

VIDEO ADVERTISING BUREAU - REPORT 2018

# #TVisSocial

## #FallSeason #Ep4

How 'Live' TV Drives Continuous Online Conversations



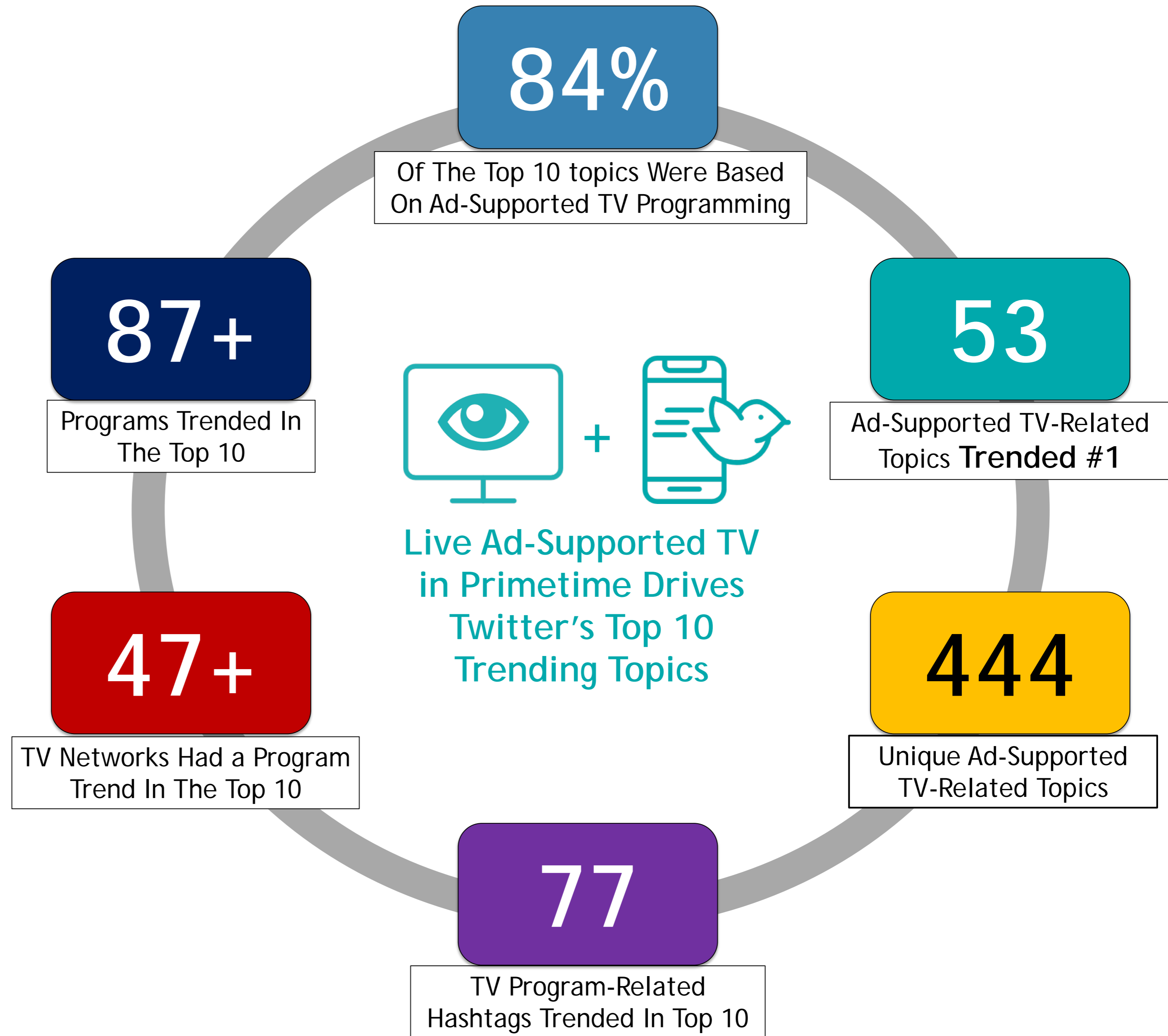
# Ad-Supported TV Dominates The Online Social Conversation

Welcome to the fourth installment of our *#TVisSocial* report series which follows our previous analyses from 4Q 2016, summer 2017 and 4Q 2017 Holidays.

In this report, covering the top 10 Twitter trending topics during a four-week period between September-October 2018 beginning with Fall broadcast premiere week, we found that:

- ❖ **Ad-Supported TV accounted for 84% of the total top 10 trending Twitter topics**
  - ❖ Led by Fall season premieres, award shows, MLB playoffs and football, this marks ad-supported TV's highest share of top trending topics across our four analyses
- ❖ **On average, Ad-Supported TV accounted for over two-thirds of the top 10 trending topics each night of the week**
- ❖ **At least one Ad-Supported TV-related topic trended #1 on 27 out of 28 nights**
- ❖ **While some other media content trended, nothing comes close to the scale and dominance of Ad-Supported TV**
  - ❖ 87 ad-supported TV programs trended while every other genre or platform only had a handful of trending content / programs: Music (7), YouTube (3), HBO (2), Netflix (2), PPV (1)

September-October 2018  
**By The Numbers:**  
Top Trending Stats



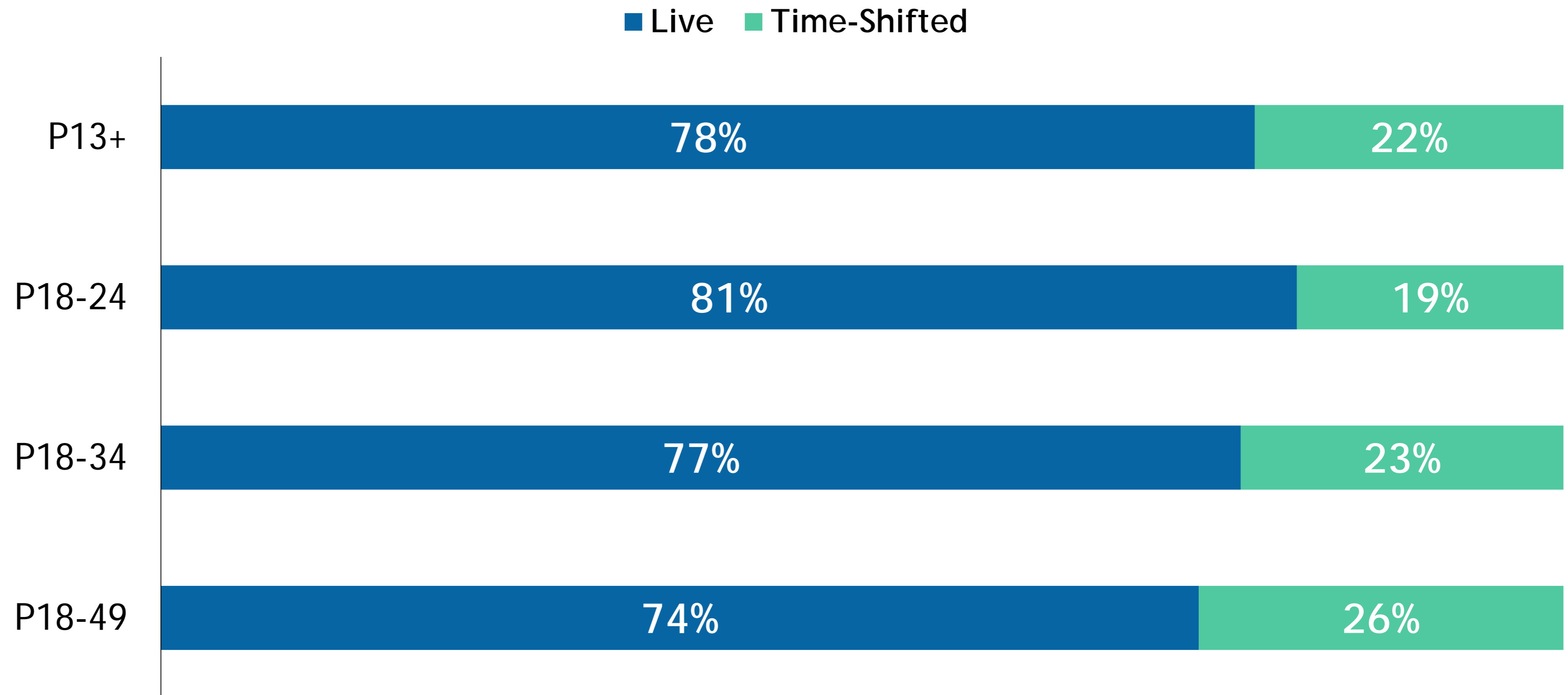
Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:30p, 9:30p, 10:30p, 11:30p) during 4-week time period (9/24/2018 - 10/21/2018).



## How 'Live' TV Drives Social Engagement

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

## Primetime TV Viewing: % 'Live' vs. 'Time-Shifted'



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

Ad-supported TV brings people together and compels millions to actively share their "real-time" thoughts and feelings 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
- In addition to providing pure escapism, TV delivers engaging content centered on real-life themes that viewers can relate to and understand...these shared experiences often lead viewers to take action by participating in online conversations

Community (Family & Friends)	Escapism	Competition	Informative

# Ad-Supported TV Also Creates & Captures 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 between Sept 24<sup>th</sup> - Oct 21<sup>st</sup>:

## Sports


The 2018 MLB Playoffs were filled with big market team match-ups

Oakland A's vs New York Yankees in AL Wildcard



**The State Lottery** @thestatelottery  
We want Boston. Bring it on. I can't wait until Friday for Game 1 of the ALDS. Go Yankees! #ALWildCard  
11:35 PM - 3 Oct 2018

Boston Red Sox vs New York Yankees in the ALDS




**Doc Hubbard** @HubbardJeff  
My favorite sports chant this year, "We Want Boston". #Yankees #ALDS  
1:56 PM - 10 Oct 2018

Los Angeles Dodgers vs Atlanta Braves in the NLDS



**Alanna Rizzo** @alannarizzo  
The #Dodgers do it again. #NLDS champs! They will face the #Brewers in the #NLCS. Game 1 is Friday in Milwaukee.  
8:27 PM - 8 Oct 2018

Boston Red Sox vs Houston Astros in the ALCS




**Sunshine & Smiles** @SUZAN916  
#RedSox win the #ALCS and are heading to the WS, Congratulations!  
11:43 PM - 18 Oct 2018


## Entertainment

Fall Season Premieres off entertainment shows had audiences buzzing on Twitter...

