



# #TVisSOCIAL:

How "Live" TV Sparks Continuous Online Conversations

☰ 2017 REPORT



# Contents

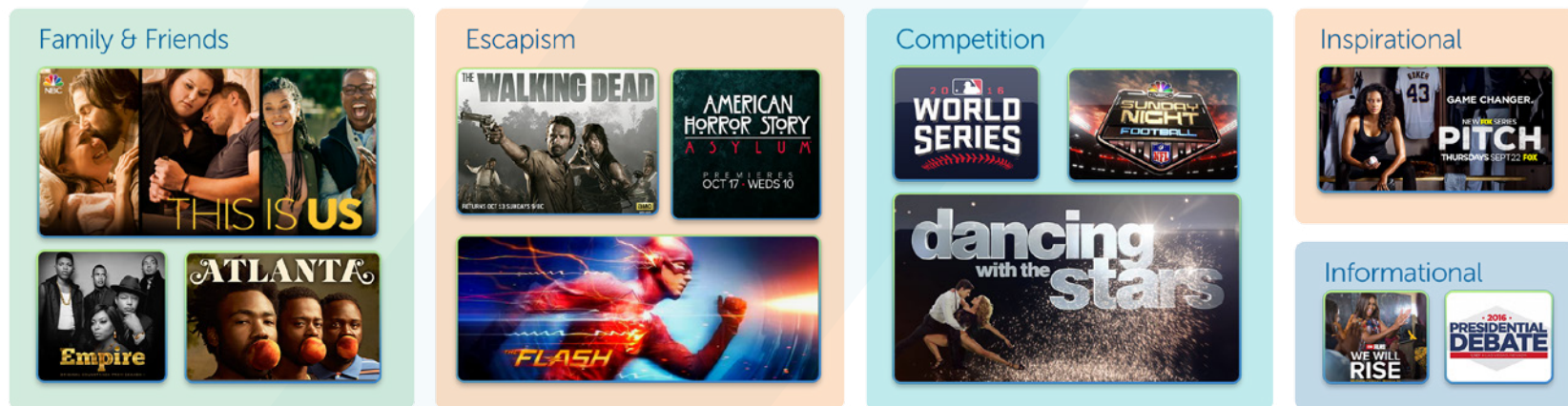
<b>Summary .....</b>	<b>3-6</b>
Emotional Connections.....	3
Big Moments.....	4
Methodology .....	5
Twitter Demo Profile .....	6
<b>Ad-Supported TV Topic Trends .....</b>	<b>7-16</b>
Overall Trends.....	7
TV Breakout By Medium.....	8
By Night, By Time.....	9
# of Nights By Genre .....	10
# of Programs By Night.....	11-12
Program "Ownership" By Night.....	13
Weekend Topics .....	14
#1 Ranking Topics.....	15
TV Topics By Type.....	16
<b>Genre Breakdown.....</b>	<b>17-29</b>
Unique Topics By Genre .....	17
TV Hashtags .....	18
Genre Breakout .....	19
Genres By Day .....	20
Networks By Genre .....	21
Programs By Genre .....	22
Entertainment Programs By Platform.....	23-24
Trending Topics By Sport.....	25
Nationally Televised Sports .....	26
TV-Related Sports Topics .....	27
TV News Trending Topics.....	28
Debate Night Trending Topics.....	29
<b>Non-TV Trending Topics .....</b>	<b>30</b>
<b>Tweet Cheat Sheet .....</b>	<b>31</b>
<b>Contact Us .....</b>	<b>32</b>

# “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



# Ad-Supported TV Also 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 can't wait to talk about with others online. Here's a look at some events during Oct/Nov '16:

## Sports

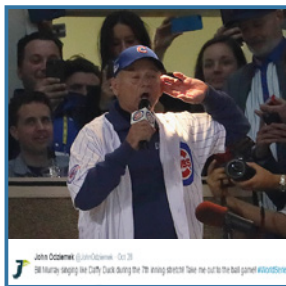
After 108 years of futility, the Cubs win the World Series in a nail-biting, rain-delayed, extra inning Game 7



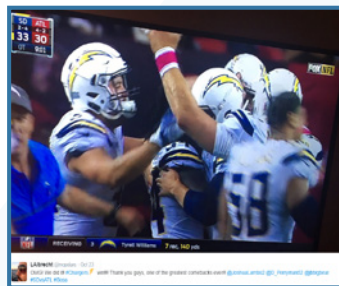
Last minute victories in both college...



"Take Me Out To The Ballgame" 7th Inning celebrity renditions at Wrigley



...and the pros



## News

The Presidential Debates...



...and Ken Bone



## Entertainment

Popular, Buzzed-About Shows Like Empire



Beyoncé's surprise performance with the Dixie Chicks at the CMA Awards



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

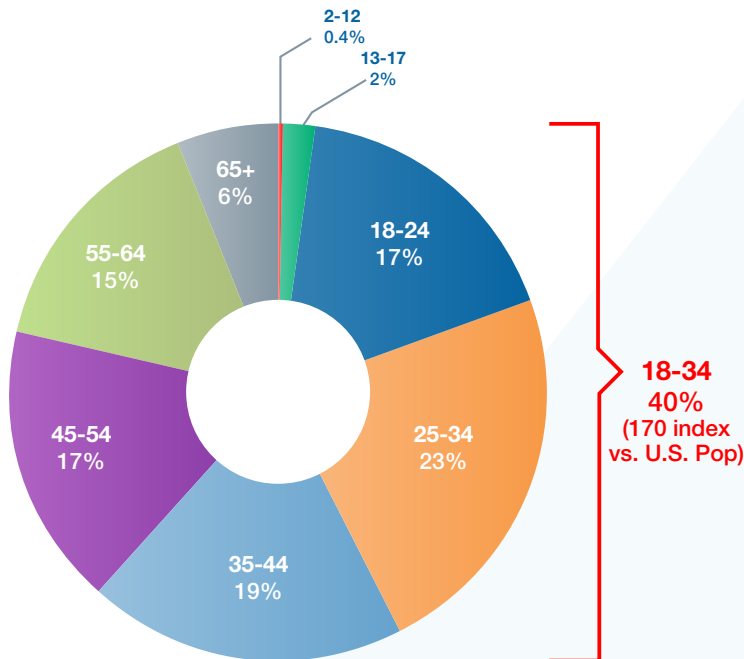
- “Live” ad-Supported TV is an important fixture in people’s lives and nowhere is this more evident than on Twitter
- Twitter is one of today’s most popular communication platforms for people to share their immediate thoughts and reactions to what’s going on in the world around them
- To quantify the 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
  - Monday, October 10th, 2016 – Sunday, November 6th, 2016
- 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 were talking about online throughout the evening
  - 8:15p, 9:15p, 10:15p, 11:15p
- Geography reflects NYC-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 and nicknames for football and basketball), show characters, celebrity personalities, and specific TV-related news references

