like Ad-Supported TV Programs

Interestingly, two of the three Netflix shows that trended in the Top 10 on Twitter did so because the streaming service announced their cancellation (The Get Down & Sense8)

## Four-Week Time Period

### # of Top 10 Trending Entertainment Programs / Content By Platform



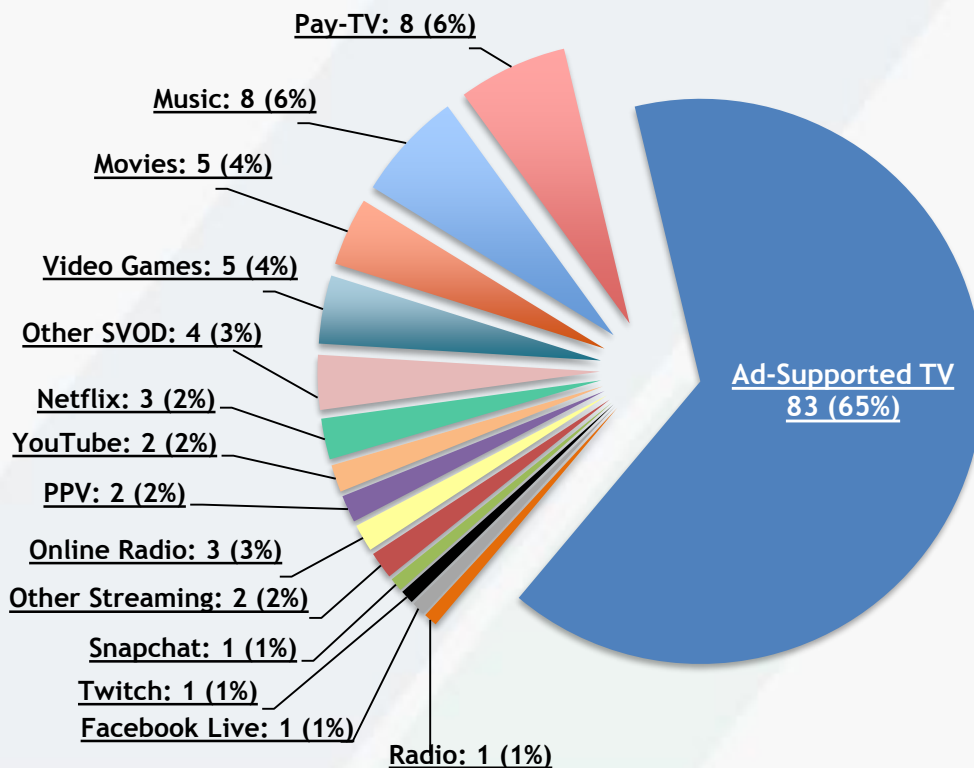
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Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:30p, 9:30p, 10:30p, 11:30p) during 4-week time period (5/15/2017 - 6/11/2017). Based on unique program counts. For the purposes of this chart, "program / content" is an all-encompassing definition for individual pieces of content on each platform (albums & singles for music, video games, channel on YouTube, live streaming and/or personality on a social media platform, etc).

# Ad-Supported TV Accounts For Two-Thirds Of The Entertainment Content That Trended In The Top 10 Topics

## Four-Week Time Period

### # of Top 10 Trending Entertainment Programs / Content By Platform



Other platform "program" highlights: Netflix - House of Cards, Sense8, The Get Down; Music - T-Wayne, Rake It Up; Online Radio - Most Requested Live (iHeart Radio); YouTube - Car Boys; HBO - HBO Boxing, Mommy Dead & Dearest, Real Time with Bill Maher, The Leftovers; Showtime - Twin Peaks; Starz - American Gods; PPV - UFC 212; Facebook Live - CFDA Awards; Snapchat - Ask Ethan & Grayson; WWE Network - WWE Backlash; Video Games - Injustice 2, Life Is Strange 2; Other streaming - E3

Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:30p, 9:30p, 10:30p, 11:30p) during 4-week time period (5/15/2017 - 6/11/2017). Based on unique program counts. For the purposes of this chart, "program / content" is an all-encompassing definition for individual pieces of content on each platform (albums & singles for music, video games, channel on YouTube, live streaming and/or personality on a social media platform, etc).

# Reflecting Their High Level Of Program Engagement, People Also Heavily “Talk” About Show Characters Online As Well

Much of a character’s high social chatter centers on “I can’t believe what they just did!” entertainment

## Trending Program Hashtags



#BasketballWives



#DWTS  
#DWTSFinale

Empire

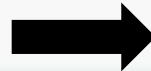
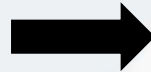
#Empire

SCANDAL

#Scandal



#FamilyHustle



## Trending Program-Related Topics



“Malaysia”



“Tami”



#TeamValMani  
(Normani Kordei & Val Chmerkovskiy)



“Lucious”



“Maya Pope”



“Olivia Pope”



“Toya”



“Tamar”

