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'Tis The Season To Television

☰ '18 REPORT

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# 'Tis The Season To Television

With powerful, iconic programming like the *Macy's Parade* & NFL on Thanksgiving, *It's A Wonderful Life* on Christmas Eve, NBA on Christmas Day, Countdown shows on New Year's Eve, and the *Rose Parade* & college football bowl games on New Year's Day, it's not the dinner table that's the central hub of family gatherings during the holidays, it's the television.

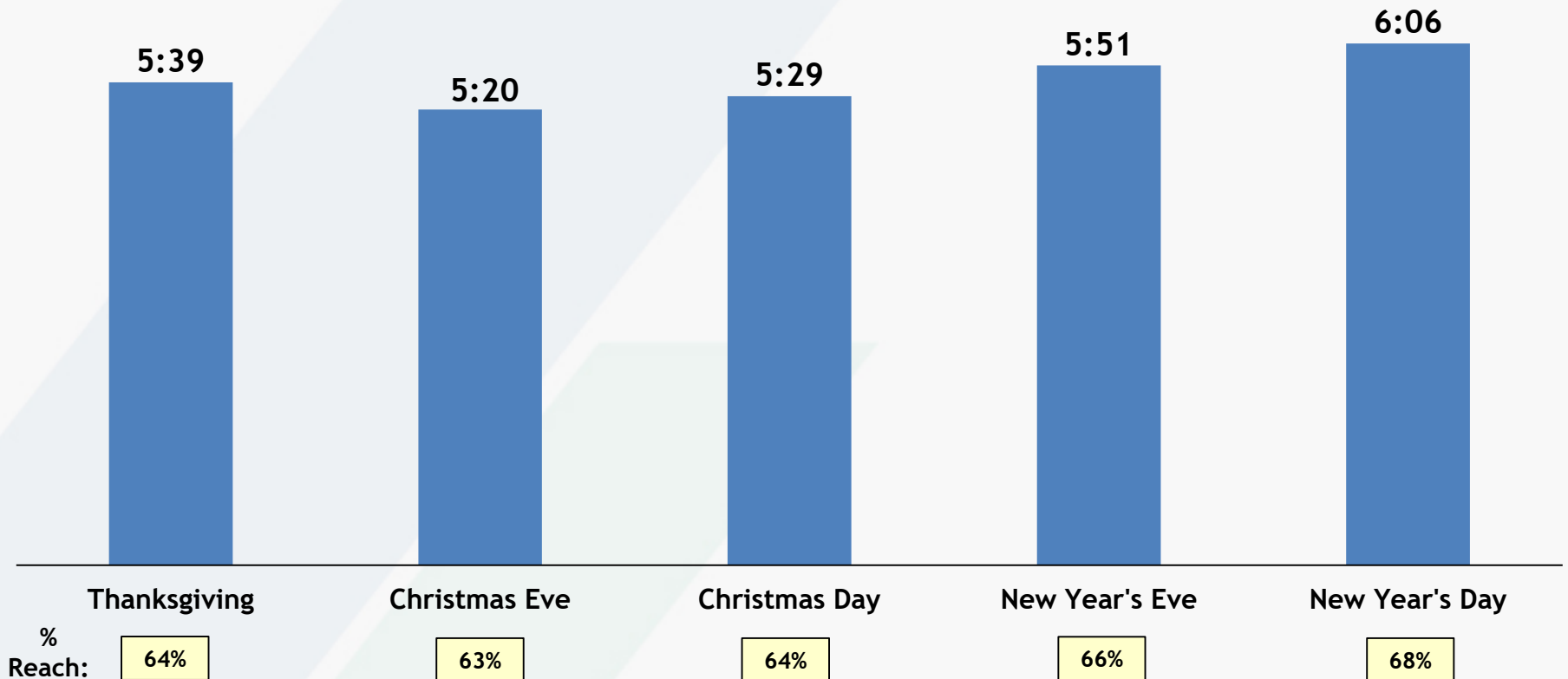
This love of television, and the 5+ hours spent with it during each holiday, extends beyond people's families and to the online social world where people can't wait to share their anticipation and reactions to their favorite TV programming.

We monitored the top trending topics on Twitter during the five 4Q holidays and found that:

- **Overall, Ad-Supported TV accounted for 75% of the top 10 trending Twitter topics**
- **Each holiday features multiple entertainment & sports TV programs that “own” the online social conversation**
- **A few other entertainment-related pieces of content trended, but nothing comes close to the dominance of Ad-Supported TV during the holidays**
  - While 45 ad-supported sports & entertainment TV programs trended, only a few other platforms had any topic trend - YouTube (1), music (1), video games (1), online streaming (1)

# On Average, P13+ Watched Over Five Hours Of “Live” Ad-Supported TV Programming During Each Holiday

P13+ Time Spent Viewing “Live” Ad-Supported TV  
(Hrs:Mins)



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Source: VAB analysis of Nielsen NPower R&F Time Period Report, P13+, Live, ad-supported cable + broadcast TV, Total Day, 11/23/17, 12/24/17, 12/25/17, 12/31/17, 1/1/18.