# Millennials Account For A Large Majority Of Total Time Spent On Twitter

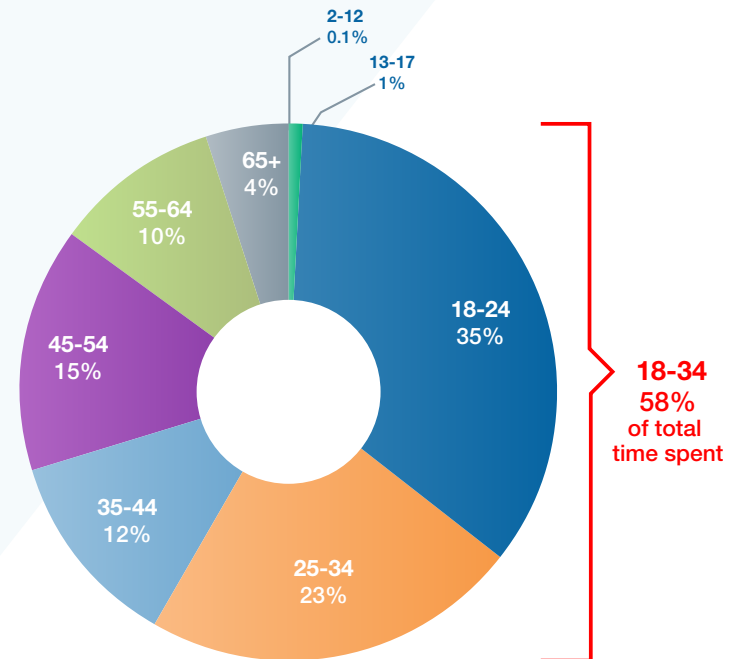
Young Millennials (A18-24) are much more engaged with Twitter than other demographic age breaks

## Twitter Usage

User Profile By Age



Total Minutes Spent By Age



Source: comScore, mediametrix multiplatform, October 2016. Nielsen 2016-2017 Universe Estimate for A18-34 population comparison.

# Ad-Supported TV Accounted For Nearly 8 Of The Top 10 Trending Twitter Topics Throughout Primetime Hours

## 79%

Overall Total % of TV topics in Top 10 During Primetime

Even though this analysis was done during the mid-October / early-November period, a time of heavy political discussion across the U.S., ad-supported TV dominated the top conversations on Twitter, even more so during the later primetime hours

**8:15p**  
Total % of TV topics in Top 10:  
**64%**

**9:15p**  
Total % of TV topics in Top 10:  
**79%**

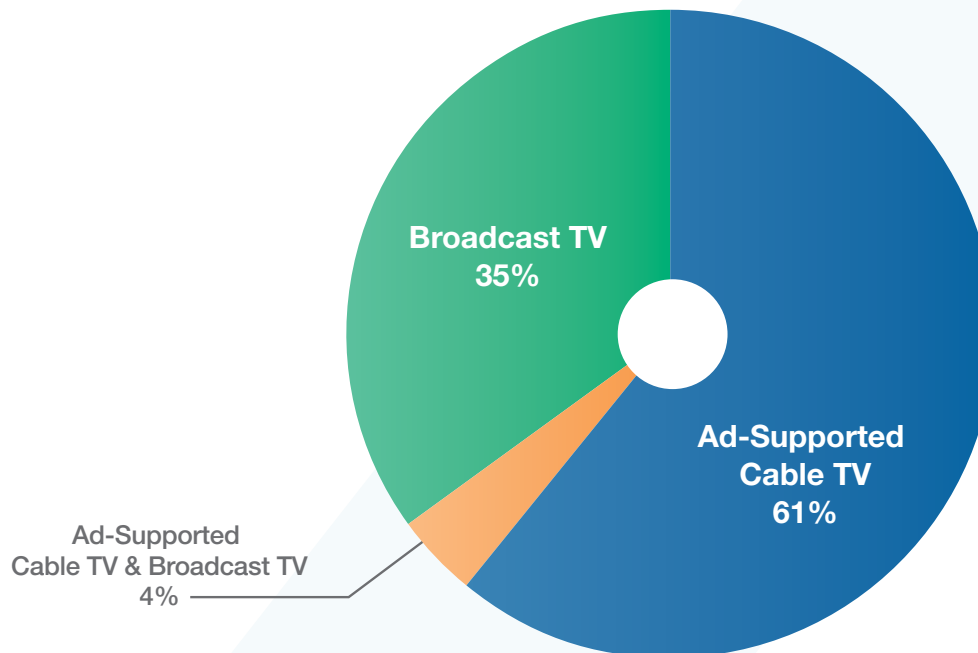
**10:15p**  
Total % of TV topics in Top 10:  
**85%**

**11:15p**  
Total % of TV topics in Top 10:  
**88%**

Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:15p, 9:15p, 10:15p, 11:15p) aggregated during 4-week time period (10/10-2016 – 11/6/2016). Results include both “direct” and “related” TV topics.

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

Four-Week Time Period (Primetime)  
% 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 NFL's Thursday Night Football (CBS/NFL Network) or the Presidential debates (broadcast networks / cable news networks)

Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:15p, 9:15p, 10:15p, 11:15p) aggregated during 4-weektime period (10/10-2016 –11/6/2016).  
Results include both "direct" and "related" TV topics.