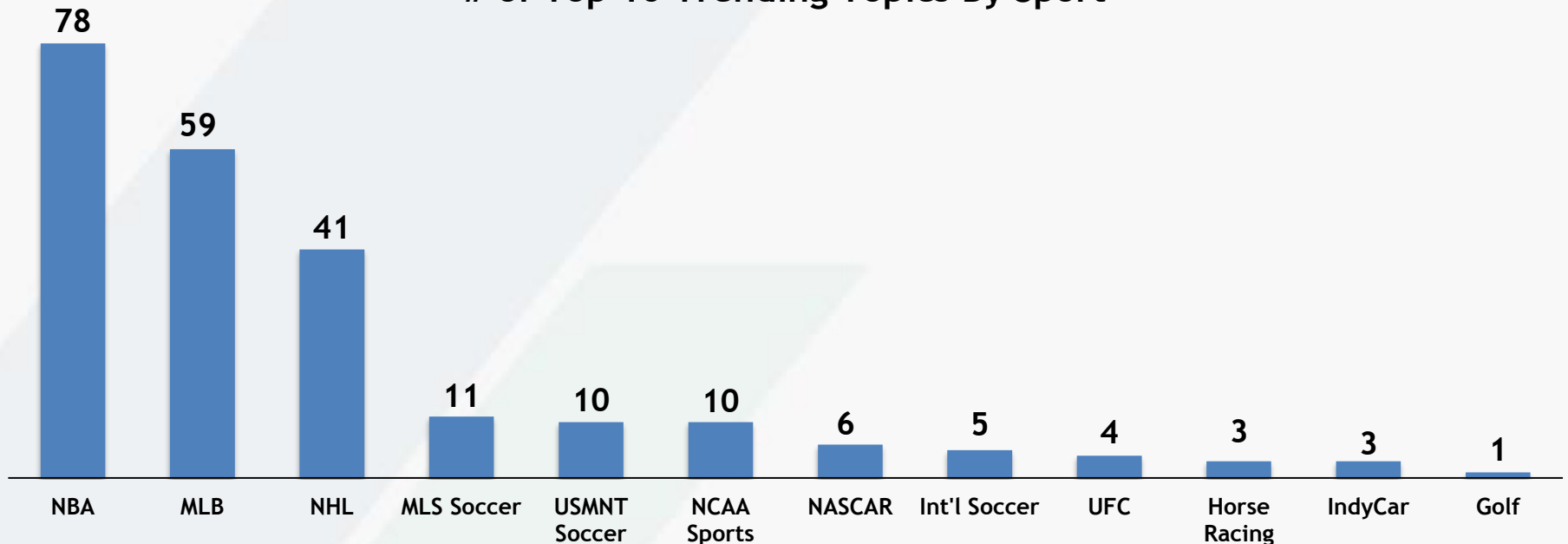
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Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:30p, 9:30p, 10:30p, 11:30p) during 4-week time period (5/15/2017 - 6/11/2017). Results include both “direct” and “related” TV topics.

# All Major Sports That Are “In-Season” Feature Several Games Or Events With Heavy Social Chatter

- During the four-week time period, 237 separate sports TV topics (games, teams, athletes, etc) in total trended in the Top 10; an average of more than 8 per night
  - Some nights, like Saturday May 20<sup>th</sup>, saw primetime trending topics from as many as five different sports (Preakness Race, MLS Soccer, NASCAR, NBA & NHL Conference Finals)

## Four-Week Time Period # of Top 10 Trending Topics By Sport



\*Notes: USMNT = U.S. Men's National Team; NCAA Sports include College Baseball, College Softball & Track & Field; Int'l Soccer reflects Champions League & Liga MX; UFC reflects only trending topics related to ad-supported TV programming (not PPV)

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Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:30p, 9:30p, 10:30p, 11:30p) during 4-week time period (5/5/2017 - 6/11/2017). Results include both “direct” and “related” TV topics. Topics include direct program hashtags as well as sports TV-related topics tied to athletes, teams and game references. The 237 sports TV topics includes duplication for similar topics trending in different games (ex. “LeBron”) which explains the slight variance with the overall unique sports figures on page 20.

# TV Sports-Related Top Trending Topics Typically Involve Athletes, Team Hashtags & Names And Game References

During the four-week time period, 205 unique sports-related TV topics (excluding TV game / event hashtags) trended in the Top 10; an average of more than 7 per night