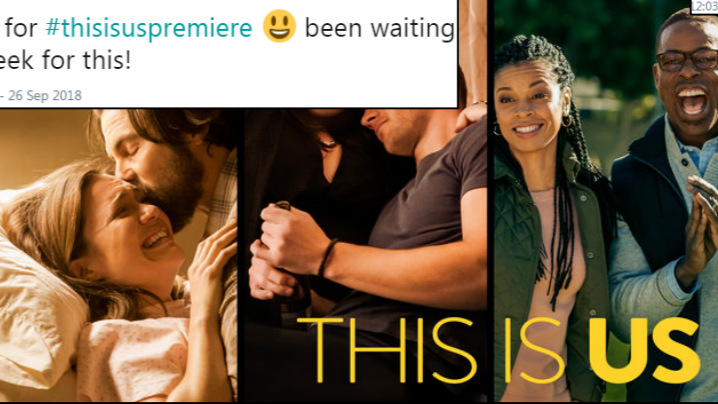
**april** @aprilofluv  
WHAT JUST HAPPENED ON RIVERDALE OH MY GOD #riverdaleseason3 #riverdalepremiere  
5:43 PM - 10 Oct 2018




**Monique V** @MFunweek17  
Knotty Pine!!!!!! #AHSPremiere #AHSApocalypse  
3:03 AM - 13 Sep 2018




**Jasmine Green** @jazzyfay023  
Time for #thisisuspremiere 😊 been waiting all week for this!  
10:43 PM - 26 Sep 2018




**Ash.** @vASHLEYS  
Zomg, #GreysAnatomyPremiere did NOT disappoint. Excited for my shows to be back!  
3:31 AM - 30 Sep 2017



**Tynetta** @TynettaGist  
Brandy a gangster this season #STAR #StaronFox #StarPremiere #StarWednesdays  
2:03 AM - 27 Sep 2018




**Will. Not. Lose.** @MicahVerse12  
Give #Taraji an #Emmy for that last argument alone. Just a thought. #Empire #empirepremiere  
8:17 PM - 26 Sep 2018




...While Star-studded award shows drew engaged fans

**Reese Witherspoon** @RWitherspoon  
Can we all just talk about @TraceeEllisRoss on the #AMAs ?? That opening number was 🙌. Please host every award show , Tracee !  
2:13 PM - 15 Oct 2018



**Immortal Ring** @304thear  
Tonight is the #HipHopAwards 🙌 Let's gooooooooooooooooooooo. I'm so excited!!!!!!!!!!!!!!  
7:08 PM - 16 Oct 2018



## News

Judge Kavanaugh Supreme Court Confirmation Hearings



# 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



60%

share their opinions about the shows they watch on Twitter



57%

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



54%

want to be the "go-to-source" for others on news and information about their favorite TV shows

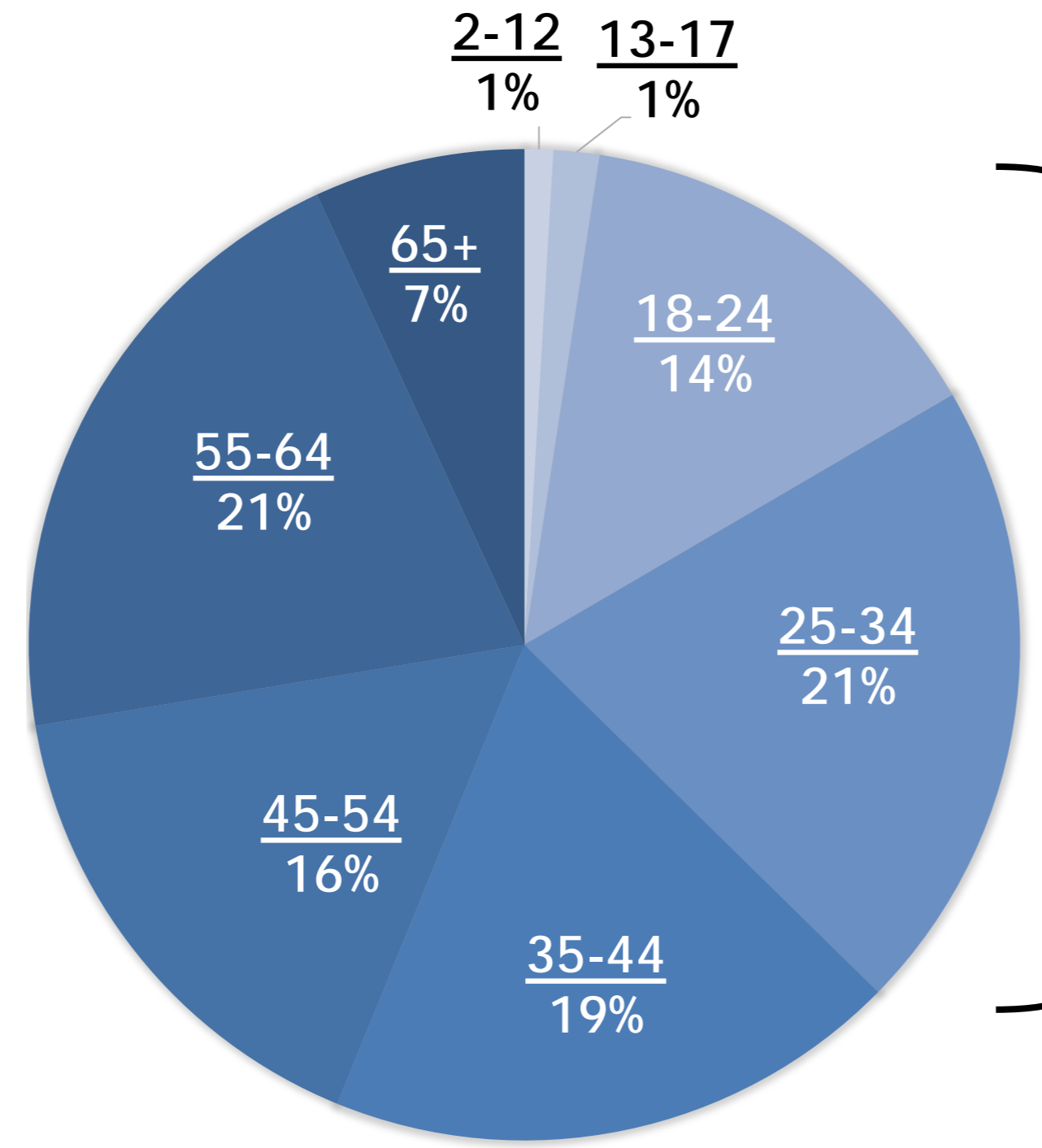
\*"TV Superfans" are a self-identified cluster within the "Twitter Insiders" online research community of approx. 7,000 users. Two-thirds of superfans report watching more than 3 hours of TV daily.

Millennials Account For **Almost Half** Of Total Time Spent On Twitter

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

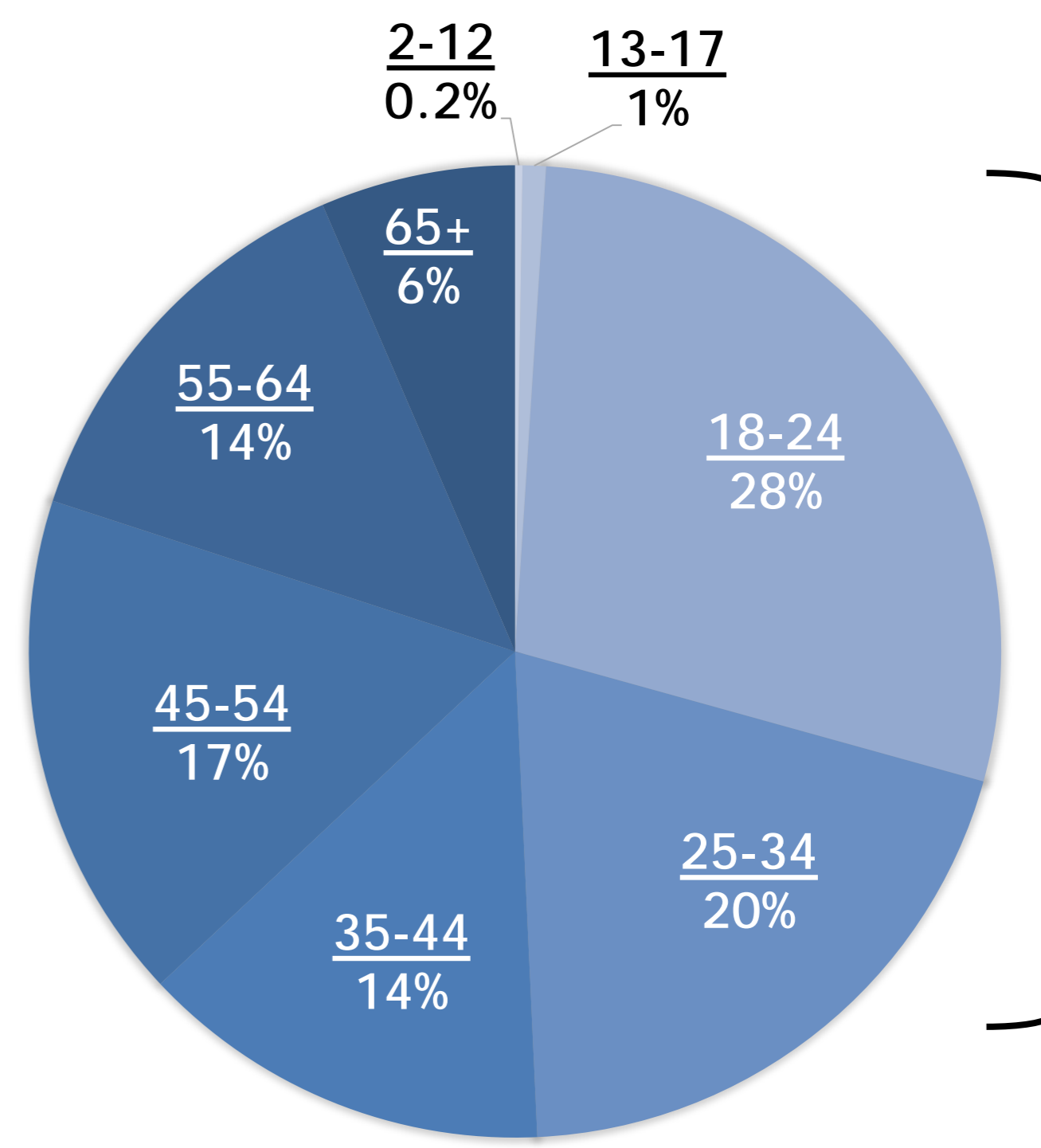
Twitter Usage

User Profile By Age



**18-34**  
35%  
(149 index vs. U.S. Pop)

Total Minutes Spent By Age



**18-34**  
48%  
of total time spent

• Source: comScore, mediameitrix multiplatform, September 2018. Nielsen 2018-2019 Universe Estimate for A18-34 population comparison.



# Trending Topics: Topline Stats

# 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 during the first four weeks of the new Fall broadcast season
  - ❖ Monday, September 24<sup>th</sup>, 2018 - Sunday, October 21<sup>st</sup>, 2018
- ❖ 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
- ❖ 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 teams), show characters, celebrity personalities, and specific TV-related news references

\*Geography reflects United States-based Twitter Top 10 trending data

Ad-Supported TV  
Accounted for Over  
**8 Of The Top 10**  
Trending Twitter  
Topics Through The  
Four-Week Time  
Period

84%  
Overall Total % of  
TV-topics in Top 10  
During Primetime

Ad-supported TV dominates the top social conversations on Twitter deeper into the night as more primetime shows and sporting events air