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

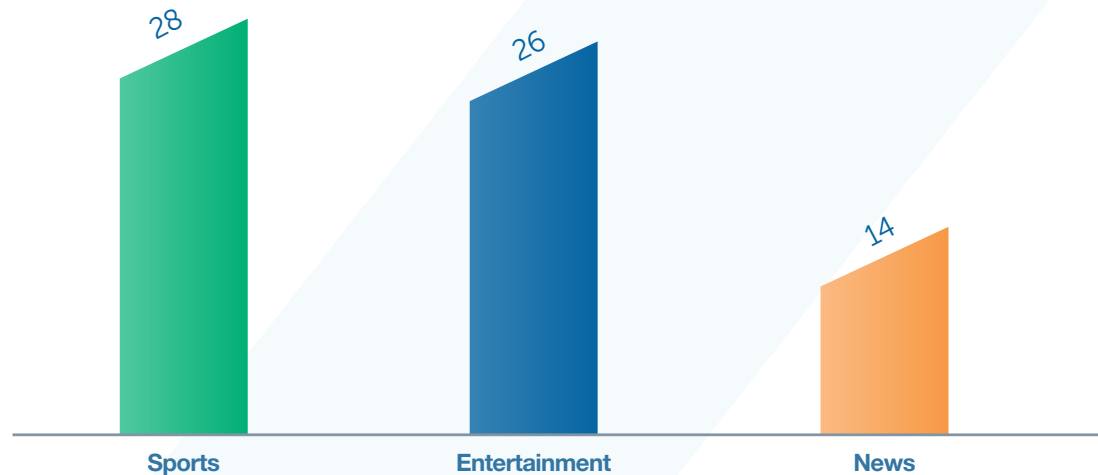
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Overall	84%	83%	84%	76%	55%	87%	87%
8:15p	63%	58%	68%	50%	50%	80%	87%
9:15p	90%	83%	80%	78%	53%	88%	85%
10:15p	93%	93%	92%	85%	55%	90%	90%
11:15p	93%	98%	98%	90%	63%	90%	85%

Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:15p, 9:15p, 10:15p, 11:15p) during 4-week time period (10/10-2016 –11/6/2016). Reflects four week average by day and time. Results include both “direct” and “related” TV topics.

# While Sports Are Always Popular, A TV Entertainment Topic Trended In The Top 10 Almost Every Night

By genre, sports TV was a Top 10 trending topic every night followed closely by entertainment; even topics from televised news programming trended highly in half of the monitored nights

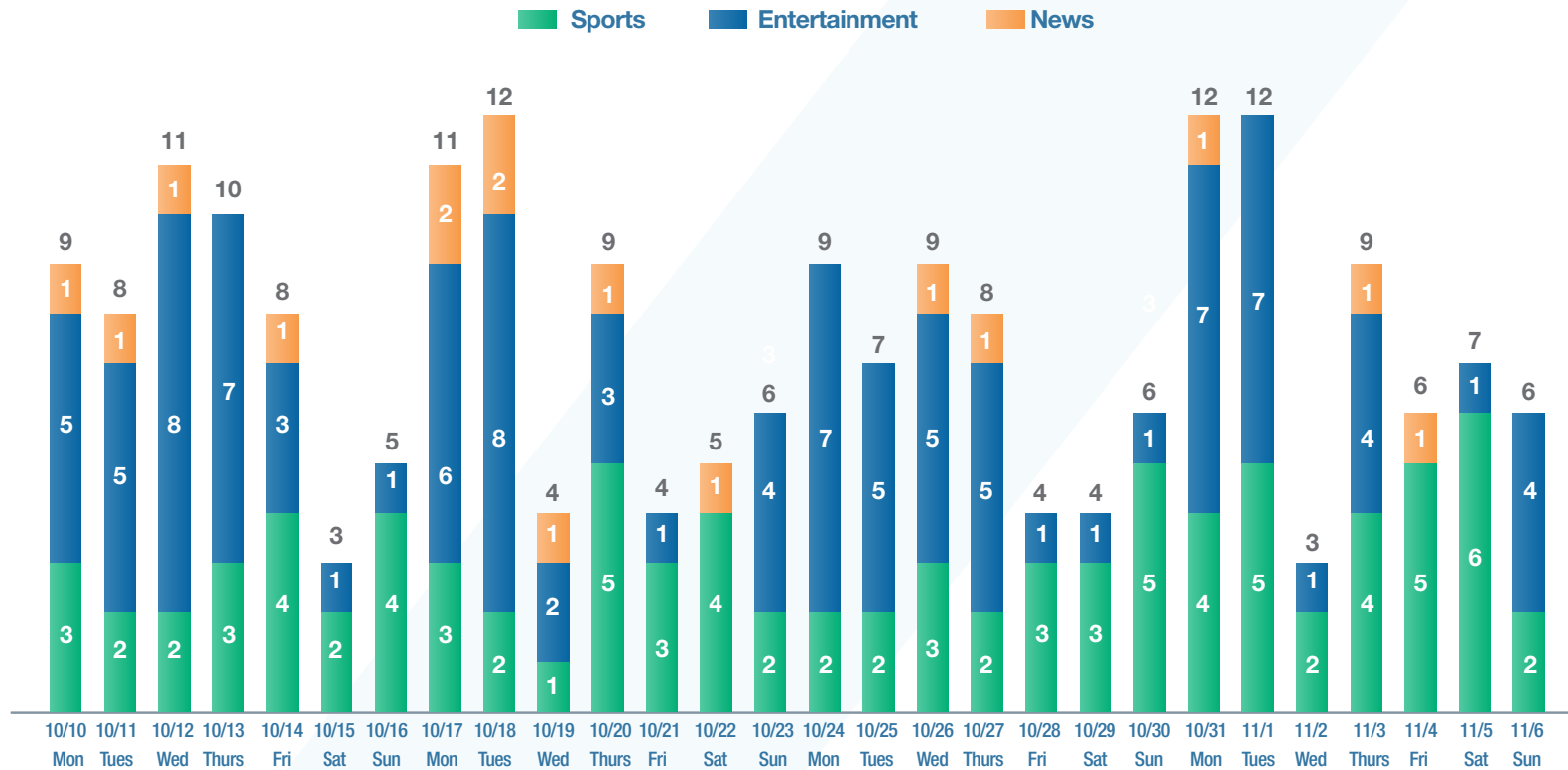
**Four-Week Time Period (Primetime)**  
# of Nights Ad-Supported TV Programming Trended in Top 10 Topics by Genre



Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:15p, 9:15p, 10:15p, 11:15p) during 4-week time period (10/10-2016 – 11/6/2016). Results include both “direct” and “related” TV topics.