## Most “Viral” Athlete By Major Sport

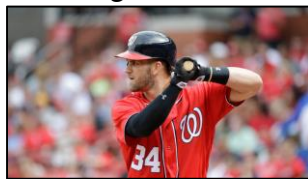
### NBA

Tristan Thompson  
Cleveland Cavaliers



### MLB

Bryce Harper  
Washington Nationals



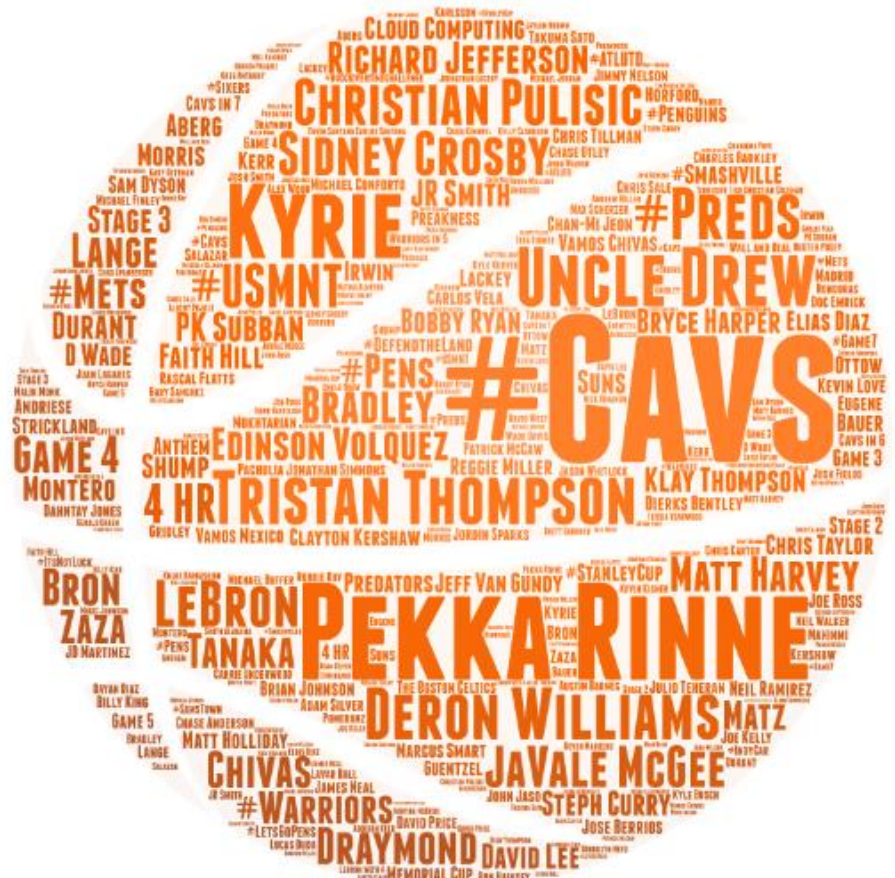
### NHL

Pekka Rinne  
Nashville Predators



### Men’s Soccer

Christian Pulisic  
USMNT



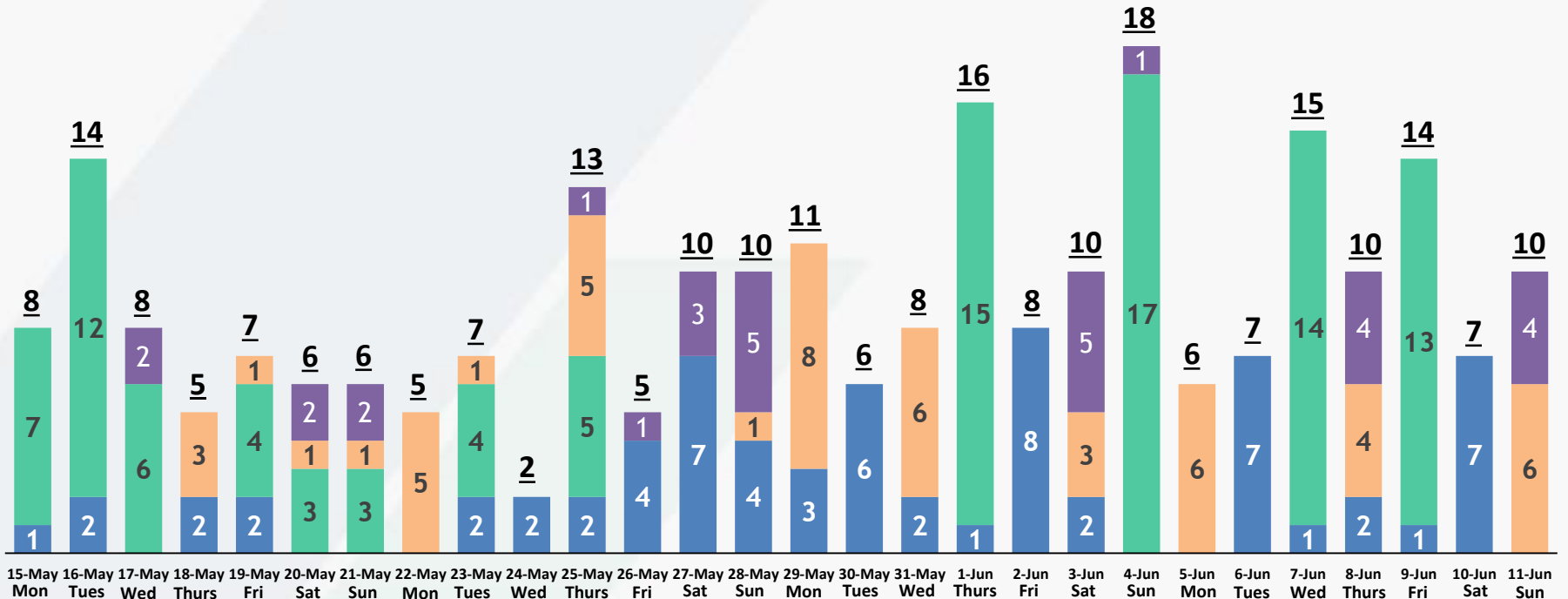
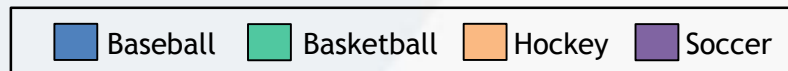
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Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:30p, 9:30p, 10:30p, 11:30p) during 4-week time period (5/15/2017 - 6/11/2017). Results reflect just “related” sports TV topics and doesn’t include official televised event hashtags. “Most Viral Athlete” = the athlete who was a top 10 trending topic the most in their respective sport during the time period.

# Numerous Topics Related To The Action Within Playoff Basketball Games Trended High During Game Nights

The NBA Finals, which led the sports category with the most trending topics, were also responsible for 54% of the overall Top 10 trending Twitter topics on game nights