8:30p  
Total % of  
TV-topics In  
Top 10: 73%

9:30p  
Total % of  
TV-topics In  
Top 10: 86%

10:30p  
Total % of  
TV-topics In  
Top 10: 88%

11:30p  
Total % of  
TV-topics In  
Top 10: 88%

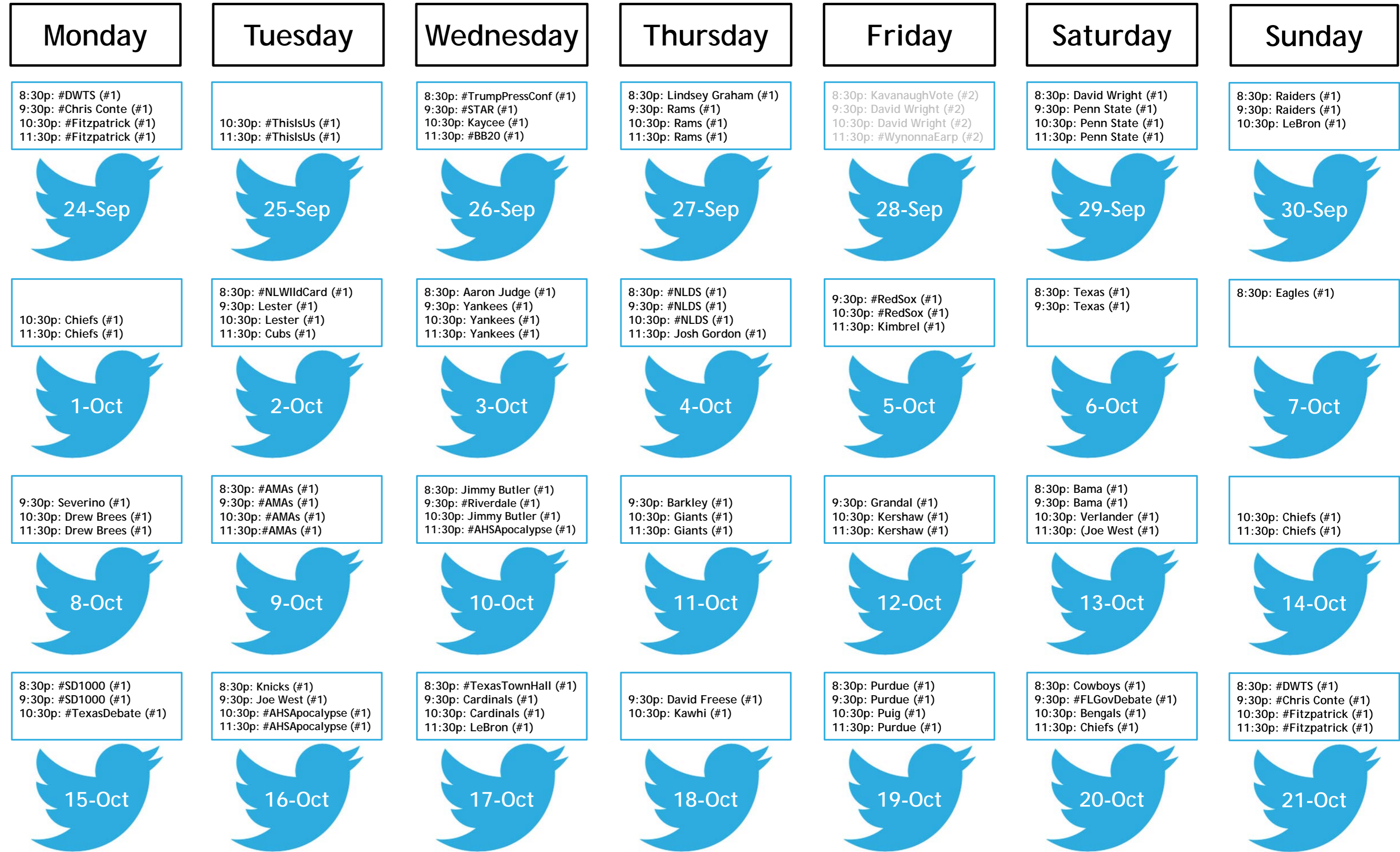
Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:30p, 9:30p, 10:30p, 11:30p) aggregated during 4-week time period (9/24/2018 - 10/21/2018). Results include both "direct" and "related" TV topics.

At Least **Two-Thirds** 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
<u>Overall</u>	<b>84%</b>	<b>84%</b>	<b>88%</b>	<b>88%</b>	<b>68%</b>	<b>86%</b>	<b>87%</b>
<u>8:30p</u>	<b>65%</b>	<b>78%</b>	<b>75%</b>	<b>68%</b>	<b>43%</b>	<b>90%</b>	<b>93%</b>
<u>9:30p</u>	<b>90%</b>	<b>83%</b>	<b>90%</b>	<b>93%</b>	<b>70%</b>	<b>85%</b>	<b>93%</b>
<u>10:30p</u>	<b>90%</b>	<b>85%</b>	<b>90%</b>	<b>95%</b>	<b>80%</b>	<b>90%</b>	<b>88%</b>
<u>11:30p</u>	<b>93%</b>	<b>93%</b>	<b>98%</b>	<b>95%</b>	<b>80%</b>	<b>80%</b>	<b>75%</b>

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 (9/24/2018 - 10/21/2018). Results include both "direct" and "related" TV topics.

# 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 (9/24/2018 - 10/21/2018). 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. AMAs = American Music Awards.

53 Different Ad-Supported TV Topics Trended #1 During Primetime Over The Four-Week Time Period

For 27 out of 28 nights, an Ad-Supported TV topic trended #1 during at least one of the four monitored 'points in time'

Programming From  
Over 47 Networks  
Trended In The Top 10  
During The Four-Week  
Primetime Analysis

Entertainment (16)



Sports (27+)



News (7)



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 (9/24/2018 - 10/21/2018). Results include both "direct" and "related" TV topics.

# Over 87 TV Programs Trended In The Top 10 During The Four-Week Primetime Analysis

## Entertainment (36)



## Sports (39)



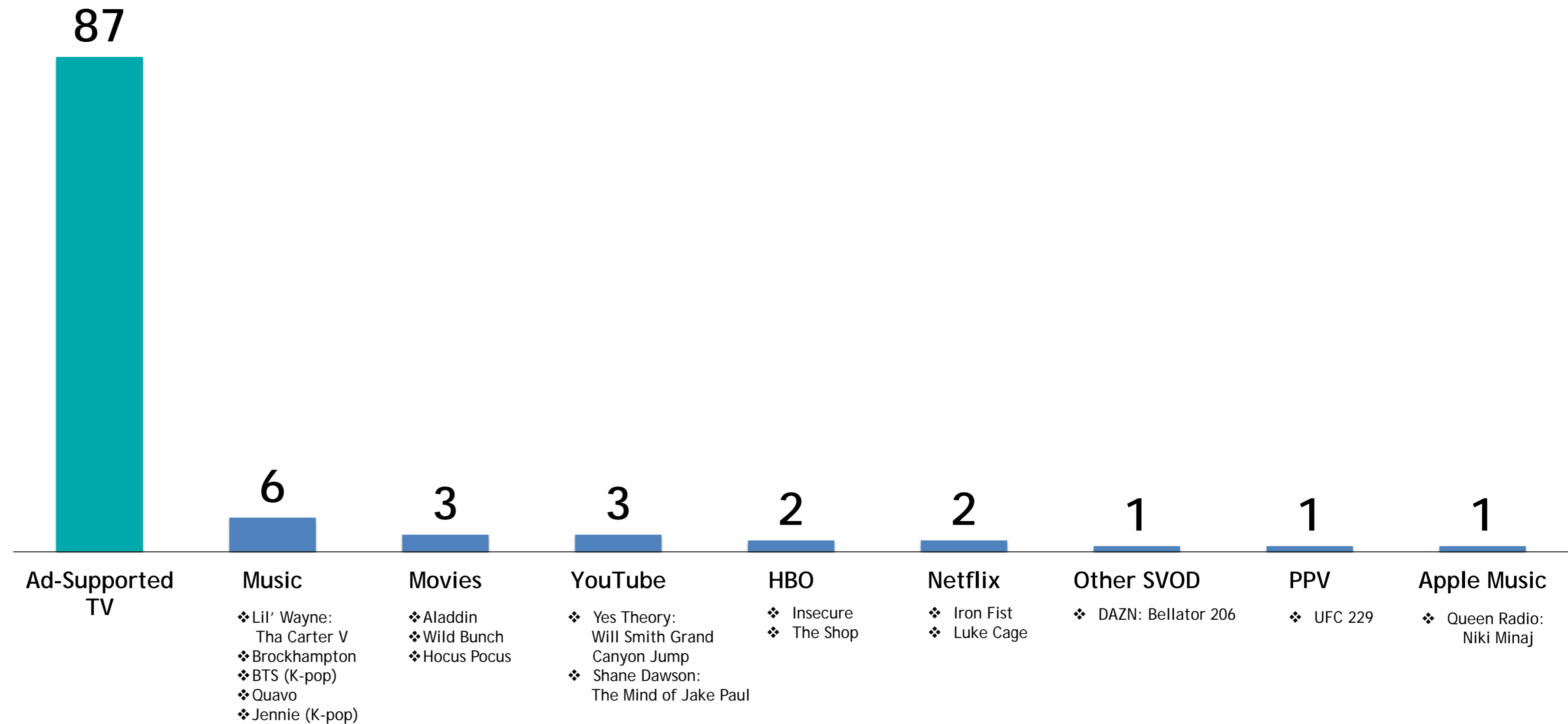
## News (12+)



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 (9/24/2018 - 10/21/2018). Results include both "direct" and "related" TV topics.

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

Four-Week Time Period  
# of Top 10 Trending Programs / Content By Platform



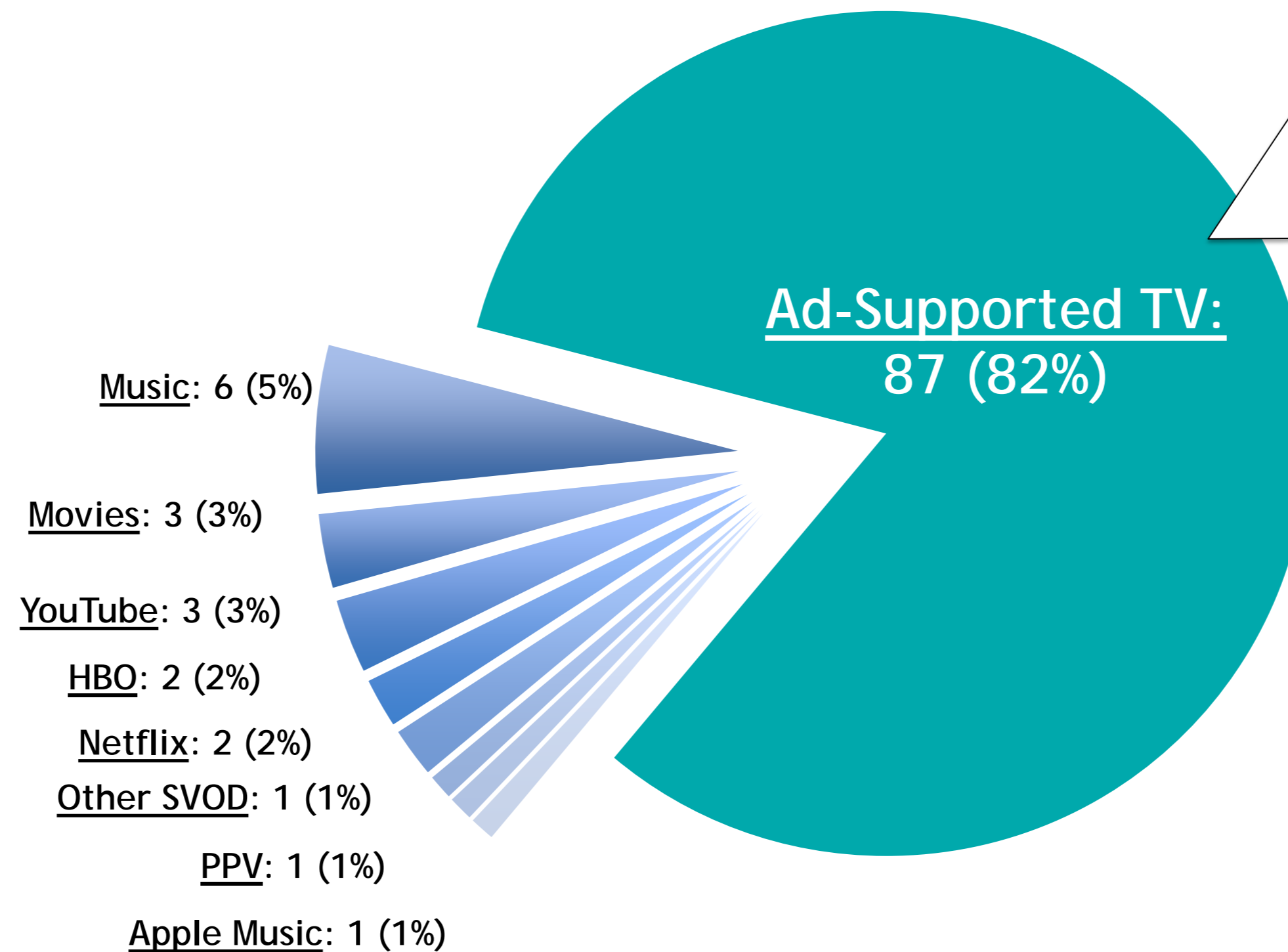
Interestingly, the two Netflix shows that trended on Twitter did so because the streaming service announced their cancellation; while one of the reasons YouTube trended was because the platform went down one night (#YouTubeDOWN)

\*Music excludes Apple Music which is a separate entry

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 (9/24/2018 - 10/21/2018). 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, channel on YouTube, etc).