# Quantifying The Online Social Popularity Of Ad-Supported TV During Key 4<sup>th</sup> Quarter Holidays

- Beyond viewing, we were interested in examining the greater role that TV plays in people's lives during key 4Q holidays when people traditionally gather with family and friends. Therefore, we analyzed the impact of TV programming on the top 10 trending Twitter topics over five holiday time periods
  - *Thanksgiving* (Thursday, 11/23/17), *Christmas Eve* (Sunday, 12/24/17), *Christmas Day* (Monday, 12/25/17), *New Year's Eve* (Sunday, 12/31/17), *New Year's Day* (Monday, 1/1/18)
- Since trending topics are everchanging and a slight lag time typically exists for topics to start trending, we monitored "points in time" each day at :45 minutes past the hour to capture what people were talking about online during that hour
- We also wanted to specifically hone in on the time periods when people are most likely gathered with family and friends, therefore we focused on monitoring a 13-hour time period ("all day") for the national holidays and a four-hour time period ("primetime") for the holiday eves
  - Thanksgiving Day / Christmas Day / New Year's Day: 11:45a, 12:45p, 1:45p, 2:45p, 3:45p, 4:45p, 5:45p, 6:45p, 7:45p, 8:45p, 9:45p, 10:45p, 11:45p
  - Christmas Eve / New Year's Eve: 8:45p, 9:45p, 10:45p, 11:45p
- Geography reflects U.S.-based Twitter trending data while ad-supported TV topics reflect 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

# Ad-Supported TV Dominated Twitter's Top 10 Trending Topics During Key Holiday Time Periods

75% of the aggregated top 10 trending topics across the five monitored holiday time periods were ad-supported TV-related topics



Thanksgiving Day  
(11:45a-11:45p)

Christmas Eve  
(8:45p-11:45p)

Christmas Day  
(11:45a-11:45p)

New Year's Eve  
(8:45p-11:45p)

New Year's Day  
(8:45p-11:45p)

75%

75%

73%

78%

75%

← % of Overall Top 10 Trending Topics on Twitter that were ad-supported TV-related during each measurement time period →

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Source: VAB custom analysis of Top 10 trending Twitter Topics (United States) each night on the :45's aggregated over each hour between 11a - 11p (11:45a-11:45p) during 11/23/2017, 12/25/17, 1/1/18 and on the :45's of each primetime hour between 8p-11p (8:45p-11:45p) during 12/24/17 & 12/31/17.

# 149 Different Ad-Supported TV Topics Trended In The Top 10 During The Five Holiday Monitored Time Periods

Thanksgiving (39) 11:45a-11:45p		Christmas Eve (16) 8:45p-11:45p		Christmas Day (48) 11:45a-11:45p		New Year's Eve (14) 8:45p-11:45p		New Year's Day (32) 11:45a-11:45p	
<b>Entertainment (11)</b>		<b>Entertainment (3)</b>		<b>Entertainment (3)</b>		<b>Entertainment (7)</b>		<b>Entertainment (4)</b>	
#6abcTDP	#NationalDogShow	#ChristmasStory		#DoctorWho	Elias	#BTSxRockinEve		#LHHMIA	#RoseParade
#DetroitParade	Prince	#ItsAWonderfulLife		CM Punk		#CNNNYE		#LHHNY	#TheBachelor
#DogThanking	Ronald McDonald	Bedford Falls		<b>Sports (45)</b>		#RockinEve		<b>Sports (28)</b>	
#MacysDayParade	Spongebob Squarepants	#Sports (13)		#CavsWarriors	Jeff Van Gundy	Jenny McCarthy		#Auburn	Congrats to UCF
#MacysParade	The Goo Goo Dolls	#GoHawks		#Eagles	JJ Redick	Mariah Carey		#CFPlayoff	Da'Ron Payne
#MacysThanksgivingParade		#GoNiners		#FlyEaglesFly	John Wall	Neil Diamond		#CitrusBowl	Dawgs
<b>Sports (28)</b>		Blake Bortles		#NBAVote	Jordan Bell	Steve Harvey		#Oklahoma	Deshaun Watson
#Chargers	Jason Derulo	Cowboys		#NBAXmas	Jose Calderon	<b>Sports (7)</b>		#OutbackBowl	Etling
#EggBowl2017	Joe Buck	Dak Prescott		#OAKvsPHI	Kevin Durant	#Bengals		#PeachBowl	Jim Harbaugh
#LACvsDAL	Keenan Allen	Earl Thomas		#PITvsHOU	Kevin Love	#Ravens		#RoseBowl	Lincoln Riley
#MINvsDET	Lions	Ed Oliver		#ThunderUp	Knicks	#Seahawks		#SugarBowl	Michigan
#NYGvsWAS	Marvin Jones	Jags		Andre Roberson	Lane Johnson	#TitanUp		#UGAvsOK	Notre Dame
Abdullah	Matthew Stafford	Jaguars		Ben Simmons	LeBron	Bills		#WinterClassic	Paul Carey
AJ Brown	Nick Fitzgerald	Justin Coleman		Cavs	Mark Jackson	Blair Walsh		Baker Mayfield	Pogba
Case Keenum	Ole Miss	Scott Linehan		Chris Long	Patrick Robinson	Saints		Burnley	Rodney Anderson
Cowboys	Phillip Rivers	Zeke		Courtney Lee	Paul Pierce			Chubb	Roquan Smith
Dak Prescott	Portland State			DeAndre Hopkins	Porzingis			Clemson	Sooners
Desmond King	Tony Romo			Derek Carr	Ron Baker				
Everson Griffen	Vikings			Draymond	Tatum				
Golden Tate	Zack Martin			Durant	Taylor Heinicke				
Jamison Crowder	Zeke			Embiid	Texans				
				Enes Kanter	TJ Yates				
				Foles	Tristan Thompson				
				Jake Elliott	Warriors				
				Jarrett Jack	Wizards				
				Jayson Tatum					