## Daily # of Trending Topics by Top 4 Sports

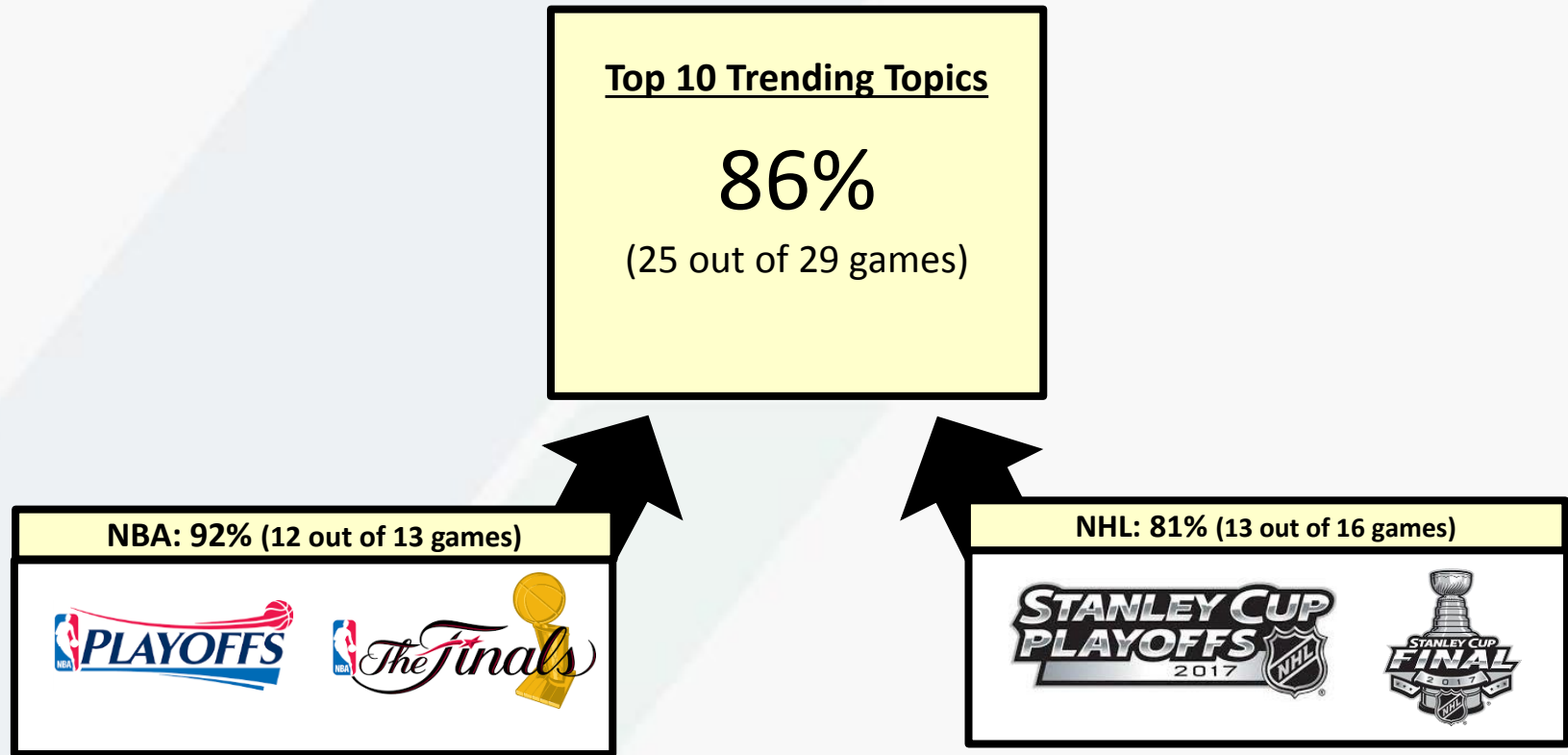


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Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:30p, 9:30p, 10:30p, 11:30p) during 4-week time period (5/15/2017 - 6/11/2017). Results include both "direct" and "related" TV topics.

# Post-Season Sports Almost Automatically Spurred Some Of The Top Social Conversations Online During Their Airings

Almost 9 out of 10 nationally televised NBA & NHL playoff games across the major TV networks trended in the top 10 during primetime on their respective nights

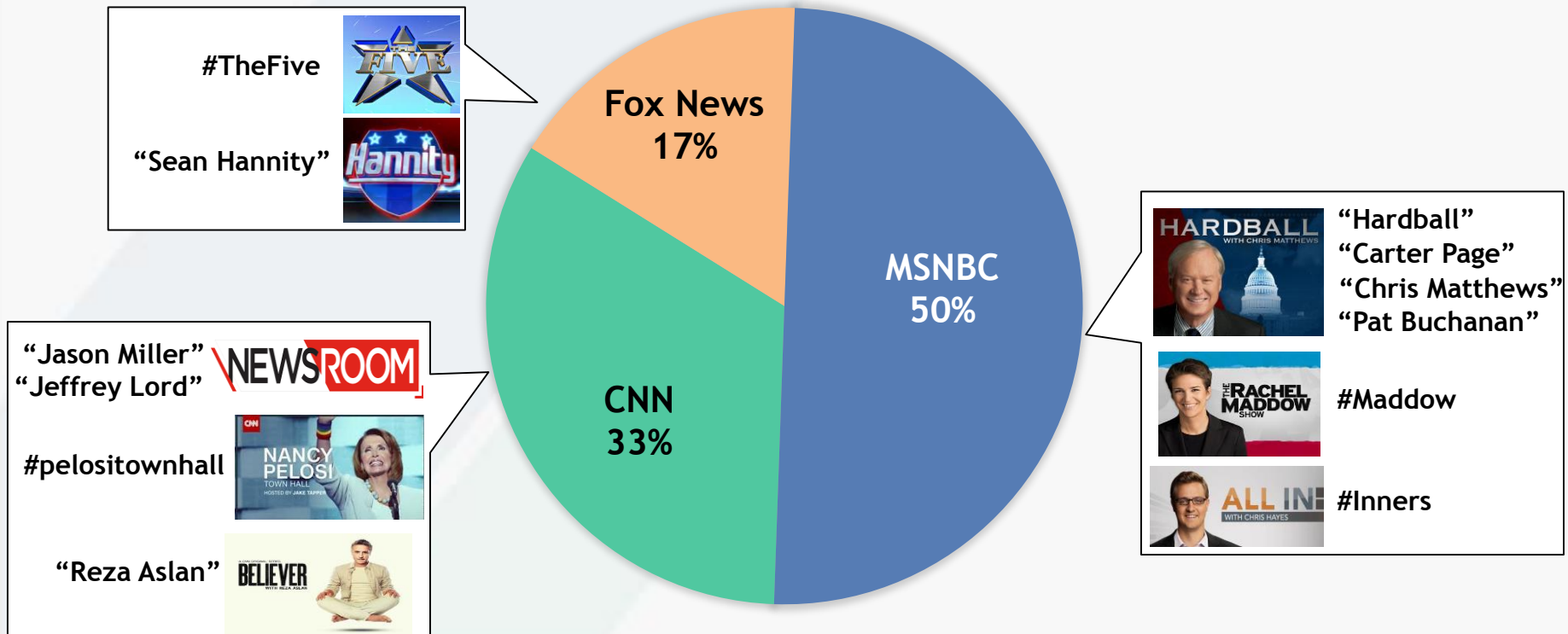


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Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:30p, 9:30p, 10:30p, 11:30p) during 4-week time period (5/15/2017 - 6/11/2017). Results include both "direct" and "related" TV topics.

# From A News Perspective, Trending Topics Came From Programming That Spans The Political Spectrum

**Four-Week Time Period**  
**% of TV Trending Topics By Major Cable News Network**



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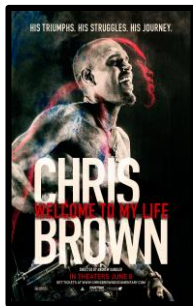
Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:30p, 9:30p, 10:30p, 11:30p) during 4-week time period (5/15/2017 - 6/11/2017). Results include both "direct" and "related" TV topics.

# When It Comes To Movies, People Can't Wait To Share Their Excitement Online When They See, Or Read About, Related Content

## Special Premieres

Thurs, June 8<sup>th</sup> -  
**Chris Brown:**  
*Welcome To My Life* is shown in theatres for one night only

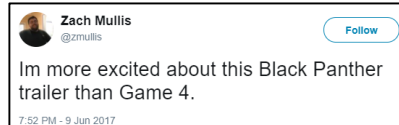
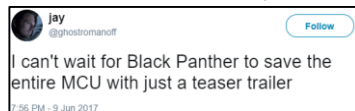
**#WelcomeToMyLife** trends in the top 10 that night (reaches #6)



## New Trailer Released

Fri, June 9<sup>th</sup> -  
Marvel releases the new trailer for *Black Panther*

*Black Panther* is #1 trending topic at Twitter during the 10:30p period

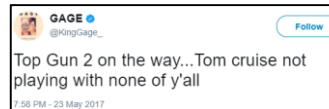
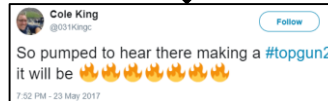


## Production Announcements



Tues, May 23<sup>rd</sup> - Tom Cruise tells an Australian talk show that *Top Gun 2* will be filming in the next year.