In Fact, Ad-Supported TV Accounts For Over 80% Of The Media Content That Trended In The Top 10

**Four-Week Time Period**  
**# of Top 10 Trending Programs / Content By Platform**



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 (9/24/2018 - 10/21/2018). 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, channel on YouTube, etc).

# Tweet Cheat Sheet

## Ad-Supported TV Is Dominating Online Social Conversations Even More Than In Past Analyses



'Live' viewing (78% of P13+ primetime TV viewing is live) and Millennials (account for 48% of total time spent on Twitter) continue to drive TV conversations on social platforms



In fact, an ad-supported TV program trended #1 every night except for one Friday during the four-week analysis time period

4-Week Aggregated Data (28 Days) - based on Top 10 Twitter Trending	Oct-Nov '16	May-June '17	Sep-Oct '18
% of Top Trending Topics that are based on ad-supported TV programming:	79%	67%	84%
Total # of ad-supported TV Topics that trended #1 at some point:	47	51	53
# of nights with a #1 trending ad-supported TV topic:	24	24	27
Total # of unique ad-supported TV topics that trended:	437	365	444
Nightly Average - based on Top 10 Twitter Trending			
Average # of unique ad-supported TV topics that trended:	15	13	16

\*The above chart reflects a comparison of the three analyses within the #TVisSocial series that cover a four-week time period

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 (9/24/2018 - 10/21/2018). comScore, mediatrix multiplatform, September 2018. "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. "May-June '17" comparison is based on the VAB's "#TVisSocial #Ep2: How "Live" TV Drives Online Conversations Into The Summer" report 9/20/2017, which monitored Twitter trending data between 5/15/2017 - 6/11/2017.



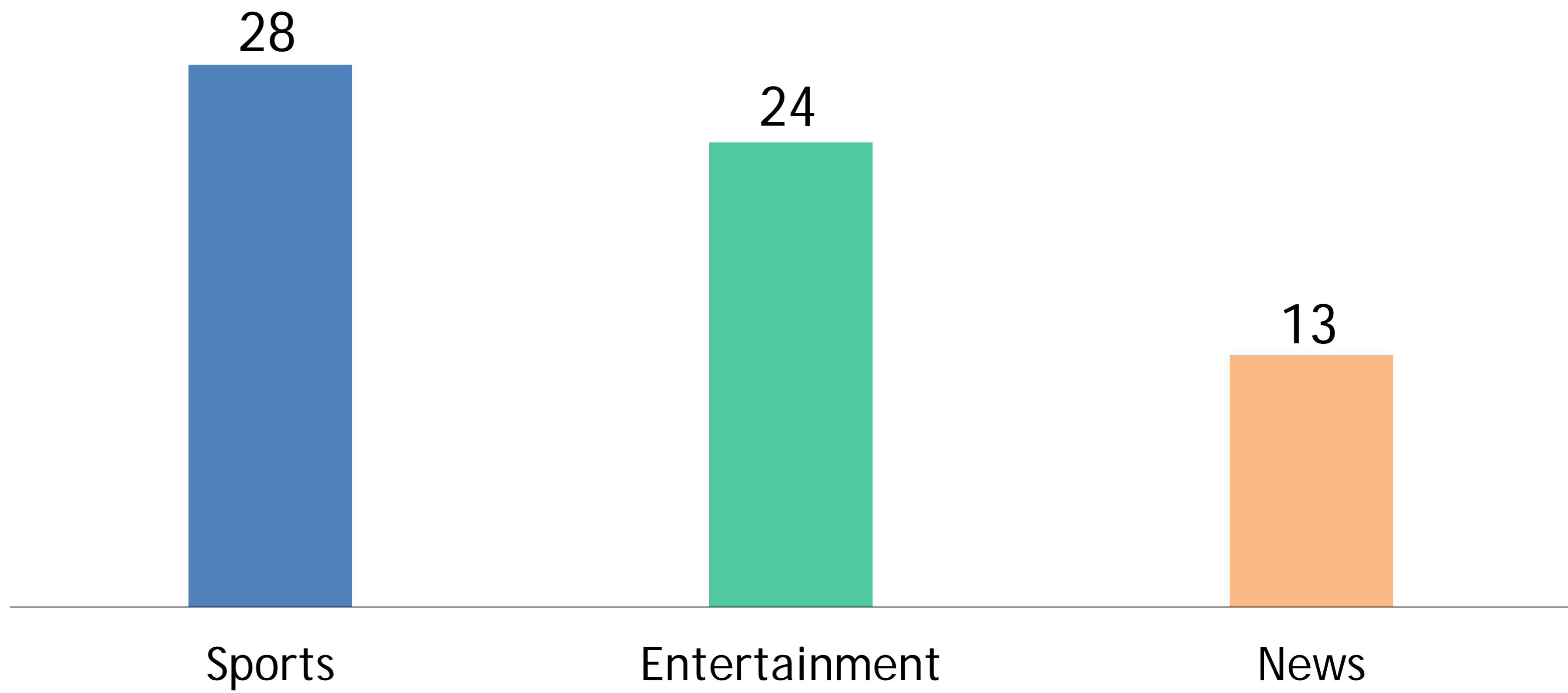
# Trending Topics: Detailed Analysis

At Least One Televised Sporting Event Had A Related Topic Trend In The Top 10 **Each Night**

An Entertainment Show Trended On **85%** Of The Nights Within The Analysis

### Four-Week Time Period

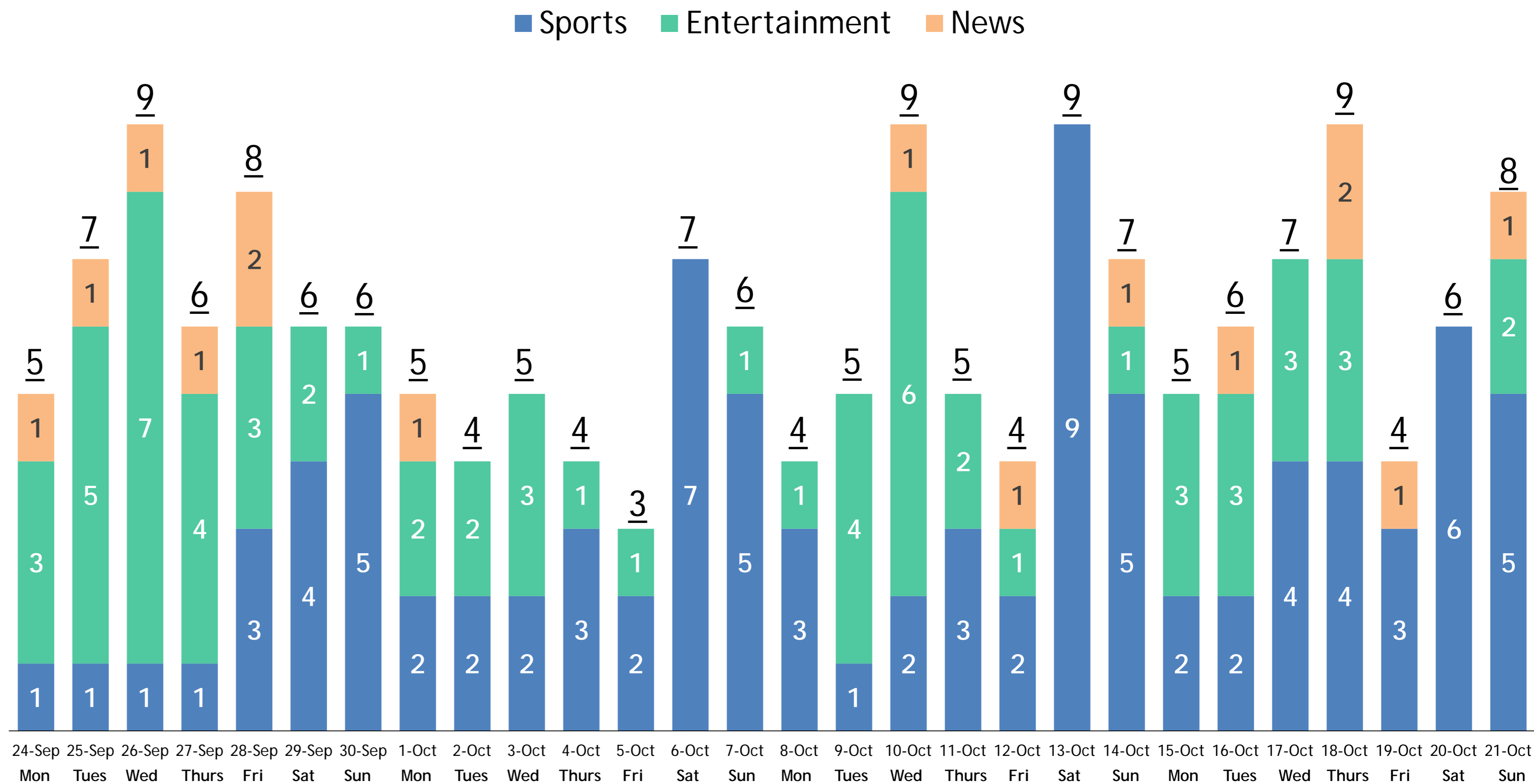
# of Nights Ad-Supported TV Programming Trended In Top 10 Topics By Genre



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 (9/24/2018 - 10/21/2018). Results include both "direct" and "related" TV topics.

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

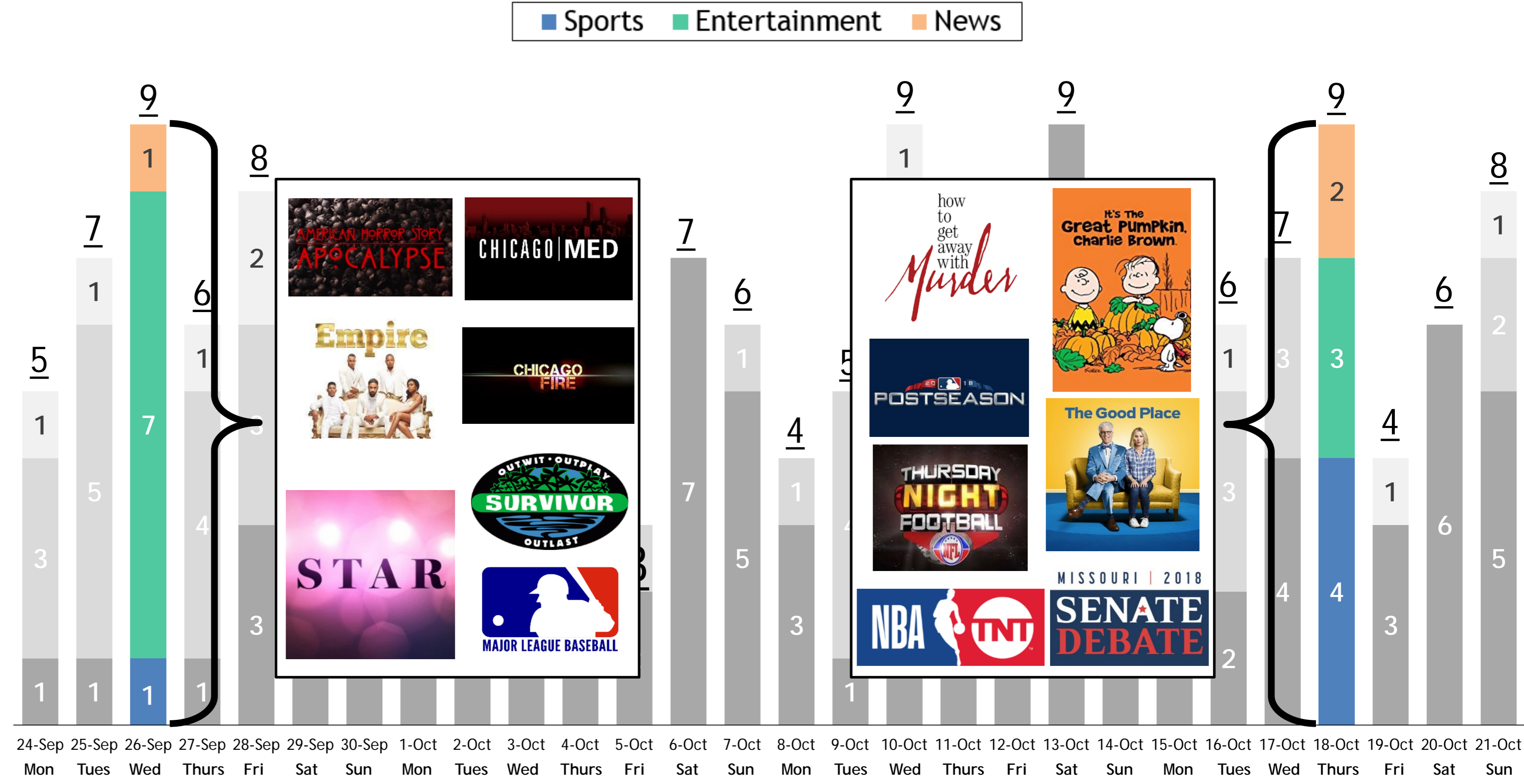
## # of TV Programs Trending In The Top 10 During Each Night



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 (9/24/2018 - 10/21/2018). Results include both "direct" and "related" TV topics.