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Source: VAB custom analysis of Top 10 trending Twitter Topics (United States) each night on the :45's of each hour between 11a - 11p (11:45a-11:45p) during 11/23/2017, 12/25/17, 1/1/18 and on the :45's of each primetime hour between 8p-11p (8:45p-11:45p) during 12/24/17 & 12/31/17.

# 17 Different Ad-Supported TV Topics Trended #1 During The Five Holiday Monitored Time Periods

An Ad-supported TV topic trended #1 during every primetime hour across the five holidays

## Top Twitter Trending TV Topics By Holiday Time Period

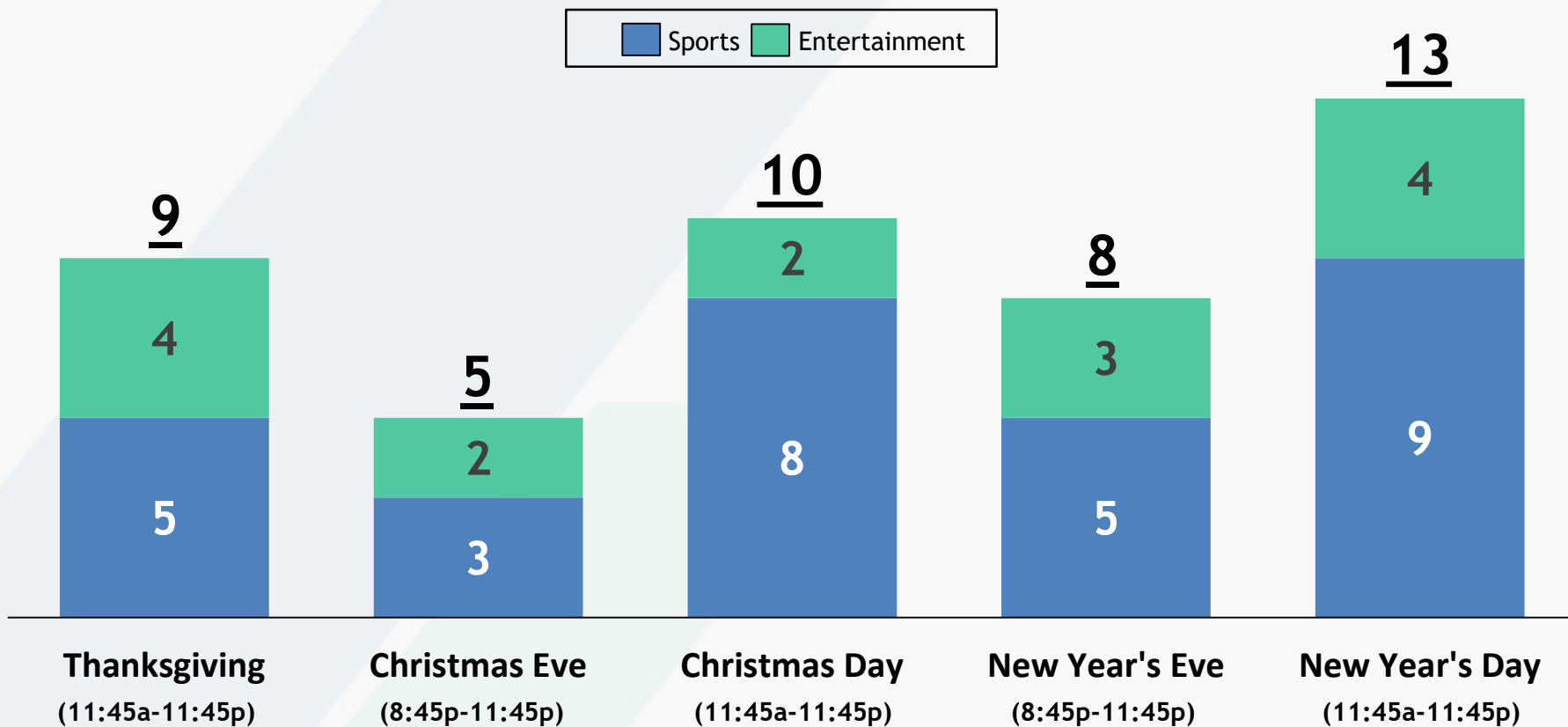
Thanksgiving (11:45a-11:45p)	Christmas Eve (8:45p-11:45p)	Christmas Day (11:45a-11:45p)	New Year's Eve (8:45p-11:45p)	New Year's Day (11:45a-11:45p)
6:45p - #LACvsDAL (#1)	8:45p - #Cowboys (#1)	3:45p - #NBAXmas (#1)	8:45p - #Bills (#1)	12:45p - #RoseParade
7:45p - #Cowboys (#1)	9:45p - #Cowboys (#1)	4:45p - #Cavs (#1)	9:45p - #Bills (#1)	1:45p - #WinterClassic (#1)
8:45p - #Cowboys (#1)	10:45p - #ItsAWonderfulLife (#1)	5:45p - LeBron (#1)	10:45p - #CNNNYE (#1)	2:45p - #WinterClassic (#1)
9:45p - #Cowboys (#1)	11:45p - #ItsAWonderfulLife (#1)	6:45p - LeBron (#1)	11:45p - #CNNNYE (#1)	3:45p - Michigan (#1)
10:45p - #NYGvsWAS (#1)		7:45p - LeBron (#1)		4:45p - #PeachBowl (#1)
11:45p - #NYGvsWAS (#1)		8:45p - LeBron (#1)		5:45p - #RoseBowl (#1)
		9:45p - #DrWho (#1)		6:45p - #RoseBowl (#1)
		10:45p - #DrWho (#1)		7:45p - #RoseBowl (#1)
		11:45p - #OAKvsPHI (#1)		8:45p - #RoseBowl (#1)
				9:45p - #RoseBowl (#1)
				10:45p - #RoseBowl (#1)
				11:45p - #RoseBowl (#1)