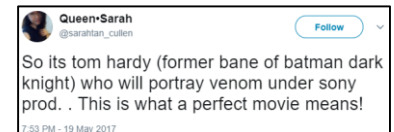
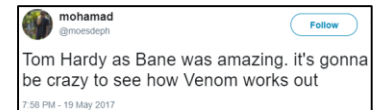
*Top Gun 2* trends in the top 10 throughout the night (reaches #4)



## Cast & Crew Announcements

Fri, May 19<sup>th</sup> -  
Tom Hardy announced as Venom in a new Spiderman spinoff movie

*Tom Hardy* trends in the top 10 that night (reaches #6)



# Beyond TV & Cinema, Many Of The Other Trending Topics Were User-Generated Hashtags Focused On Random, Silly Fun

As the social success of @Midnight's "Hashtag Wars" grew, several hashtag generator "copycats" native to Twitter have sprung up driving several organic Twitter topics to trend throughout the time period

**#PutSomeRandomGuyInASong**  
Gillian Padley @Gillienotts  
#PutSomeRandomGuyInASong Since you've been John  
11:47 AM - 16 Jul 2017 from Ollerton, England

**#ThingsYouDontAccept**  
What Rachel Said @\_WhatRachelSaid  
#ThingsYouDontAccept people who don't like the walking dead.  
2:38 PM - 29 May 2017

**#5WordGraduationSpeech**  
Kevin Ahlgrim @BBC\_n\_Beast  
#5WordGraduationSpeech TPS reports cover sheets on

**#IFinallyUnderstand**  
Dutch @mully5992  
#IFinallyUnderstand what the line in the nursery rhyme "this little piggy went to market" means. Spoiler alert he is not getting groceries.  
8:44 PM - 27 May 2017

**#ItMakesMeSmileWhen**  
Jen @JyBrownsVeefies  
#ItMakesMeSmileWhen the Cavs take the lead 😊  
8:04 PM - 7 Jun 2017

**#AwkwardSuperheroOneLiners**  
Eli Sedillo @EliSedillo  
#AwkwardSuperheroOneLiners Well they don't call me Mr. Fantastic for nothing.  
7:01 PM - 26 May 2017

**#ISpendTooMuchTime**  
#12MAY @Jcat...  
#ISpendTooMuchTime watching TV series

**#MakeABandLessPopular**  
Sami Cahill @WeBSalmon  
AD/HD #MakeABandLessPopular  
1:43 PM - 21 May 2017

**#MakeAMovieForeign**  
Jim Symonds @JimSymonds  
#MakeAMovieForeign Twelve Years A Slav #MakeAMovieForeign  
1:49 PM - 1 Jun 2017

**#OverheardAtABBQ**  
Nick Ludwig @TheSunnyLad  
#OverheardAtABBQ "Why would she even come? She's vegan!"

**#JobsForMyClone**  
THAT Jessica @laotralessica  
Feign interest in peoples stories.  
#JobsForMyClone  
8:20 PM - 27 May 2017

**#OnlineDatingIn4Words**  
BrucesterMillions @brucester76  
#OnlineDatingIn4Words haven't u seen catfish  
1:06 AM - 7 Jun 2017 from Glasgow, Scotland

**#DrunkFacebookPostsFromHistory**  
Simpsoooooo @the\_real\_simpsoo  
#DrunkFacebookPostsFromHistory Can't wait to hop on the #Hindenburg tonight. It's gonna be so fire 🔥🔥  
7:40 PM - 9 Jun 2017

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# Tweet Cheat Sheet: A One Page Rundown On The Strength Of Ad-Supported TV To Drive Social Conversations

- “Live” viewing (83% of P2+ primetime TV viewing is live) and Millennials (account for 54% of total time spent on Twitter) continue to drive TV conversations on social platforms
- In fact, during the four weeks (28 nights) of “primetime” Twitter activity monitored:

Metric	Time Period		Change
	May-June '17	Oct-Nov '16	
<b>4-Week Aggregated Data (28 Days) - based on Top 10 Twitter Trending</b>			
<i>Overall</i>			
% of Top 10 trending topics that are based on ad-supported TV programming:	67%	79%	-12%
Total # of ad-supported TV topics that trended #1 at some point:	51	47	+4
# of nights with a #1 trending ad-supported TV topic:	24	24	---
Total # of unique ad-supported TV topics that trended:	365	437	-72
# of “official” ad-supported TV program hashtags that trended:	128	107	+21
% of ad-supported TV trending topics based on a program hashtag (“direct”):	42%	36%	+6%
# of total ad-supported TV programs that trended:	126+	97+	+29
# of ad-supported TV networks with at least one program that trended:	52+	46+	+6
<i>Entertainment</i>			
# of nights an entertainment show trended:	Every Night	26	+2
Total # of entertainment programs that trended:	83	53	+30
# of unique entertainment TV topics that trended:	130	74	+56
Entertainment % of total ad-supported TV topics:	40%	25%	+15%
<i>Sports</i>			
# of nights a televised sporting event trended:	Every Night	Every Night	---
# of separate sports topics (games, teams, athletes, etc) that trended:	237	355	-118
Sports % of total ad-supported TV topics:	56%	68%	-12%
<i>News</i>			
# of TV news topics that trended:	18	28	-10
<b>Nightly Averages - based on Top 10 Twitter Trending</b>			
Average # of ad-supported TV programs that trended:	8	7	+1
Average # of unique ad-supported TV topics that trended:	13	15	-2
Highest # of ad-supported TV programs that trended on an individual night:	19	12	+7

Click on link below to learn more about our first #TVisSocial analysis (Oct-Nov'16)

[First Report - #TVisSocial](#)



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Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:30p, 9:30p, 10:30p, 11:30p) during 4-week time period (5/15/2017 - 6/11/2017). Topics can differ from programs because topics also include show characters, athletes, team mentions of a televised event, etc. comScore, mediamatrix multiplatform, June 2017.  
 “Oct - Nov ‘16” comparison is based on The VAB’s “#TVisSocial: How “Live” TV Sparks Continuous Online Conversations” report, released 2/2/2017, which monitored Twitter trending data between 10/10/2016 - 11/6/2016.