As Many As **Nine** Different Ad-Supported TV Programs Trended In The Top 10 During Some Nights

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



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 (9/24/2018 - 10/21/2018). Results include both "direct" and "related" TV topics.

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

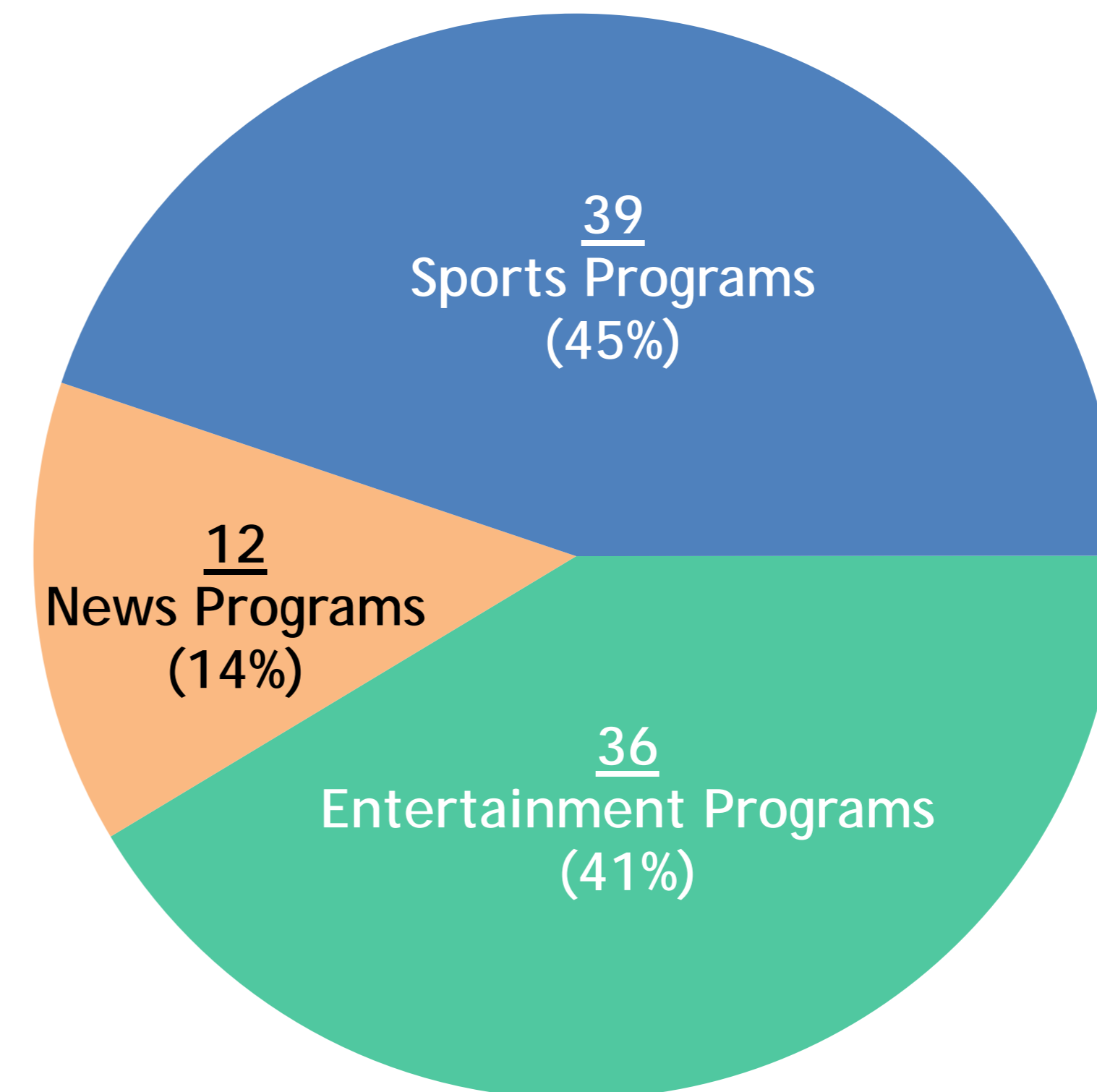
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
  	  	   	 		    	   

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 programming

**Sports And Entertainment Account For Nearly The Same Number Of Programs That Trended In The Top 10 During The Analysis**

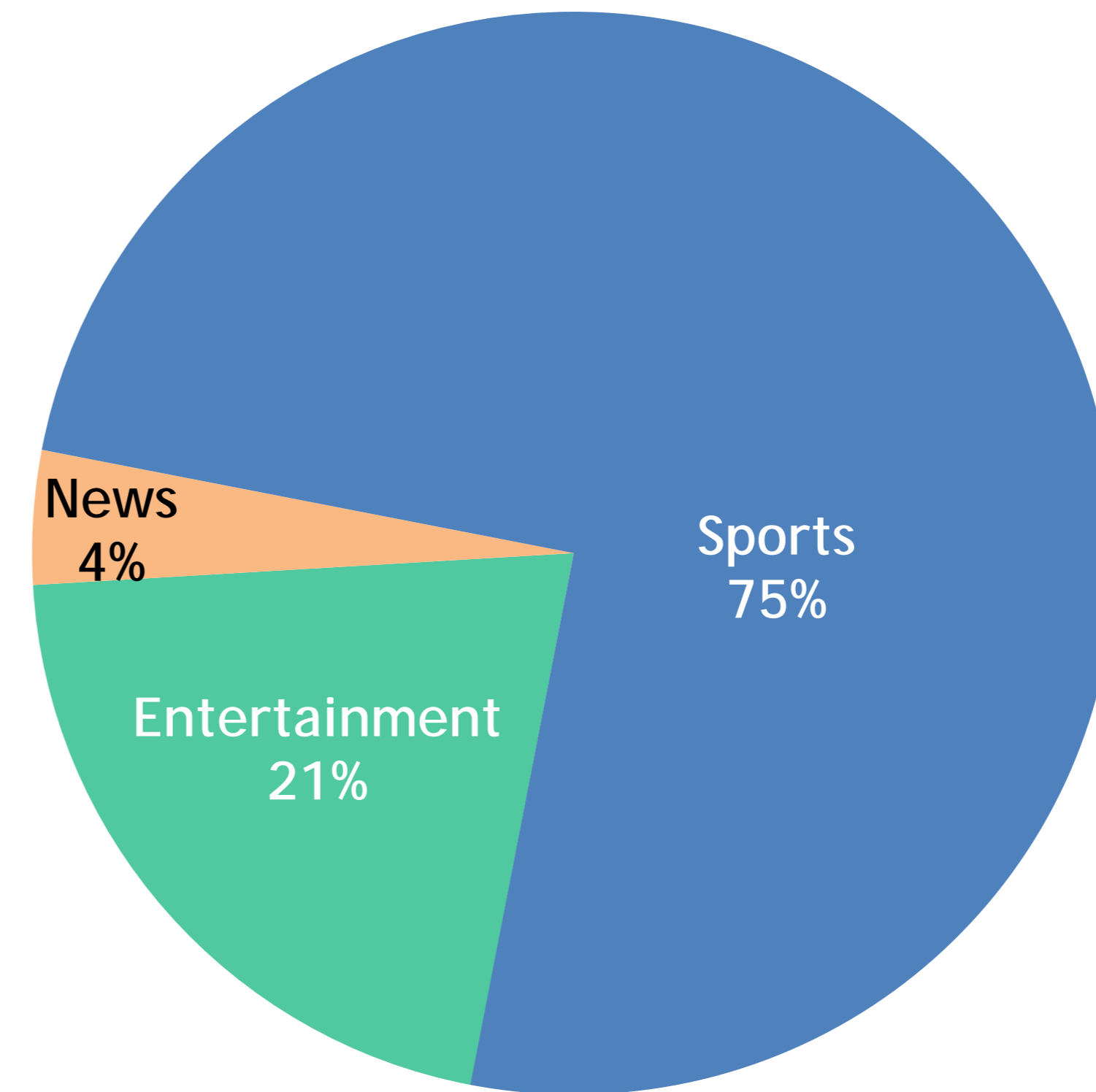
Four-Week Time Period  
Ad-Supported TV Programs By Genre Within Top 10 Trending Topics



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 (9/24/2018 - 10/21/2018). Results include both "direct" and "related" TV topics.

Between team hashtags, featured athletes and exciting plays made during a game, sports tends to have many more individual topics trending during an airing than entertainment programs

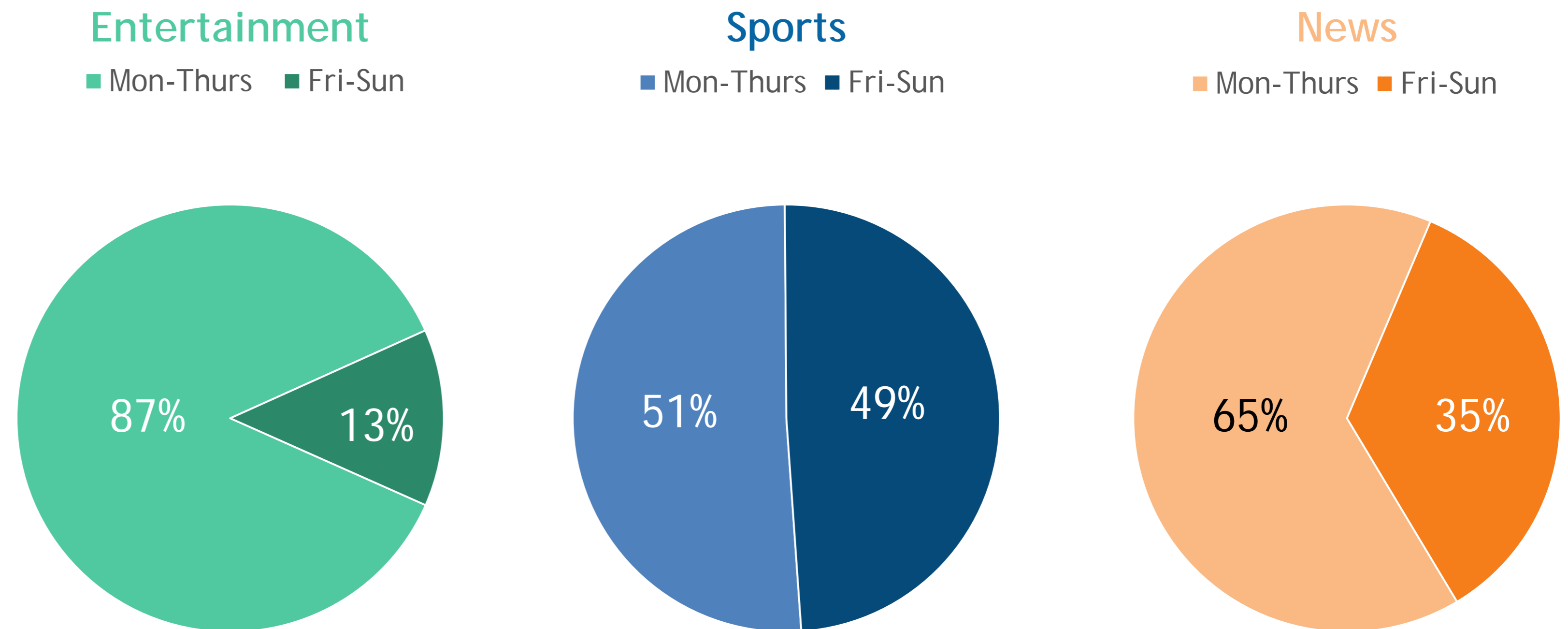
Four-Week Time Period  
Genre % Breakout of Top 10 Ad-Supported TV Trending Topics