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

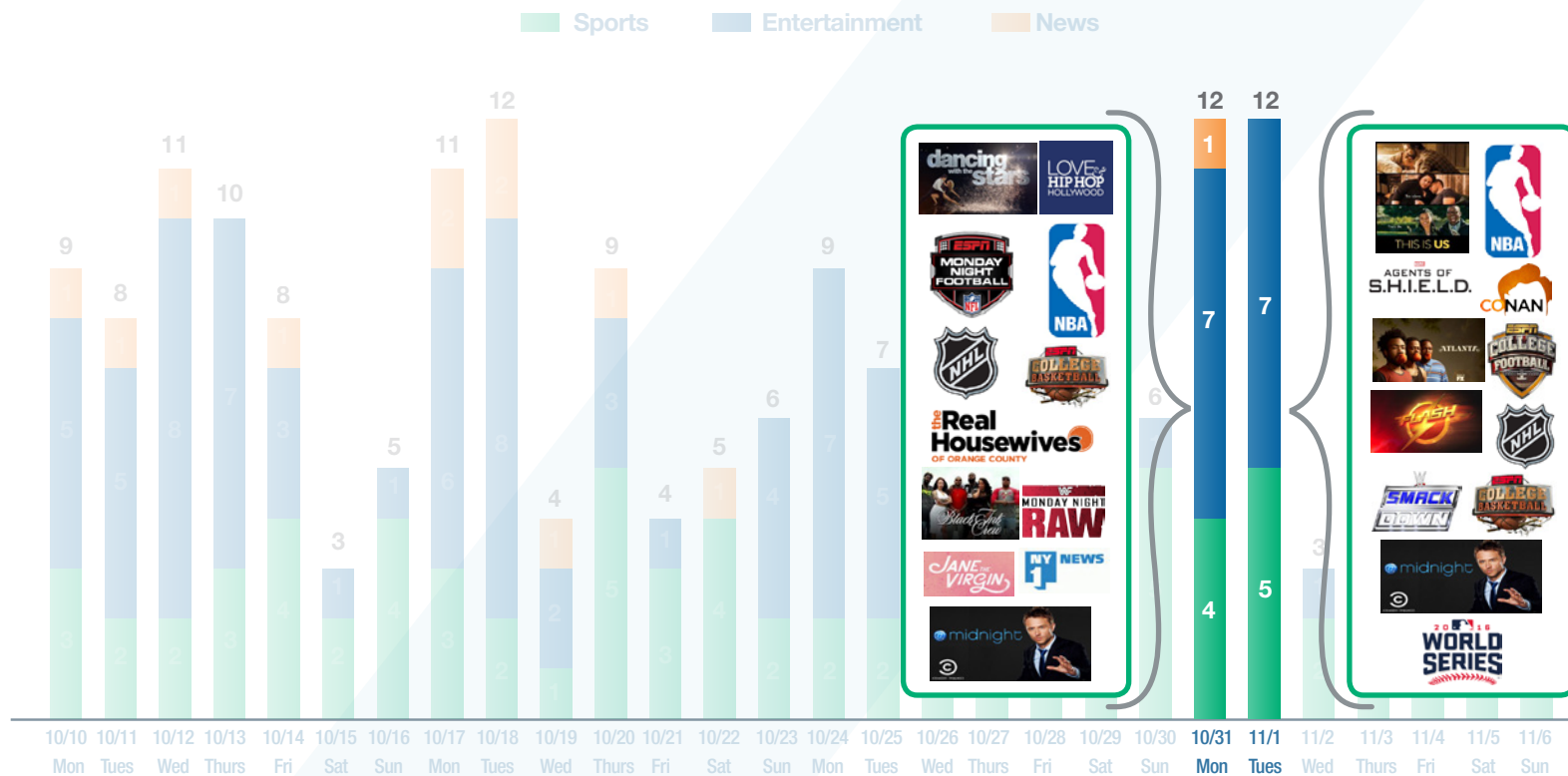
# of TV Programs Trending in the Top 10 During Each Night



Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:15p, 9:15p, 10:15p, 11:15p) during 4-week time period (10/10/2016 – 11/6/2016). Results include both “direct” and “related” TV topics. In aggregate, 207 TV program episodes (includes multiple shows / games of same program) trended in the top 10 over the time period.