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Source: VAB custom analysis of Top 10 trending Twitter Topics (United States) each night on the :45's of each hour between 11a - 11p (11:45a-11:45p) during 11/23/2017, 12/25/17, 1/1/18 and on the :45's of each primetime hour between 8p-11p (8:45p-11:45p) during 12/24/17 & 12/31/17.

# Several Different Ad-Supported TV Programs Trended In The Top 10 At Some Point During Each Holiday Time Period

# of TV Programs Trending In The Top 10 During Each Holiday Time Period



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Source: VAB custom analysis of Top 10 trending Twitter Topics (United States) each night on the :45's aggregated over each hour between 11a - 11p (11:45a-11:45p) during 11/23/2017, 12/25/17, 1/1/18 and on the :45's of each primetime hour between 8p-11p (8:45p-11:45p) during 12/24/17 & 12/31/17.

# Several Ad-Supported TV Sports & Entertainment Shows “Own” Specific Holidays

Thanksgiving Day (11:45a - 11:45p)	Christmas Eve (8:45p - 11:45p)	Christmas Day (11:45a - 11:45p)	New Year's Eve (8:45p - 11:45p)	New Year's Day (11:45a - 11:45p)
   	   	   	   	     

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Source: VAB custom analysis of Top 10 trending Twitter Topics (United States) each night on the :45's of each hour between 11a - 11p (11:45a-11:45p) during 11/23/2017, 12/25/17, 1/1/18 and on the :45's of each primetime hour between 8p-11p (8:45p-11:45p) during 12/24/17 & 12/31/17.