Aided By The MLB Playoffs Featuring Big Market Teams & The Football Season In Full Swing, Sports Accounts For A Majority Of The Total Ad-Supported TV Topics That Trended In The Top 10

TV Entertainment  
Social Conversations  
Skew Towards  
Weeknights, While TV  
Sports Split Evenly  
Across Weeknights and  
Weekends

Four-Week Time Period  
Genre-Specific Top 10 Ad-Supported TV Trending Topics By Day



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 (9/24/2018 - 10/21/2018). Results include both "direct" and "related" TV topics.

# Three-Fourths Of Top 10 Trending Ad-Supported TV Topics Were Based On People, Characters Or Other Subjects Related To Programming

## Trending TV Topics By Type

### “Related” Examples:

#### Entertainment

Lana Del Ray (AMA Performer)  
 Kaycee (Big Brother 20 Winner)  
 Archie (CW’s Riverdale Character)  
 Mariah (AMA Performer)  
 Jessica Lange (AHS: Apocalypse)  
 R-Truth (WWE Smackdown Wrestler)  
 Annalise (How To Get Away With Murder)  
 Charlie Brown (It’s The Great Pumpkin)

#### Sports

Cowboys (Dallas Cowboys - NFL)  
 David Wright (New York Mets - MLB)  
 Penn State (NCAA Football)  
 Kershaw (Los Angeles Dodgers - MLB)  
 #DoDamage (Boston Red Sox Hashtag)  
 Fultz (Philadelphia 76ers - NBA)  
 Pat Mahomes (Kansas City Chiefs - NFL)  
 Chris Sale (Boston Red Sox - MLB)  
 Joe West (Umpire - MLB)

#### News

Ashley Kavanaugh  
 #TrumpPresser  
 Kamala Harris  
 Lindsey Graham

### “Direct” Examples:

#### Entertainment

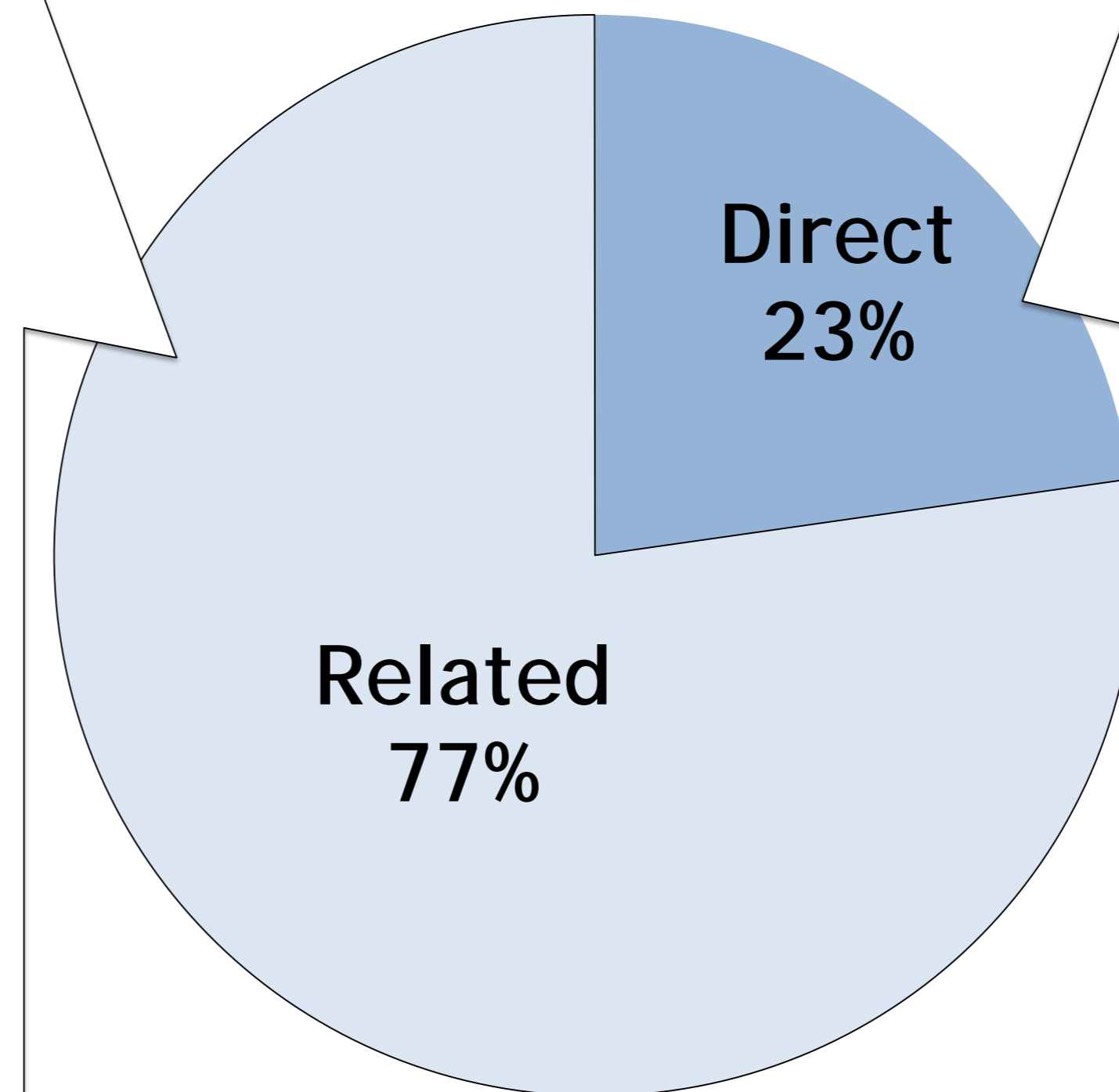
#90DayFiance  
 #AHSApocalypse  
 #AMAs  
 #STAR  
 #LHHH  
 #ThisIsUs  
 #Empire  
 #DWTS  
 #GreysAnatomy  
 #LivePD

#### Sports

#ALCS  
 #ALWildCard  
 #NLCS  
 #INDvsNE  
 #MondayNightFootball  
 #OSUvsPSU  
 #NYYvsBOS

#### News

#60Minutes  
 #KavanaughHearing  
 #TexasDebate  
 #TNSenateDebate



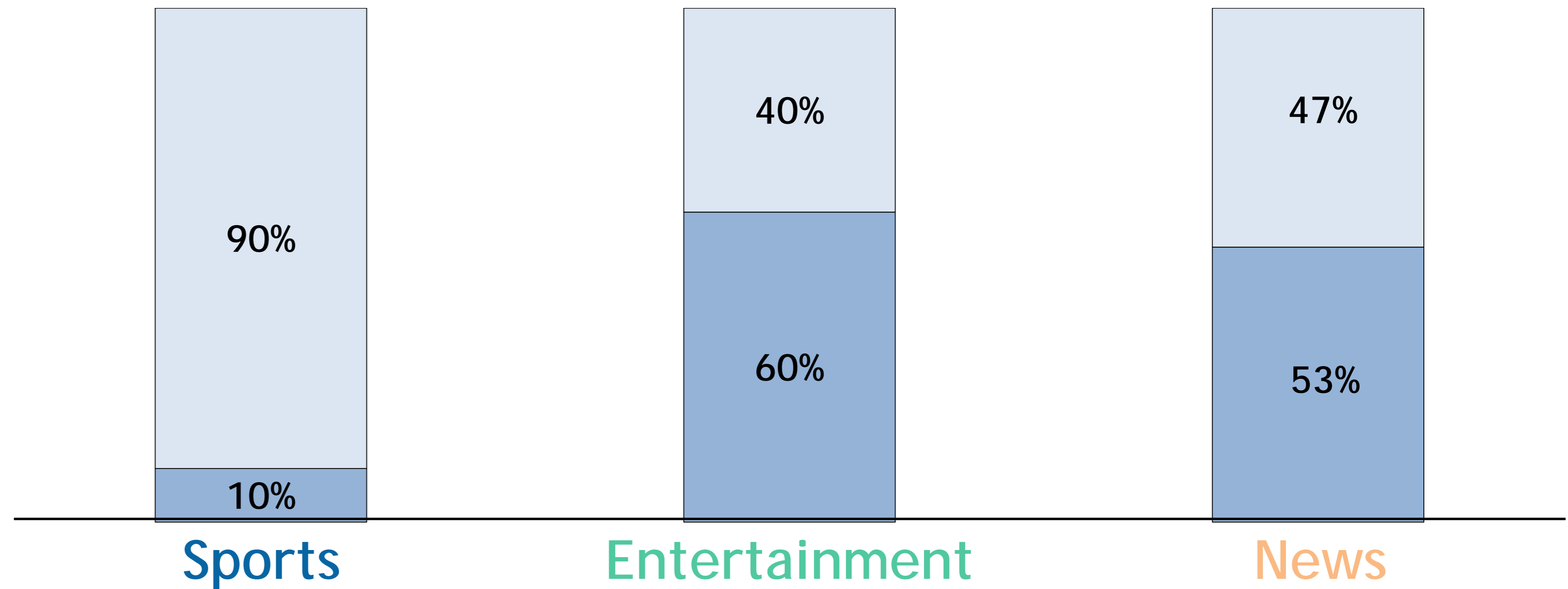
**Direct:** specific hashtags related to televised entertainment shows, sports events or news programming