# As Many As 12 Different Ad-Supported TV Programs Trended In The Top 10 During Some Nights

# of TV Programs Trending in the Top 10 During Each Night

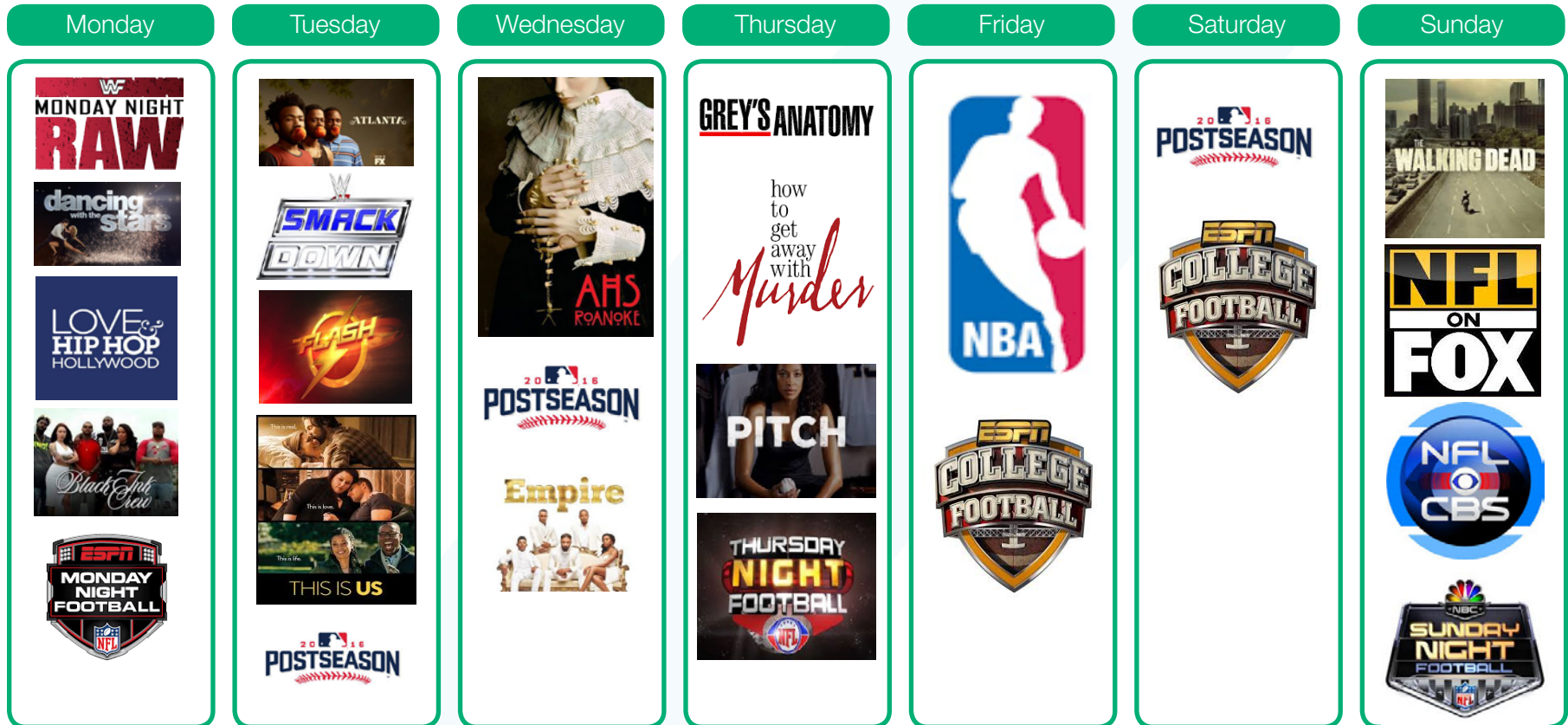


Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:15p, 9:15p, 10:15p, 11:15p) during 4-week time period (10/10-2016 – 11/6/2016). Results include both “direct” and “related” TV topics. . In aggregate, 207 TV program episodes (includes multiple shows / games of same program) trended in the top 10 over the time period.

# Several Ad-Supported TV Shows And Sports Events "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 Oct/Nov Time Period Analyzed



Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:15p, 9:15p, 10:15p, 11:15p) during 4-week time period (10/10-2016 –11/6/2016). Note: "Empire" was included on Wednesday even though it only aired once during the time period analyzed due to FOX's World Series coverage because it is historically one of the most popular trending topics on Wednesday nights when it airs.

# Although No TV Show “Owns” Friday Or Saturday, Programs That Are Compelling And Entertaining Will Spark Conversation

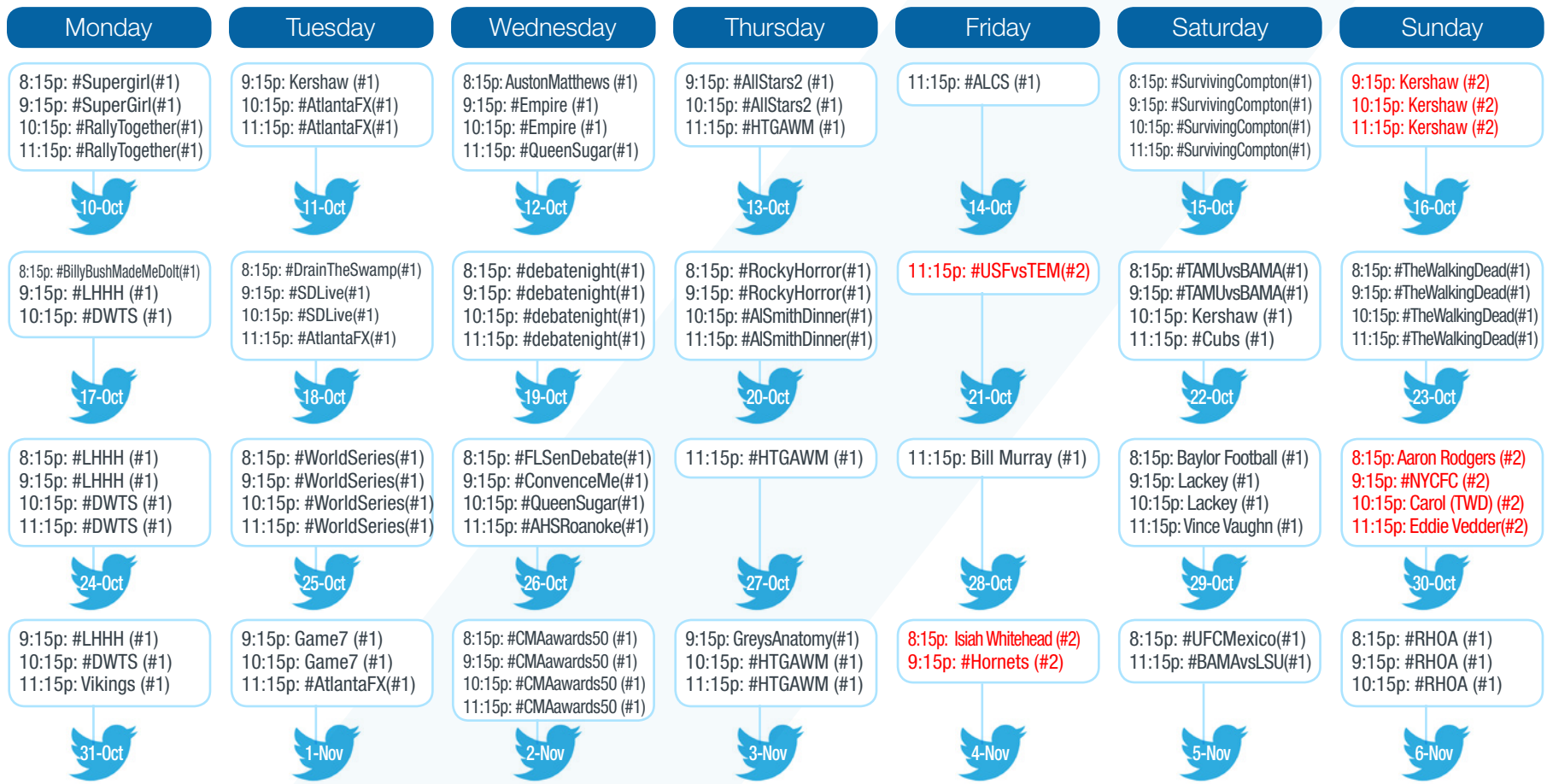


Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:15p, 9:15p, 10:15p, 11:15p) during 4-week time period (10/10-2016 – 11/6/2016). Rank listings based on the highest rank among the four time periods of the night.