# 45 Different Ad-Supported TV Programs Trended In The Twitter Top 10 During The Five-Holiday Monitored Time Period

## Entertainment (15)

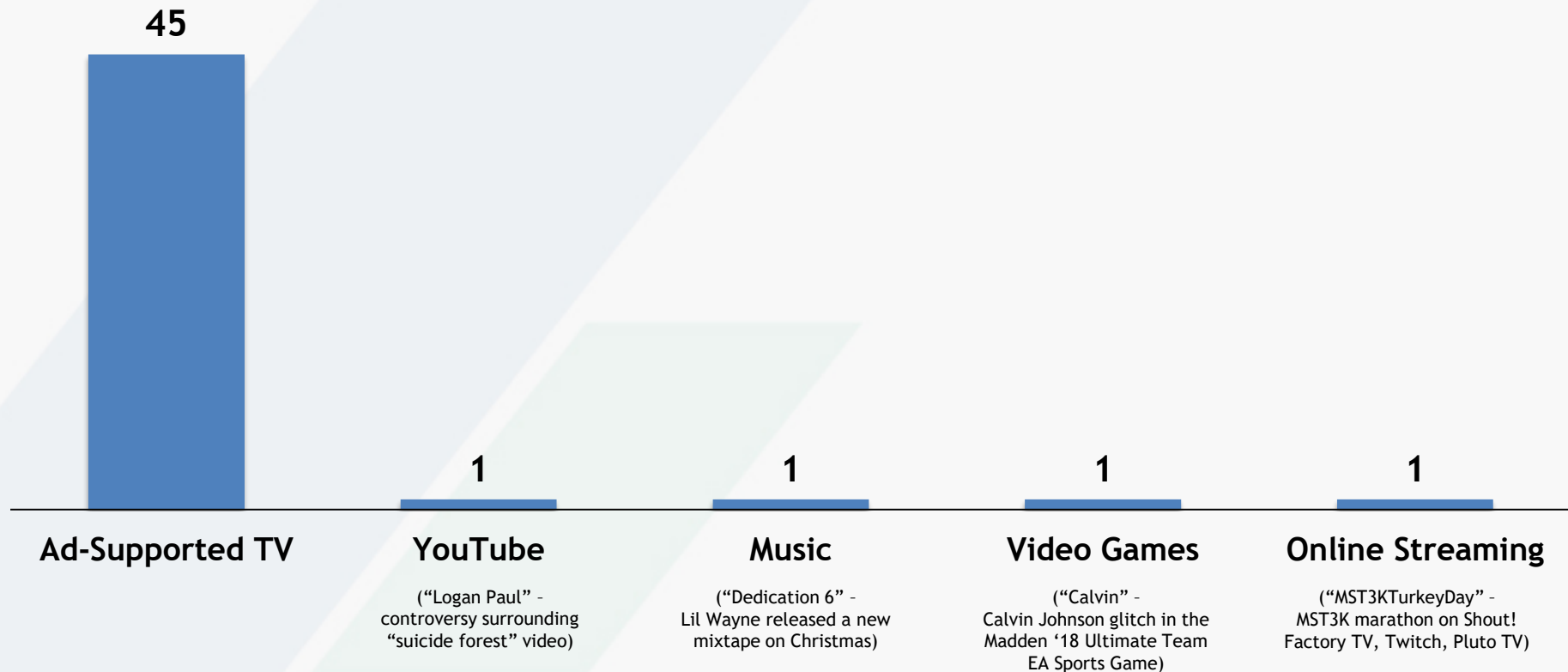
## Sports (30)

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Source: VAB custom analysis of Top 10 trending Twitter Topics (United States) each night on the :45's of each hour between 11a - 11p (11:45a-11:45p) during 11/23/2017, 12/25/17, 1/1/18 and on the :45's of each primetime hour between 8p-11p (8:45p-11:45p) during 12/24/17 & 12/31/17.

# During The Holidays, Nothing Else Gets People Talking Online Like Ad-Supported TV Programs

## Five-Holiday Monitored Time Period # of Top 10 Trending Programs / Content By Platform



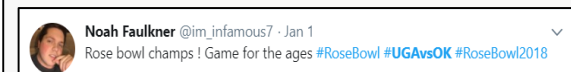
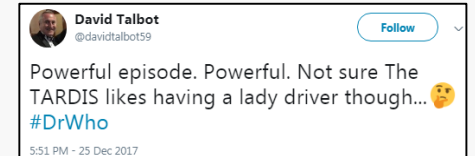
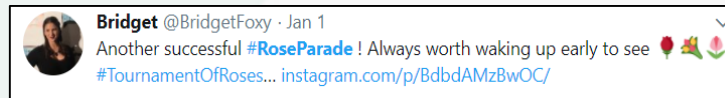
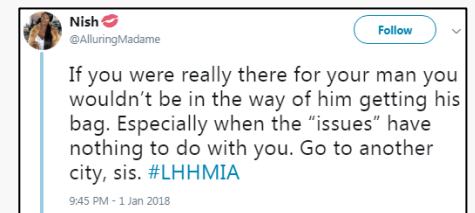
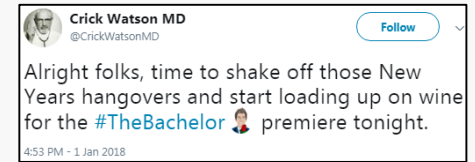
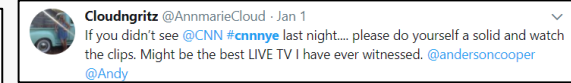
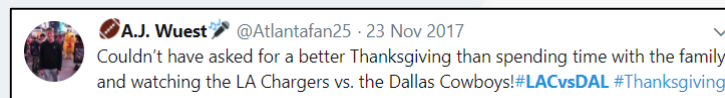
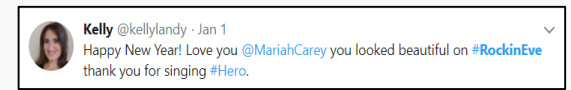
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Source: VAB custom analysis of Top 10 trending Twitter Topics (United States) each night on the :45's of each hour between 11a - 11p (11:45a-11:45p) during 11/23/2017, 12/25/17, 1/1/18 and on the :45's of each primetime hour between 8p-11p (8:45p-11:45p) during 12/24/17 & 12/31/17.