**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

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 field or court

## % of Top 10 Trending Topics By Type

■ Direct ■ Related

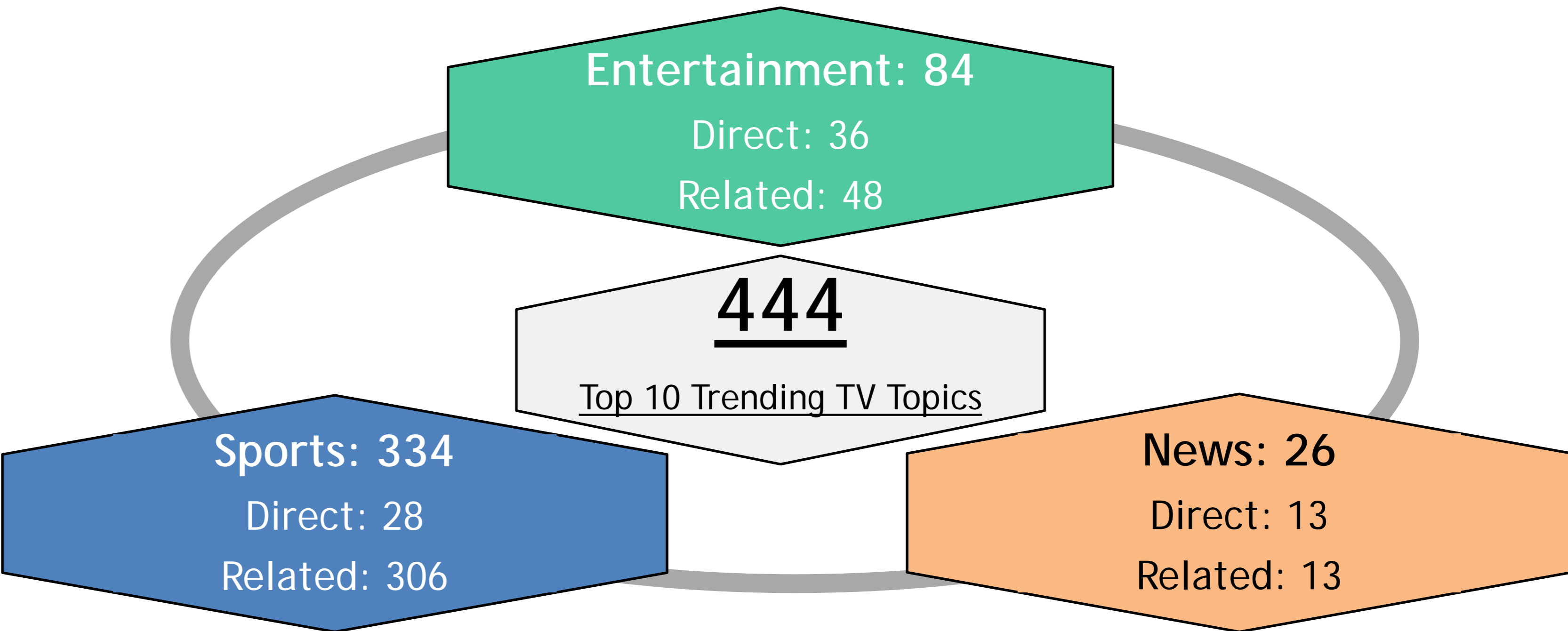


**Direct:** specific hashtags related to televised entertainment shows, sports events or news programming

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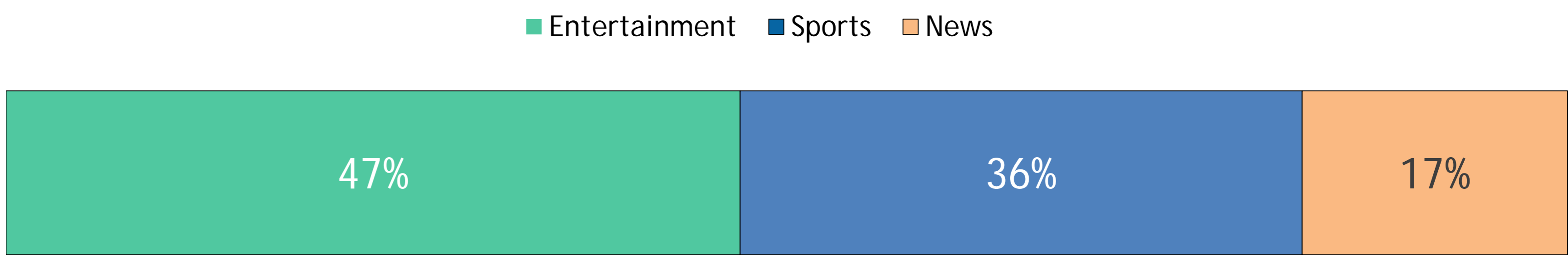
A Majority Of Entertainment Topics That Trend Feature The Specific Program Hashtag While Sports Topics Are Usually Based On Subjects Related To The Televised Event

On Average, Almost **16 Unique** Ad-Supported TV Topics (Direct + Related) Trended In The Top 10 Throughout Each Night



**444** unique TV topics trended over the four-week time period with entertainment the leading genre when it came to people using official program hashtags ("direct") within their tweets

Genre % Breakout of Program Hashtags ("Direct")



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 (9/24/2018 - 10/21/2018). Results include both "direct" and "related" TV topics.

Nearly **Three** Official Ad-Supported TV Show Or Sports/News Event Hashtags Trended In The Top 10 During An Average Night

There were 77 official TV program hashtags, almost half of them entertainment show-based, that trended in the top 10 over the four-week time period

Entertainment (36)	
#90DayFiance	#LHHH
#AHSApocalypse	#LivePD
#AMAs	#MurphyBrown
#BB20	#NewAmsterdam
#BB20Finale	#Riverdale
#BlackLightning	#SD1000
#BlueBloods	#SDLive
#ChicagoFire	#SNLPremiere
#ChicagoMed	#STAR
#DWTS	#Supernatural
#Empire	#Survivor
#GlobalCitizen	#TheFlash
#GreatPumpkin	#TheGifted
#Greenleaf	#TheGoodPlace
#GreysAnatomy	#TheResident
#HipHopAwards	#TheWalkingDead
#HTGAWM	#ThisIsUs
#LastManStanding	#WynonnaEarp

Sports (28)	
#ALCS	#MondayNightFootball
#ALDS	#NLCS
#ALWildCard	#NLDS
#Bellator207	#NLWildCard
#CINvsKC	#NYYvsBOS
#CLEvsOAK	#OSUvsPSU
#DALvsHOU	#OSUvsPUR
#DENvsAZ	#PHIvsNYG
#INDvsNE	#PITvsTB
#JAXvsDAL	#SFvsGB
#KCvsDEN	#UFC229
#KCvsNE	#UGAvsLSU
#LARvsSEA	#USAvCOL
#MINvsLAR	#WASvsNO






News (13)
#FLGovDebate
#TexasDebate
#TNSenateDebate
#OHGovDebate
#60Minutes
#TXGovDebate
#KavanaughConfirmation Hearings
#KavanaughFord
#TexasTownHall
#NVDebate
#KavanaughHearing
#MIGovDebate
#MoSenateDebate

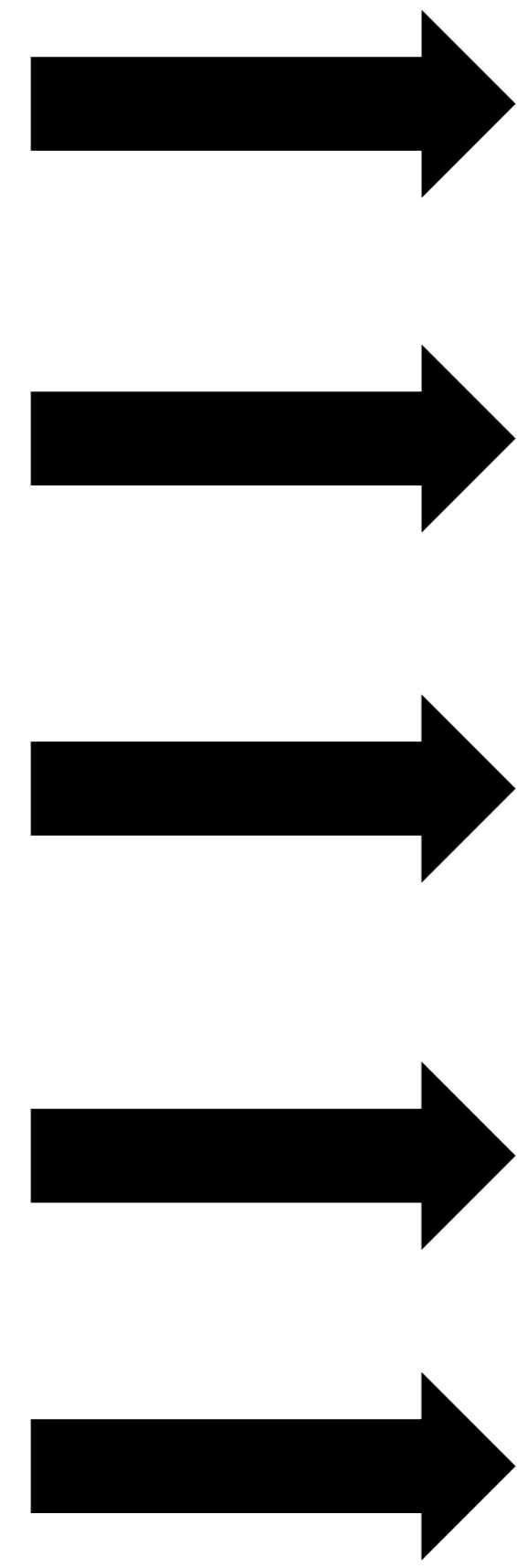
Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:30p, 9:30p, 10:30p, 11:30p) aggregated during 4-week time period (9/24/2018 - 10/21/2018). Results include both "direct" and "related" TV topics.

Reflecting Their High Level Of Engagement, People Even 'Talk' Online About The TV Characters On Their Favorite TV Shows

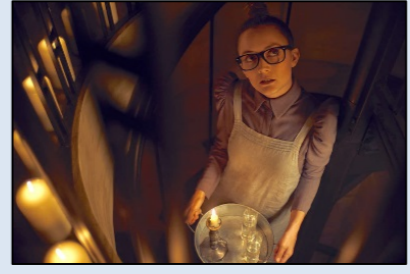






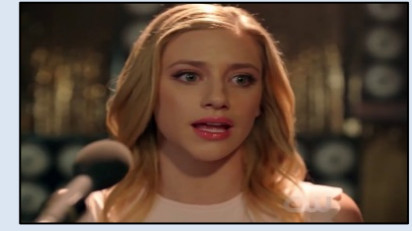


Much of a TV character's high social chatter centers on "I can't believe what just happened!" moments