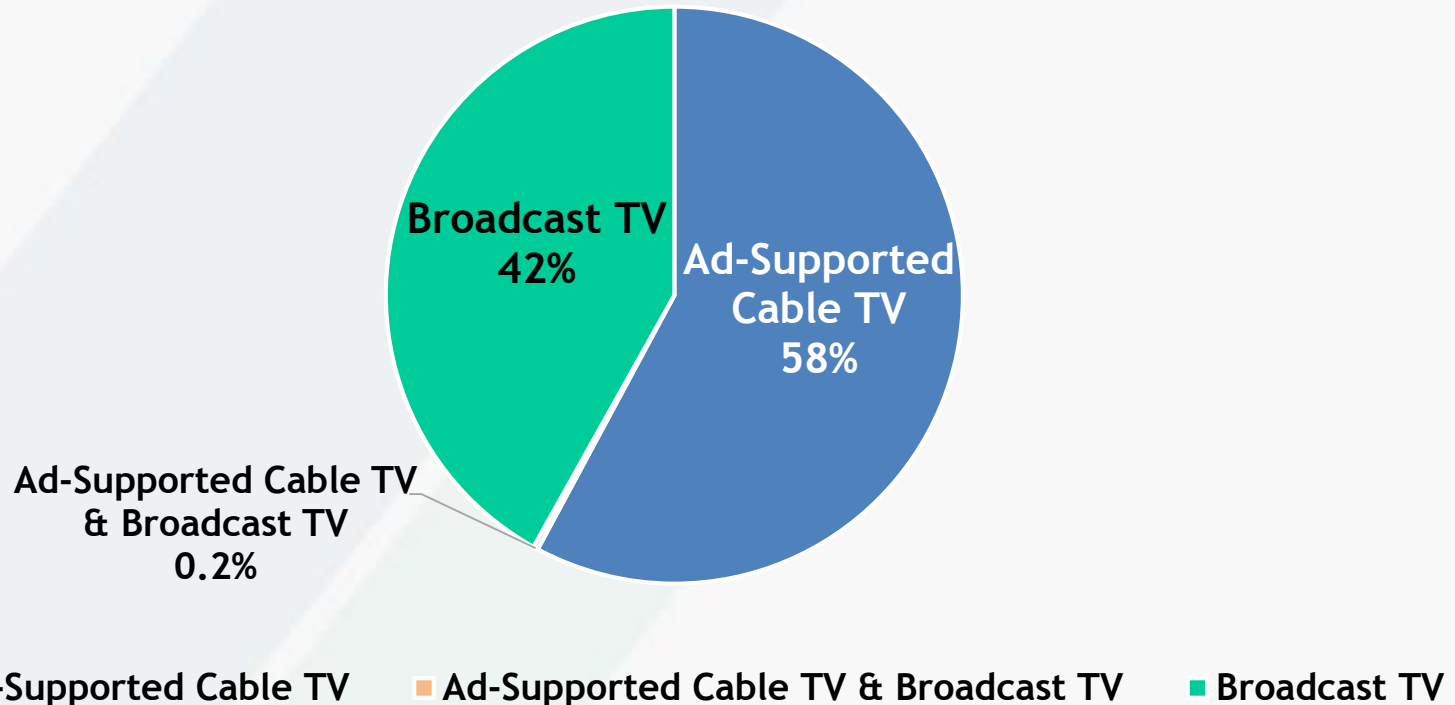


## **Bonus Section For Members: Cable Vs. Broadcast**

# The Majority Of The Top 10 Trending Twitter TV Topics Involved Programming On Ad-Supported Cable TV

## Four-Week Time Period

### % Breakout of Ad-Supported TV Topics By Medium

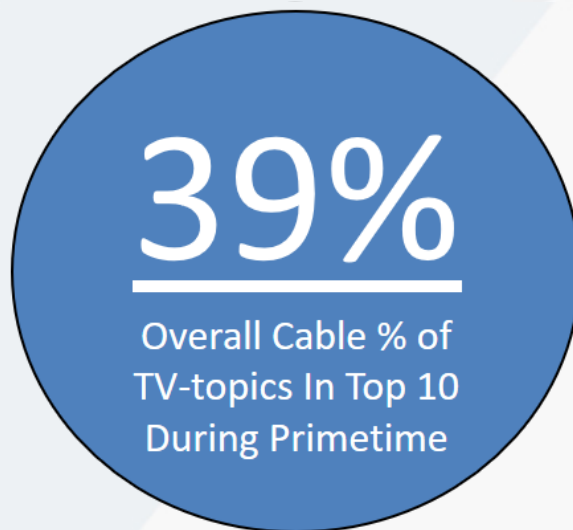


\*Ad-Supported Cable TV & Broadcast TV includes programs or topics that aired, or were discussed, on multiple networks such as popular news events (i.e., the Comey testimony) or soccer events.

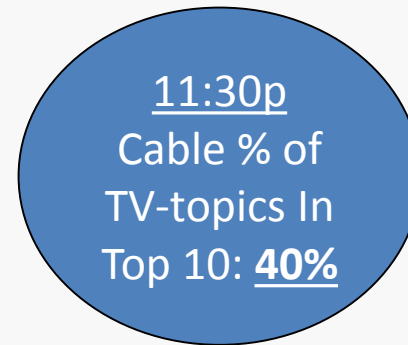
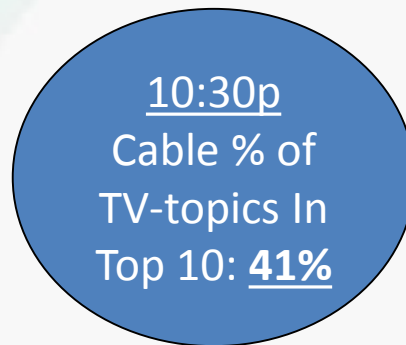
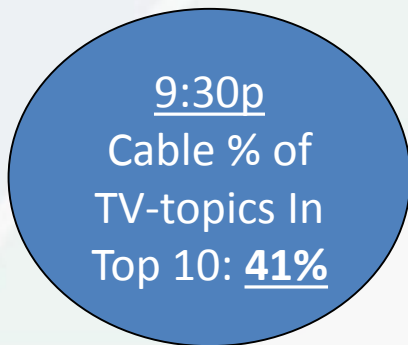
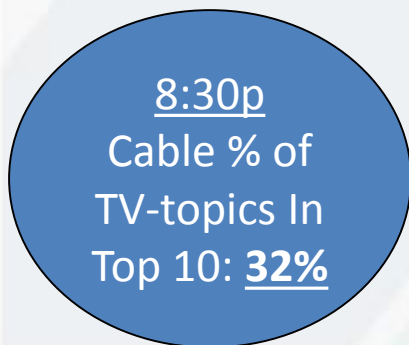
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Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:30p, 9:30p, 10:30p, 11:30p) aggregated during 4-week time period (5/15/2017 - 6/11/2017). Results include both "direct" and "related" TV topics.