# Trending Details By Holiday

# During The Holidays, People Log Onto Social Media To Share Their Anticipation & Excitement Over Their Favorite TV Programs



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Source: VAB custom analysis of Top 10 trending Twitter Topics (United States): Data collected on the :45's of each hour (11:45am-11:45pm) during: 11/23/2017, 12/25/17, 1/1/18. Data collected on the :45's of each primetime hour (8:45pm-11:45pm) during 12/24/17 & 12/31/17

# From The Macy's Parade Through Evening Football Games, TV Programming Trended All Day On Twitter During Thanksgiving

75% of the Top 10 Twitter trending topics between 11a - 11p on Thanksgiving were Ad-Supported TV-related

**Day**  
(11:45a - 7:45p)

**Night**  
(8:45p - 11:45p)

**#MacysParade**

11:45a (#1), 12:45p (#2), 1:45p (#1), 2:45p (#5), 3:45p (#5), 4:45p (#9)

Related Trending Topics: *Ronald McDonald, The Goo Goo Dolls, SpongeBob Squarepants, Prince*

**#LACvsDAL**

5:45p (#3), 6:45p (#1)

**#Cowboys / #Chargers**

7:45p (#1/NA), 8:45p (#11/5), 9:45p (#11/8), 10:45p (#41/6), 11:45p (#41/9)

Related Trending Topics: *Phillip Rivers, Keenan Allen, Desmond King, Dak Prescott, Zack Martin, Zeke, Tony Romo*

**#NationalDogShow**

1:45p (#4), 2:45p (#3), 3:45p (#4), 4:45p (#6)

**#DogThanking**

5:45p (#7), 6:45p (#9)

**#MINvsDET**

1:45p (#5),  
4:45p (#3)

**#Lions / #Vikings**

2:45p (#7/NA), 3:45p (#7/6), 4:45p (#2/5), 5:45p (#2/6), 6:45p (#4/5), 7:45p (#7/9)

Related Trending Topics: *Case Keenum, Everson Griffen, Matt Stafford, Ameer Abdullah, Marvin Jones, Golden Tate, Joe Buck, Jason Derulo*

**#EggBowl**

8:45p (#4), 9:45p (#10), 10:45p (#9)

Related Trending Topics: *Ole Miss, Nick Fitzgerald, AJ Brown*

**#NYGvsWAS**

9:45p (#5), 10:45p (#1), 11:45p (#1)

Related Trending Topics: *Jamison Crowder*

**#6abcTDP**

11:45a (#7)

**#DetroitParade**

12:45p (#10)



\*The above reflects the major TV events that trended on Twitter and does not represent all TV programming that trended

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#6abcTDP = Philadelphia's Thanksgiving Day Parade

(#) = ranking within the top 10 Twitter trending topics for that hour



Source: VAB custom analysis of Top 10 trending Twitter Topics (United States) on the :45's of each hour (11:45a-11:45p) during 11/23/17

# NFL Games & Holiday-Themed Movies Trended Throughout Primetime On Christmas Eve

75% of the Top 10 Twitter trending topics during primetime on Christmas Eve were Ad-Supported TV-related

## Night (8:45p - 11:45p)

### #ItsAWonderfulLife

8:45p (#7), 9:45p (#4), 10:45p (#1), 11:45p (#1)

Related Trending Topics: *Bedford Falls*

### #Cowboys / #GoHawks (Seattle Seahawks vs. Dallas Cowboys)

8:45p (#1/NA), 9:45p (#1/NA), 10:45p (#1/NA), 11:45p (#4/#8)

Related Trending Topics: *Earl Thomas, Justin Coleman, Scott Linehan, Dak Prescott, Zeke*

### #Jaguars / #GoNiners (Jacksonville Jaguars vs. San Francisco 49ers)

8:45p (#5/NA), 9:45p (#7/#10)

Related Trending Topics: *Jimmy G (trended between 8:45p-11:45p), Blake Bortles (trended between 8:45p-10:45p)*

### #ChristmasStory

10:45p (#8), 11:45p (#7)



\*The above reflects the major TV events that trended on Twitter and does not represent all TV programming that trended

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(#) = ranking within the top 10 Twitter trending topics for that hour



# NBA & NFL Games Trended All Day On Christmas While Some Entertainment Shows Also Trended At Night

73% of the Top 10 Twitter trending topics between 11a - 11p on Christmas Day were Ad-Supported TV-related

**Day**  
(11:45a - 7:45p)

**Night**  
(8:45p - 11:45p)

**#NBAXmas / #NBAVote**

11:45a (#4/NA), 12:45p (#3/#5), 1:45p (#3/#8), 3:45p (#1/NA)

**#LeBron**

4:45p (#6), 5:45p - 8:45p (#1), 9:45p (#3), 10:45p (#5)

**#CavsWarriors**

5:45p (#2), 6:45p (#2), 7:45p (#7)

Related Trending Topics: *Jose Calderon, Kevin Love, Tristan Thompson, Jordan Bell, Draymond Green, Kevin Durant, #Warriors, Jeff Van Gundy, Mark Jackson*

**#Porzingis** (New York Knicks vs. Philadelphia 76ers)

12:45p (#7), 1:45p (#6), 2:45p (#8)