## Trending Program Hashtags

Direct	
	#AHSApocalypse
	#STAR
	#ThisIsUs
	#Riverdale
	#TheWalkingDead



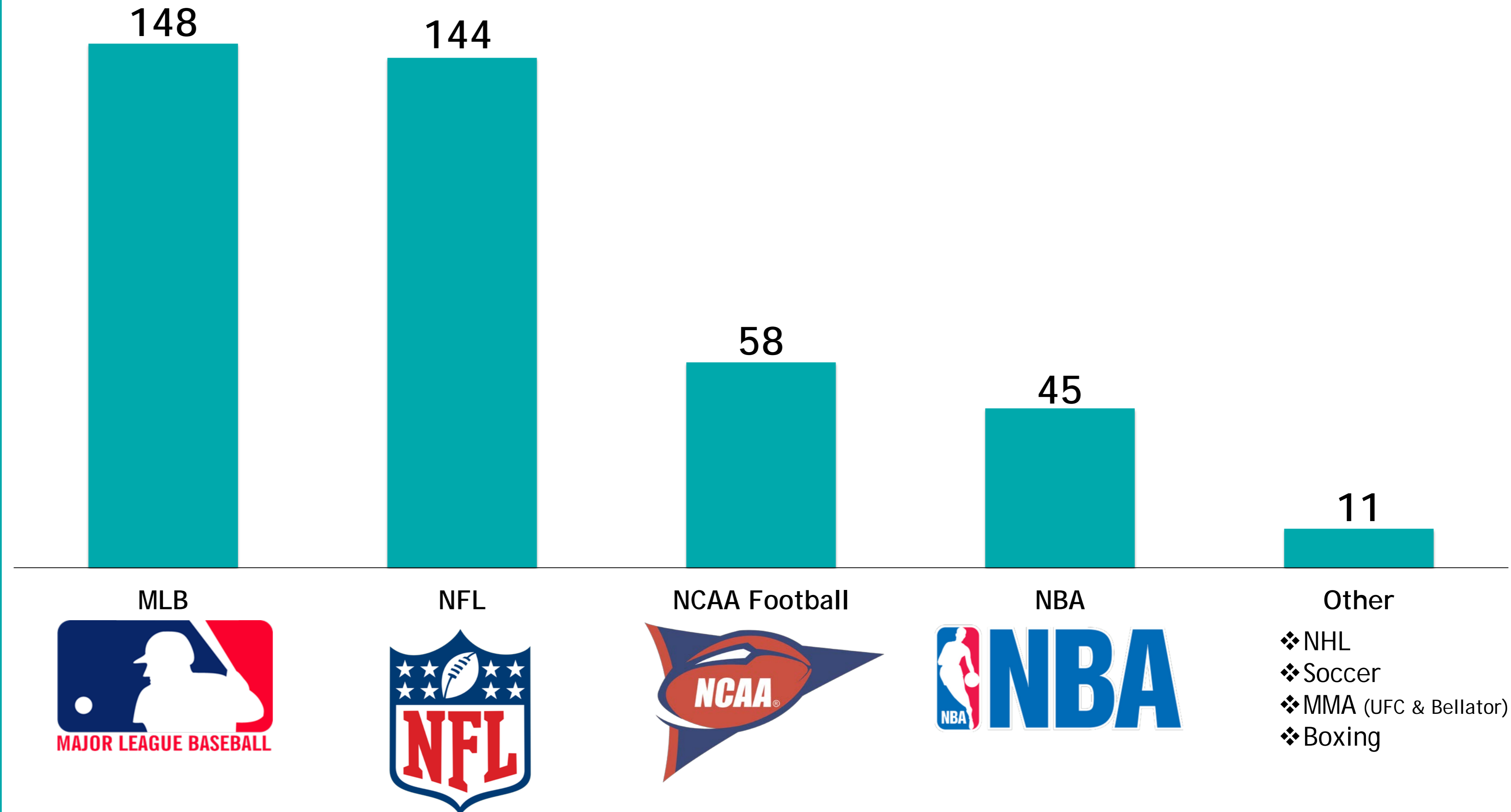
## Trending Program-Related Topics

Related			
	"Mallory"		"Queenie"
	"Simone"		"Carlotta"
	"Randall"		"Kate"
	"Archie"		"Betty"
	"Gregory"		"Maggie"

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 (9/24/2018 - 10/24/2018). Results include both "direct" and "related" TV topics.

During the four-week time period, 406 separate sports TV topics (games, teams, athletes, etc) trended in the Top 10; an average of almost 15 topics per night

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



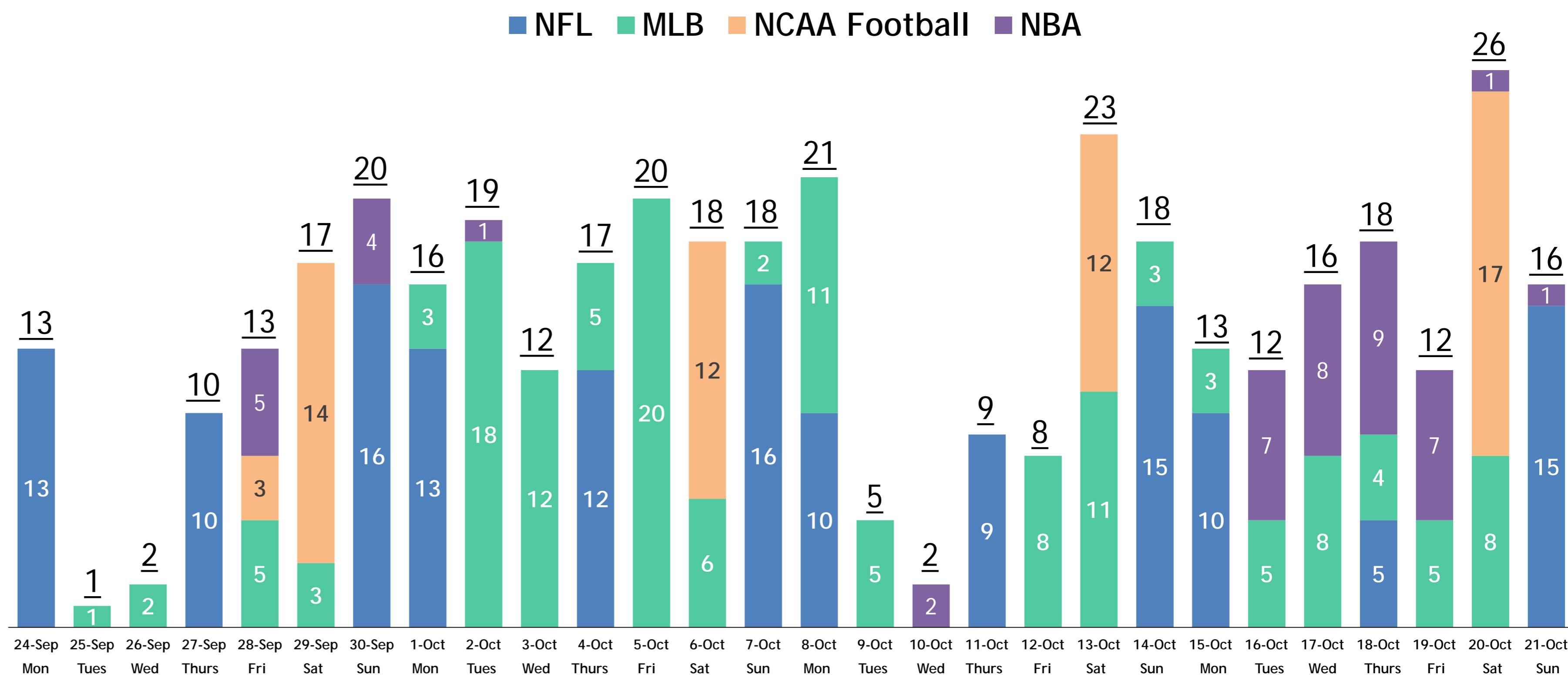
In Regards To Sports,  
All Major 'In-Season'  
Sports Feature Many  
Games Or Events With  
Heavy Social Chatter

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 (9/24/2018 - 10/21/2018). 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 406 sports TV topics includes duplication for similar topics trending in different games (ex. "Kershaw")



The NFL was responsible for 56% of the overall Top 10 trending Twitter topics on game nights (Thursdays, Sundays & Mondays), while College Football was responsible for 51% of topics on Saturday nights and the MLB was responsible for 34% on playoff game nights.

### Daily # of Trending Topics by Top 4 Sports



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 (9/24/2018 - 10/21/2018). Results include both "direct" and "related" TV topics.

Numerous Topics Specifically Related To MLB Playoff Games And College Football Saturdays Trended High

# Example: Judge Brett Kavanaugh Confirmation Hearings

Monday



Friday

9/24 - Ashley Kavanaugh interviewed on Fox News' *The Story with Martha MacCallum*



Related Trending Topic on 9/24:  
 • Ashley Kavanaugh (#9)

9/26 - President Trump calls allegations against Kavanaugh false at his press conference



Related Trending Topics on 9/26:  
 • #TrumpPressConference (#1)  
 • #TrumpPresser (#8)  
 • George Washington (#4)

9/27 - Judge Brett Kavanaugh's Senate Judiciary Committee Confirmation Hearings



Related Trending Topics on 9/27:  
 • Lindsey Graham (#1)  
 • #KavanaughHearing (#2)  
 • #KavanaughFord (#5)  
 • #KavanaughConfirmationHearings (#6)  
 • Durbin (#7)  
 • Merrick Garland (#8)  
 • Kamala Harris (#9)  
 • Judge Kavanaugh (#10)

9/28 - Senate Judiciary Committee votes on Judge Kavanaugh



Related Trending Topics on 9/28:  
 • #KavanaughVote (#2)

(#) = highest trending rank achieved on the night



As For News,  
 'Around The Clock' TV  
 Coverage Creates  
 Continual Chatter  
 Online For Major  
 Current Events

# What Trended Within The 16% Of Topics That Were Not Ad-Supported TV-Related?

Beyond Non-Ad-Supported TV, Musicians Were A Popular Trending Topic As Their Cultural Relevancy Weaves Throughout Current Events

“Marty Balin, co-founder of Jefferson Airplane, dies”

Related Trending Topics on 9/28:

- Marty Balin (#1)
- Jefferson Airplane (#8)



“While at Yale, Judge Kavanaugh involved in a bar fight after a UB40 concert”

Related Trending Topics on 10/1:

- ub40 (#1)
- Red Red Wine (#7)



“Taylor Swift endorses a pair of Tennessee Democratic Candidates”

Related Trending Topic on 10/7:

- Taylor Swift (#1)



“Met Gala names Harry Styles & Lady Gaga among co-chairs”

Related Trending Topics on 10/9:

- Met Gala (#9)



“Kanye West visits President Trump in the Oval Office”

Related Trending Topics on 10/11:

- Kanye (#1)
- Superman (#10)



“Ariana Grande & Pete Davidson split”

Related Trending Topics on 10/14:

- Ariana (#1)
- Pete (#2)



(#) = highest trending rank achieved on the night

# Many Of The Other Non-Ad-Supported TV Trending Topics Were Twitter-Generated Hashtags Related To Either Current Events Or Random Fun

**Brittany Bronson**  
@BrittanyBronso1  
The fact that **#NationalVodkaDay** follows **#NationalBoyfriendDay** seems suspiciously orchestrated.  
2:29 PM - 4 Oct 2018

**Michael**  
@Sckswithsandals  
Getting out of jury duty.  
**#LessFamousHoudiniEscapes**  
4:03 PM - 18 Oct 2018

**Cameron Grant**  
@coolghost101  
New Tombstone. Who Dis?  
**#My4WordEulogy**  
7:43 PM - 10 Oct 2018

**The Hoppit**  
@i\_froggo  
Talkin 'Bout My Education  
**#MakeASongMoreIntelligent**  
3:32 PM - 18 Oct 2018

**CK**  
@charley\_ck14  
Yanni or Laurel? **#MoreFBIQuestions**  
4:37 PM - 2 Oct 2018

**Rocky Mountain Mike**  
@RockyMntnMike  
The Mystery Of Always Choosing The Grocery Line Behind The Lady With Coupons Who Writes A Paper Check  
**#OtherScoobyDooMysteries**  
6:07 PM - 19 Oct 2018

**Rachael Fix**  
@13Fixie  
**#IfIWonABillionDollars** I'd actually be able to afford college. Better yet, I'd donate the remaining \$2.37 to charity 🙌  
9:57 AM - 20 Oct 2018

**David Burge**  
@iowahawkblog  
**#PhrasesThatNeedToGo** "clean as a whistle." I mean seriously wtf  
5:14 AM - 14 Oct 2018

**michele lee**  
@mickle68  
**#UnlikelyDollarStoreItems** cellphone charger that works longer than 8 hours. 🤔  
7:09 PM - 24 Sep 2018

**Lola**  
@\_lola\_bee  
You are NOT the mother!  
**#UnlikelyDNAresults**  
5:00 PM - 15 Oct 2018

**Keaton is Disillusioned**  
@keatonc33  
The House of the Rising, Setting, and Sometimes Just Missing, Sun.  
**#SongsWithExtraAdjectives**  
6:31 PM - 28 Sep 2018

**Texas Humor**  
@TexasHumor  
They say it's **#NationalDrinkBeerDay** today, but I thought that was everyday?  
5:06 PM - 28 Sep 2018

**just Amy**  
@AAskelson  
Almond Meh **#FirstDraftCandyNames**  
3:30 PM - 19 Oct 2018

**Lake Dallas Police**  
@LakeDallasPD  
More **#NationalNightOut** pictures from block parties tonight.  
  
6:51 PM - 2 Oct 2018

**Ubiquitous Bdog**  
@ubiquitousbdog  
BRB in Black **#AddAcronymsToSongs**  
5:38 PM - 12 Oct 2018

**J.B. Smith**  
@jbsmth65  
**#ImNotReallyEvilBut** I steal all the apostrophes from hashtags.  
4:42 PM - 10 Oct 2018

**Daniel Alvarenga**  
@\_danalvarenga  
Don't read the comments  
**#HowISurviveIn4Words**  
2:56 PM - 20 Oct 2018

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(Fall: Oct-Nov '16)



[Second Report - #TVisSocial #Ep2](#)  
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