# In Fact, 47 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”

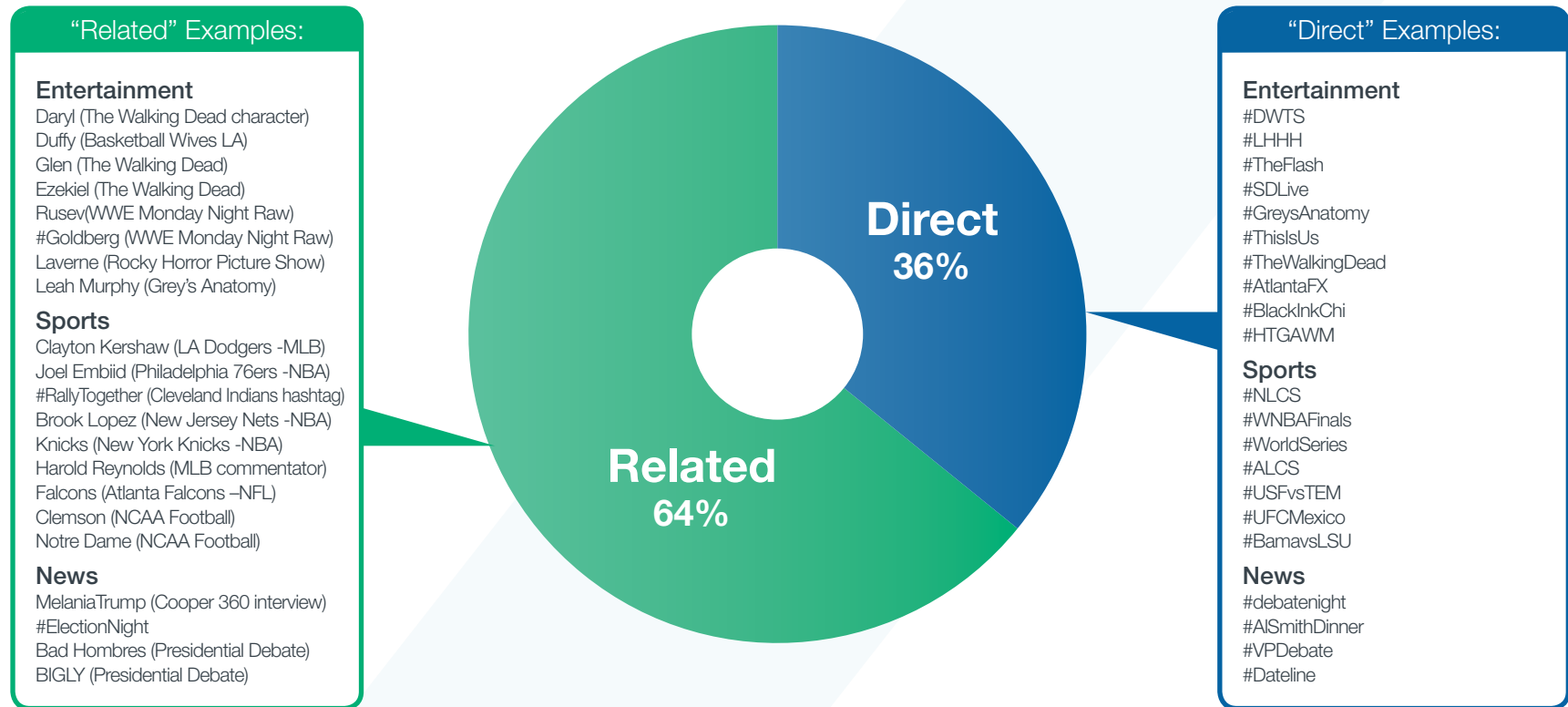
## Top Twitter Trending TV Topics By Night



Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:15p, 9:15p, 10:15p, 11:15p) during 4-week time period (10/10-2016 –11/6/2016). Results include both “direct” and “related” TV topics. Non #1 Red highlighted days reflect the highest trending TV-topic for that evening. Overall rank in parentheses. LHHH = Lop & Hip Hop: Hollywood.

# Over One-Third Of All Top 10 Trending Ad-Supported TV Topics Were Based On Official Show And Event Hashtags

Trending TV Topics By Type



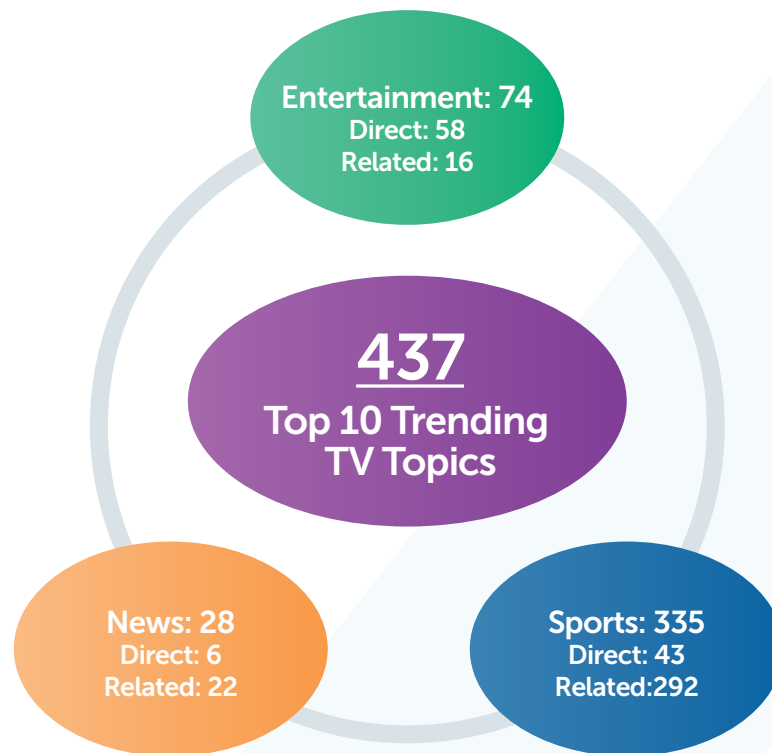
**Direct:** specific hashtags related to televised entertainment shows, sports events or news programming

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

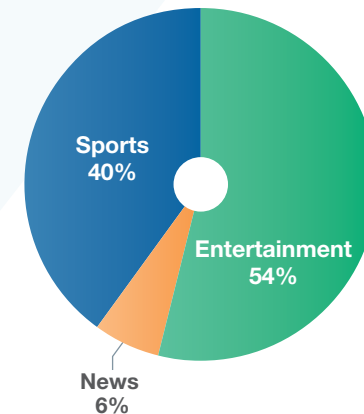
Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:15p, 9:15p, 10:15p, 11:15p) during 4-week time period (10/10-2016 –11/6/2016).  
 Based on the aggregated number of top 10 Twitter trending topics over the 4-week time period.