# Ad-Supported Cable TV Accounted For 4 Of The Overall Top 10 Trending Twitter Topics Throughout Primetime Hours



Although this analysis was conducted as the summer season was getting underway between May-June, ad-supported cable TV made up a significant share of the top social conversations on Twitter



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Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:30p, 9:30p, 10:30p, 11:30p) aggregated during 4-week time period (5/15/2017 - 6/11/2017). Results include both "direct" and "related" TV topics.

# Half Of The Top 10 Trending Topics Between Monday - Tuesday Were Based on Ad-Supported Cable TV Content

Four Week Average: % of Top 10 Trending Topics That Are Based On Ad-Supported Cable TV Content							
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
<b>Overall</b>	<b>48%</b>	<b>51%</b>	<b>26%</b>	<b>34%</b>	<b>36%</b>	<b>45%</b>	<b>30%</b>
<b>8:30p</b>	<b>40%</b>	<b>40%</b>	<b>25%</b>	<b>23%</b>	<b>25%</b>	<b>33%</b>	<b>38%</b>
<b>9:30p</b>	<b>48%</b>	<b>50%</b>	<b>30%</b>	<b>38%</b>	<b>43%</b>	<b>45%</b>	<b>35%</b>
<b>10:30p</b>	<b>50%</b>	<b>58%</b>	<b>25%</b>	<b>35%</b>	<b>40%</b>	<b>55%</b>	<b>28%</b>
<b>11:30p</b>	<b>55%</b>	<b>55%</b>	<b>25%</b>	<b>43%</b>	<b>38%</b>	<b>48%</b>	<b>20%</b>

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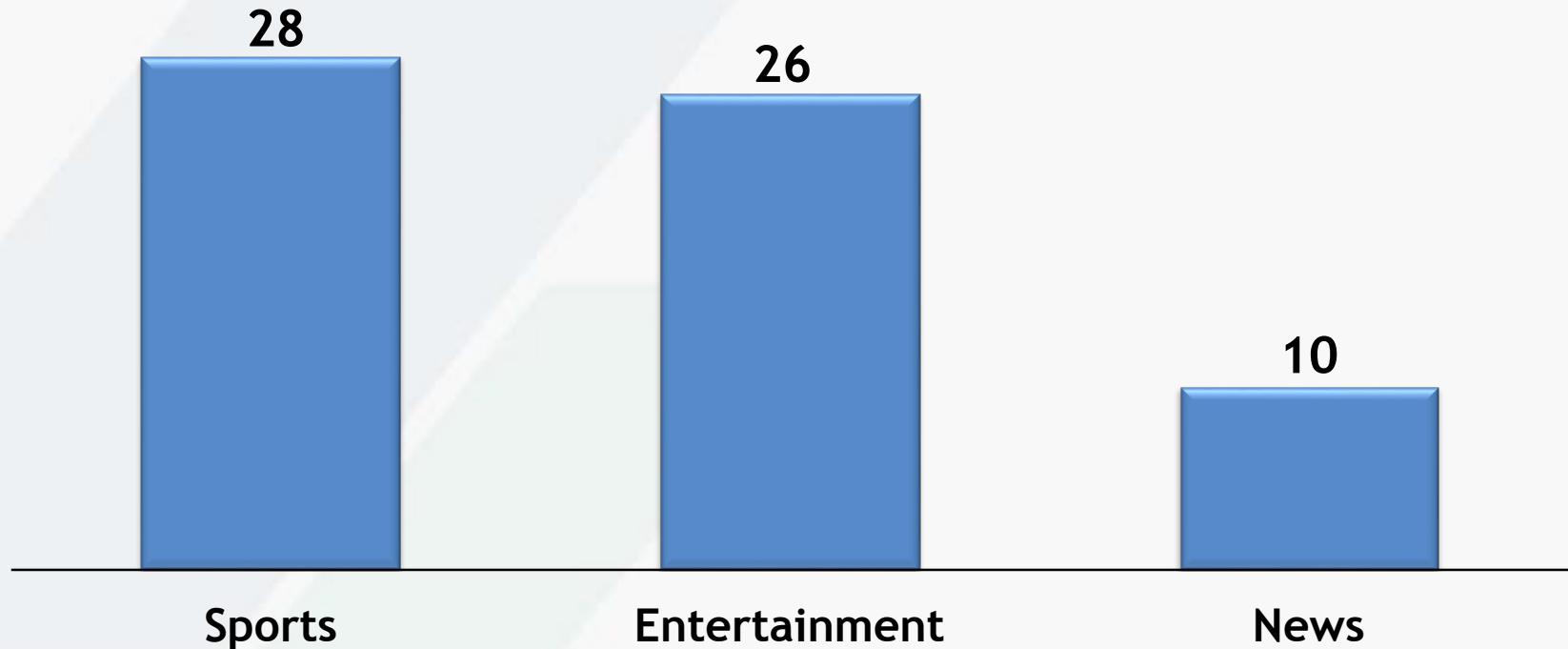
Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:30p, 9:30p, 10:30p, 11:30p) during 4-week time period (5/25/2017 - 6/11/2017). Reflects four week average by day and time. Results include both "direct" and "related" TV topics.