Related Trending Topics: *Jarrett Jack, Enes Kanter, Ron Baker, JJ Redick, Ben Simmons, Knicks, Embiid (trended through 4:45p)*

**Elias / CM Punk** (WWE Raw)

8:45p (#5/#6), 9:45p (#9 / #10)

**#ThunderUp**

10:45p (#3),  
11:45p (#8)

**#PITvsSHOU** (Pittsburgh Steelers vs. Houston Texans)

5:45p (#6), 7:45p (#3), 8:45p (#3)

Related Trending Topics: *TJ Yates, #Texans, Taylor Heinicke, DeAndre Hopkins (trended through 9:45p)*

**Paul Pierce** (NBA Countdown)

1:45p (#10)

**Jayson Tatum** (Boston Celtics)

7:45p (#4), 9:45p (#8)

Related Trending Topics: *John Wall, Wizards*

**#DoctorWho**

9:45p (#1), 10:45p (#1), 11:45p (#4)

**#FlyEaglesFly** / **#OAKvsPHI**

9:45p (#2), 10:45p (#2) / 11:45p (#1)

Related Trending Topics: *Foles, #Eagles, Chris Long, Jake Elliot, Patrick Robinson, Lane Johnson, Derek Carr, Lane Johnson*



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#6abcTDP = Philadelphia's Thanksgiving Day Parade

(#) = ranking within the top 10 Twitter trending topics for that hour



Source: VAB custom analysis of Top 10 trending Twitter Topics (United States) on the :45's of each hour (11:45a-11:45p) during 12/25/17

# Televised New Year's Eve Countdown Shows & NFL Games Consistently Trended Throughout Primetime On New Year's Eve

**78%** of the Top 10 Twitter trending topics during primetime on New Year's Eve were Ad-Supported TV-related

## Night (8:45p - 11:45p)

### #CNNNYE

8:45p (#5), 9:45p (#2), 10:45p (#1), 11:45p (#1)

**#TitanUp** (Tennessee Titans)  
8:45p (#10)

### #RockinEve

9:45p (#3), 10:45p (#2), 11:45p (#2)

Related Trending Topics: *Jenny McCarthy, Mariah Carey*

**#Ravens / #Bengals**  
8:45p (#4/ #6), 9:45p (#9/ NA)

**#SteveHarvey** (FOX's New Year's Eve with Steve Harvey)  
9:45p (#8), 10:45p (#9), 11:45p (#5)

Related Trending Topics: *Neil Diamond*

### #Bills (Buffalo Bills vs. Miami Dolphins)

8:45p (#1), 9:45p (#1), 10:45p (#3), 11:45p (#6)

### #Seahawks (Seattle Seahawks vs. Arizona Cardinals)

8:45p (#10), 9:45p (#10), 10:45p (#7), 11:45p (#10)

Related Trending Topics: *Blair Walsh*



\*The above reflects the major TV events that trended on Twitter and does not represent all TV programming that trended

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(#) = ranking within the top 10 Twitter trending topics for that hour



# College Bowl Games & The NHL's Winter Classic Trended All Day On New Year's While Entertainment Shows Popped At Night

**75%** of the Top 10 Twitter trending topics between 11a - 11p on New Year's Day were Ad-Supported TV-related

**Day**  
(11:45a - 7:45p)

**Night**  
(8:45p - 11:45p)

## #RoseParade

11:45a (#2), 12:45p (#1), 1:45p (#3), 2:45p (#5), 3:45p (#7), 4:45p (#7)

## #RoseBowl (Georgia vs. Oklahoma)

5:45p (#1), 6:45p (#1), 7:45p (#1), 8:45p (#1), 9:45p (#1), 10:45p (#1), 11:45p (#1)

## #WinterClassic

11:45a (#4), 12:45p (#5), 1:45p (#1), 2:45p (#1), 3:45p (#2), 4:45p (#3), 5:45p (#8), 6:45p (#5)

Related Trending Topics: *Paul Carey*

Related Trending Topics: *#Oklahoma, Rodney Anderson, Baker Mayfield, Lincoln Riley, Sooners, #UGAvsOK, Chubb, Dawgs, Roquan Smith*

## #OutbackBowl (South Carolina vs. Michigan)

12:45p (#4), 1:45p (#4), 2:45p (#4), 3:45p (#8)

Related Trending Topics: *Jim Harbaugh, Michigan (trended through 7:45p)*

## #TheBachelor

8:45p (#2), 9:45p (#2), 10:45p (#2), 11:45p (#4)

## #PeachBowl (University of Central Florida vs. Auburn)

1:45p (#5), 2:45p (#3), 3:45p (#4), 4:45p (#1), 5:45p (#2), 6:45p (#10), 7:45p (#6), 8:45p (#75)

Related Trending Topics: *#Auburn, Congrats to UCF*

## #SugarBowl (Clemson vs. Alabama)

11:45p (#2)

Related Trending Topics: *Da'Ron Payne, Deshaun Watson, Clemson (trended from 9:45p)*

## #Burnley (EPL)

1:45p (#9)