# On Average, Over 15 Unique Ad-Supported TV Topics (Direct + Related) Trended In The Top 10 Throughout Each Night

437 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”)



Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:15p, 9:15p, 10:15p, 11:15p) during 4-week time period (10/10-2016 –11/6/2016). Reflects count of unique topics.

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

There were 107 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 (58)

#AddAMovieRuinAMovie (@midnight)	#married2med
#AgentsofSHIELD	#MTVScreamSpecial
#AHSRoanoke	#NicerRap (@midnight)
#AllStars2	#PhiSlamaJama
#AllStars2Reunited	#Pitch
#AtlantaFX	#Quantico
#BBWLAReunion	#QueenSugar
#BlackInkChi	#RHOA
#blackish	#RHOC
#CandySongs (@midnight)	#RHONJ
#CMAawards50	#RockyHorror
#ColleenOnFallon	#RollinsReunited (L&O: SVU)
#ConanNYCpizza	#ScaryStoriesIn5Words (@midnight)
#Designated Survivor	#ScreamQueens
#DWTS	#SDLive
#Empire	#SexySuperheroes (@midnight)
#FindingPrinceCharming	#SharkTank
#FixMyLife	#SuperGirl
#Gotham	#Supernatural
#GreysAnatomy	#SurvivingCompton
#HIAC	#Survivor
#HTGAWM	#TheFlash
#JaneTheVirgin	#TheWalkingDead
#KUWTK	#ThisIsUs
#LaBanda	#UndefeatedConvo
#LegendsofTomorrow	#VideoGameCelebs (@midnight)
#LHHH	#VoiceBattles
#MacGyver	#WhoKilledJonBenet
#MadamSecretary	#WokeMovies (@midnight)

## Sports (43)

#ALCS	#NWvsOSU
#ATLvsTB	#NYJvsAZ
#BamavvsLSU	#NYKvsMEM
#BamavvsTenn	#OSUvsPSU
#bellator163	#OSUvsWis
#CHlvsGB	#PHlvsDAL
#CLEMvsFSU	#SDvsATL
#DALvsGB	#SEAvDAL
#DENvsOAK	#SEAvsAZ
#DENvsSD	#TAMUvsBAMA
#FallStarsGame	#TBLvsOTT
#GBvsATL	#TCUvsWVU
#HOUvsDEN	#TexansvsBroncos
#INDvsGB	#TORvNYC
#IREvNZL	#UFCMexico
#ISLEsonMSG	#USFvsTEM
#JAXvsTEN	#USMNT
#LAvRSL	#UWvsUTAH
#MINvsCHI	#VTvsCuse
#NavyvsUSF	#WNBAFinals
#NLCS	#WorldSeries
#NOvsSF	

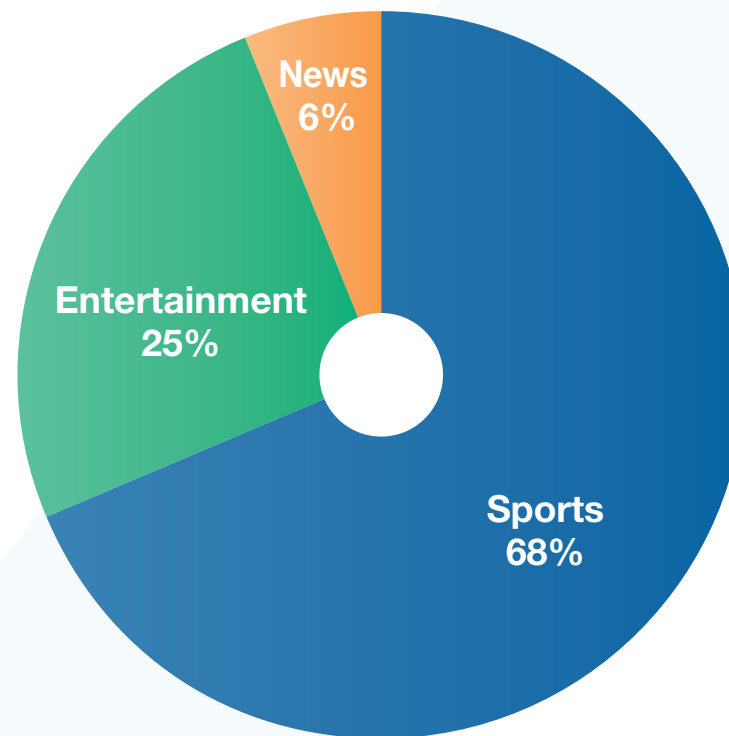
## News (6)

#AlSmithDinner  
#Dateline  
#debatenight  
#FLSenDebate  
#KellyFile  
#WeWillRise

Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:15p, 9:15p, 10:15p, 11:15p) during 4-week time period (10/10/2016 – 11/6/2016).