# Cable TV Sports And Entertainment Were Very Popular In The Social Sphere During Almost Every Night Of The Analysis Period

By genre, sports TV was a Top 10 trending topic every night followed closely by entertainment; even topics from televised news programming trended highly on several nights

## Four-Week Time Period

**# of Nights Ad-Supported TV Programming Trended In Top 10 Topics By Genre**

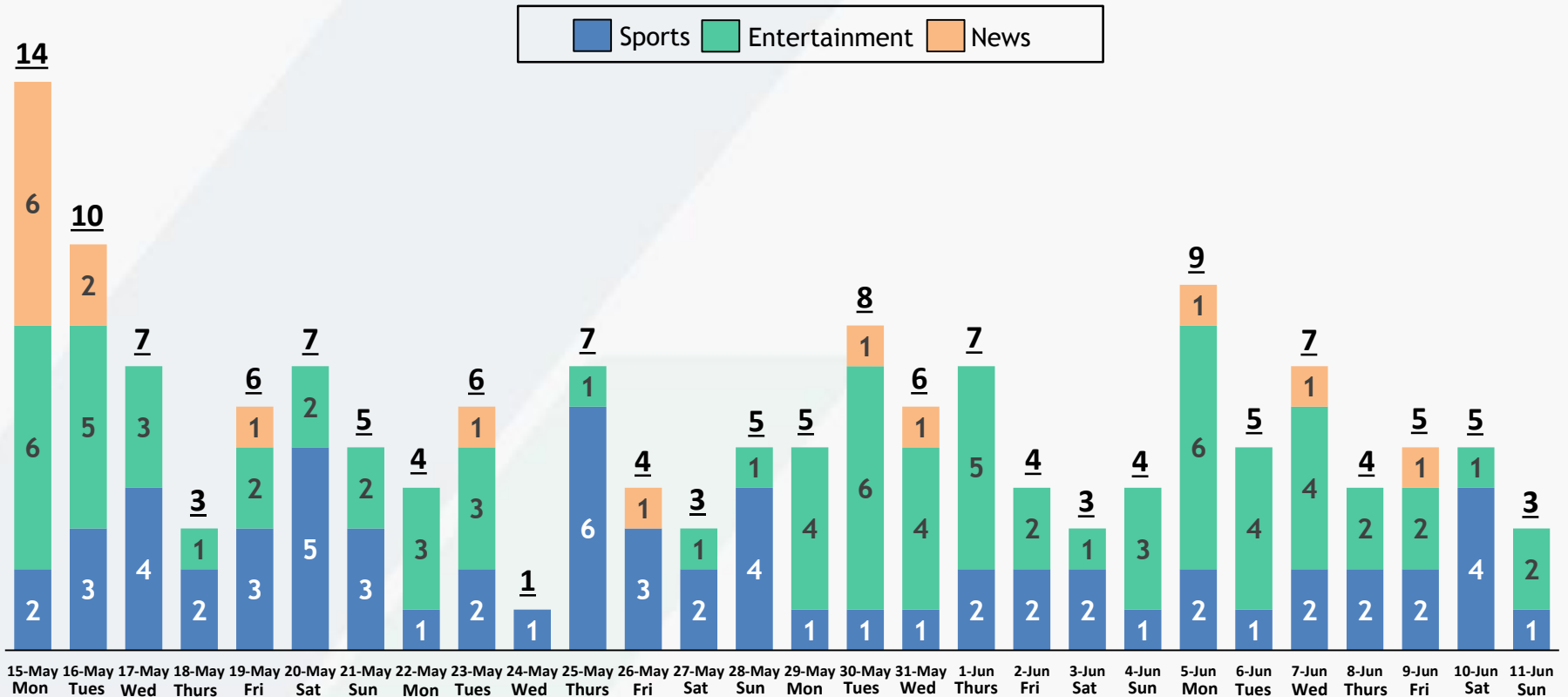


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Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:30p, 9:30p, 10:30p, 11:30p) during 4-week time period (5/25/2017 - 6/11/2017). Results include both "direct" and "related" TV topics.

# On Average, Over Five Different Ad-Supported TV Programs Trended In The Top 10 At Some Point During Each Night

## # of Ad-Supported Cable TV Programs Trending In The Top 10 During Each Night



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Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:30p, 9:30p, 10:30p, 11:30p) during 4-week time period (5/15-2017 - 6/11/2017). Results include both "direct" and "related" TV topics. In aggregate, 157 TV program episodes (includes multiple shows / games of same program) trended in the top 10 over the time period.

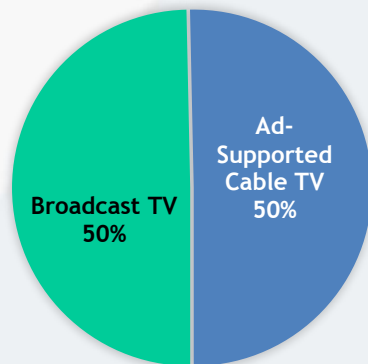


# Ad-Supported Cable TV Had Many More Top 10 Trending Topics In Sports & News Than Broadcast TV

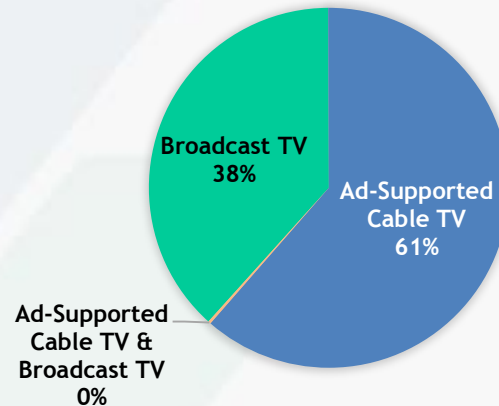
## Four-Week Time Period

### Genre % Breakout of Ad-Supported TV Topics By Medium

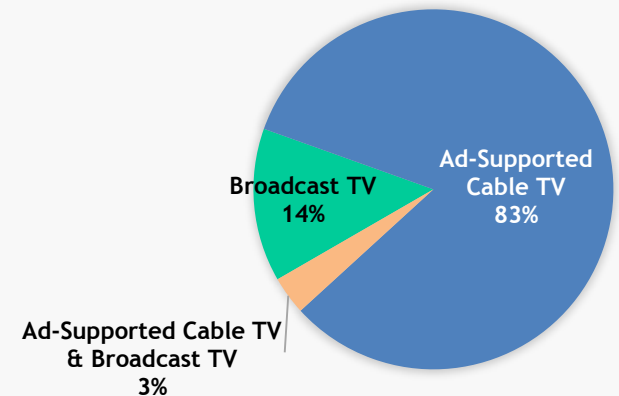
#### Entertainment



#### Sports



#### News



\*Ad-Supported Cable TV & Broadcast TV includes programs or topics that aired, or were discussed, on multiple networks such as popular news events (i.e., the Comey testimony) or soccer events.

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Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:30p, 9:30p, 10:30p, 11:30p) aggregated during 4-week time period (5/15/2017 - 6/11/2017). Results include both "direct" and "related" TV topics.

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