## Notre Dame / #CitrusBowl

2:45p (#6/NA), 3:45p (NA/5), 4:45p (#4/NA), 5:45p (NA/7)

Related Trending Topics: *Danny Etling*

Love & Hip Hop:

## #LHHNY

8:45p (#8)

## #LHHMIA

9:45p (#3), 10:45p (#3), 11:45p (#5)



\*The above reflects the major TV events that trended on Twitter and does not represent all TV programming that trended

#TVisSOCIAL #HolidaySpecial 🍷🎄🎉

#6abcTDP = Philadelphia's Thanksgiving Day Parade

(#) = ranking within the top 10 Twitter trending topics for that hour



Source: VAB custom analysis of Top 10 trending Twitter Topics (United States) on the :45's of each hour (11:45a-11:45p) during 1/1/18

# Besides Ad-Supported TV, The Other Trending Topics Were Mainly Generic Holiday Hashtags With the Occasional Random Subject

**#HappyThanksgiving**

Follow

pauline  
@pauline\_mcd

Gobble until you wobble!  
#HappyThanksgiving

6:59 PM - 23 Nov 2017

**#ChristmasDay2017**

Follow

Emily  
@LittleHoge

Got some beautiful presents from my Parents today ❤️ such a lucky girl!  
#ChristmasDay2017

6:57 PM - 25 Dec 2017

**#NewYearsEve2018**

Follow

Karlyyn Coleman  
@KarlyynColeman

The moon is beautiful. A golden, hopeful bright light in the dark, cold sky. Go look at it. 2018 will be a good year. Shine brightly every one. #NewYearsEve2018

6:59 PM - 31 Dec 2017

**#HappyNewYears**

Follow

Beverley  
@mashugana

I feel #giddy just thinking about #goodbye2017 . Next year just has to be better! #HappyNewYears to my peeps!

6:59 PM - 31 Dec 2017

**#ChristmasEve2017**

Follow

Jon Toon  
@jontoon92

If everyone had the same "Christmas sprit" all year round the world would be such a better place! Everyone I've spoken to has been so nice today! #ChristmasEve2017

6:58 PM - 24 Dec 2017

## Turkey Trot

Follow

The First NoWill  
@Willbs9

Post turkey trot nap: ✓  
Post thanksgiving feast nap: ✓  
Thankful for 2 naps in a day?!: ✓✓  
#recovery #foodcoma

6:52 PM - 23 Nov 2017 from Ann Arbor, MI

**Merry Christmas**

Follow

Bad Gal Super Saiyan.  
@badgalnaeae

I thought my roommate was texting me Merry Christmas. Plot twist: it was just the electricity bill.

6:59 PM - 25 Dec 2017

**#HowIStayOutOfJail**

Follow

Leigh  
@treckle\_red

#HowIStayOutOfJail not attending family gatherings for the holidays

2:59 PM - 25 Dec 2017

## Starting 2018

Rogue Princess @montrezniles · Jan 1

Yes, I'm going to have my tea, and drink it too in 2018.  
#Starting2018

## #SantaSchmovies

Follow

Stephanie McCoy  
@wetnoze30\_mccoy

Joll-E #SantaSchmovies

2:58 PM - 25 Dec 2017

**#MyDrunkAuntSaid**

Follow

Hwy 70  
@HighwaySeventy

#MyDrunkAuntSaid

Nothing.  
Because she is passed out in her own Mashed Potatoes.

3:03 PM - 25 Dec 2017

#TVisSOCIAL #HolidaySpecial 🍷🎄🎉

Source: VAB custom analysis of Top 10 trending Twitter Topics (United States): Data collected on the :45's of each hour (11:45am-11:45pm) during: 11/23/2017, 12/25/17, 1/1/18  
Data collected on the :45's of each primetime hour (8:45pm-11:45pm) during 12/24/17 & 12/31/17

# Ad-Supported TV Drives Social Conversation Throughout The Year, See How In Our Other #TVisSocial Reports

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

[First Report - #TVisSocial](#)



Click on link below to learn more about our second #TVisSocial analysis (May-June'17)

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



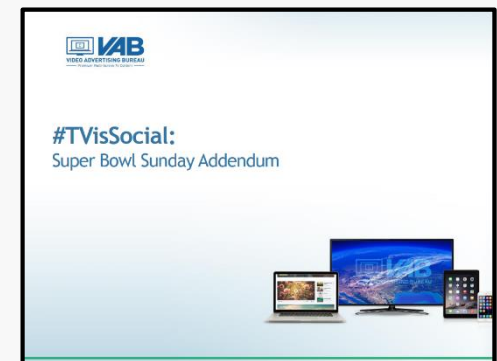
Click on link below to learn more about our 2017 Oscar Night #TVisSocial analysis

[#TVisSocial Oscar Night Addendum](#)



Click on link below to learn more about our 2017 Super Bowl #TVisSocial analysis

[#TVisSocial Super Bowl Addendum](#)



#TVisSOCIAL #HolidaySpecial 🦃🎄🎉

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