# Sports Accounted For Over Two-Thirds Of Total Ad-Supported TV Topics That Trended In The Top 10 Throughout The Time Period

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

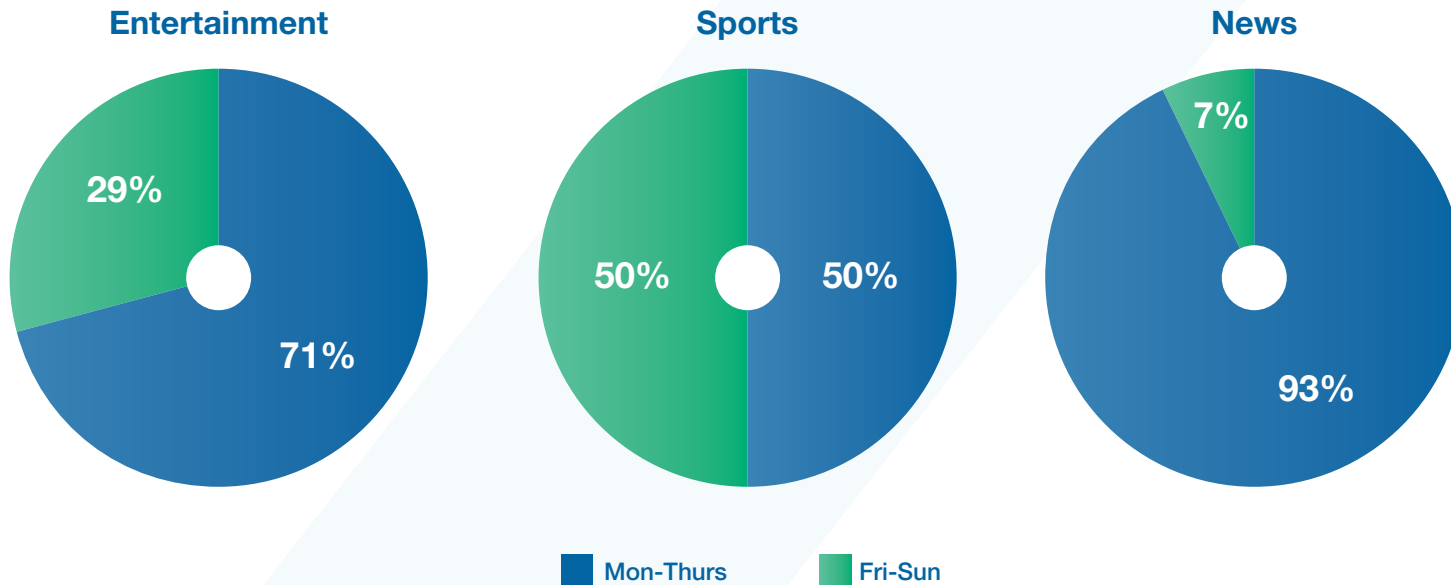


Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:15p, 9:15p, 10:15p, 11:15p) aggregated during 4-weektime period (10/10-2016 –11/6/2016). Results include both “direct” and “related” TV topics.

# Weekends Were Heavy With TV Sports Social Conversations While TV Entertainment Skewed Towards The Weeknights

In terms of trends throughout the night, Sports is particularly strong at the beginning of the night (8:15p) and towards the end (11:15p) while Entertainment programming is more likely to be talked about around the 10 o'clock hour

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



Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:15p, 9:15p, 10:15p, 11:15p) aggregated during 4-weektime period (10/10-2016 –11/6/2016). Results include both “direct” and “related” TV topics.

# Programming From Over 46 Networks Were Top 10 Trending Topics During The Four-Week Primetime Analysis



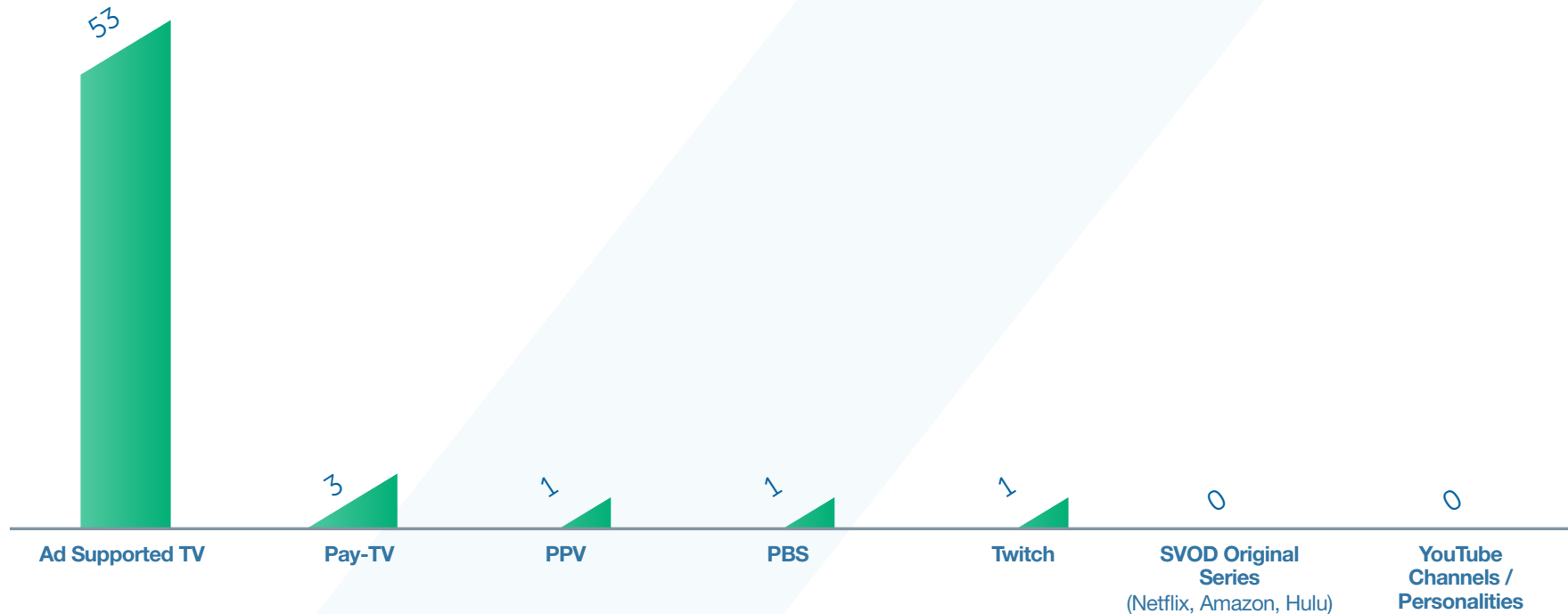
Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:15p, 9:15p, 10:15p, 11:15p) during 4-week time period (10/10-2016 –11/6/2016). Results include both “direct” and “related” TV topics.



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

Only one other ad-supported video platform, Twitch, had a program trend in the Top 10 at any point during the four-week primetime analysis

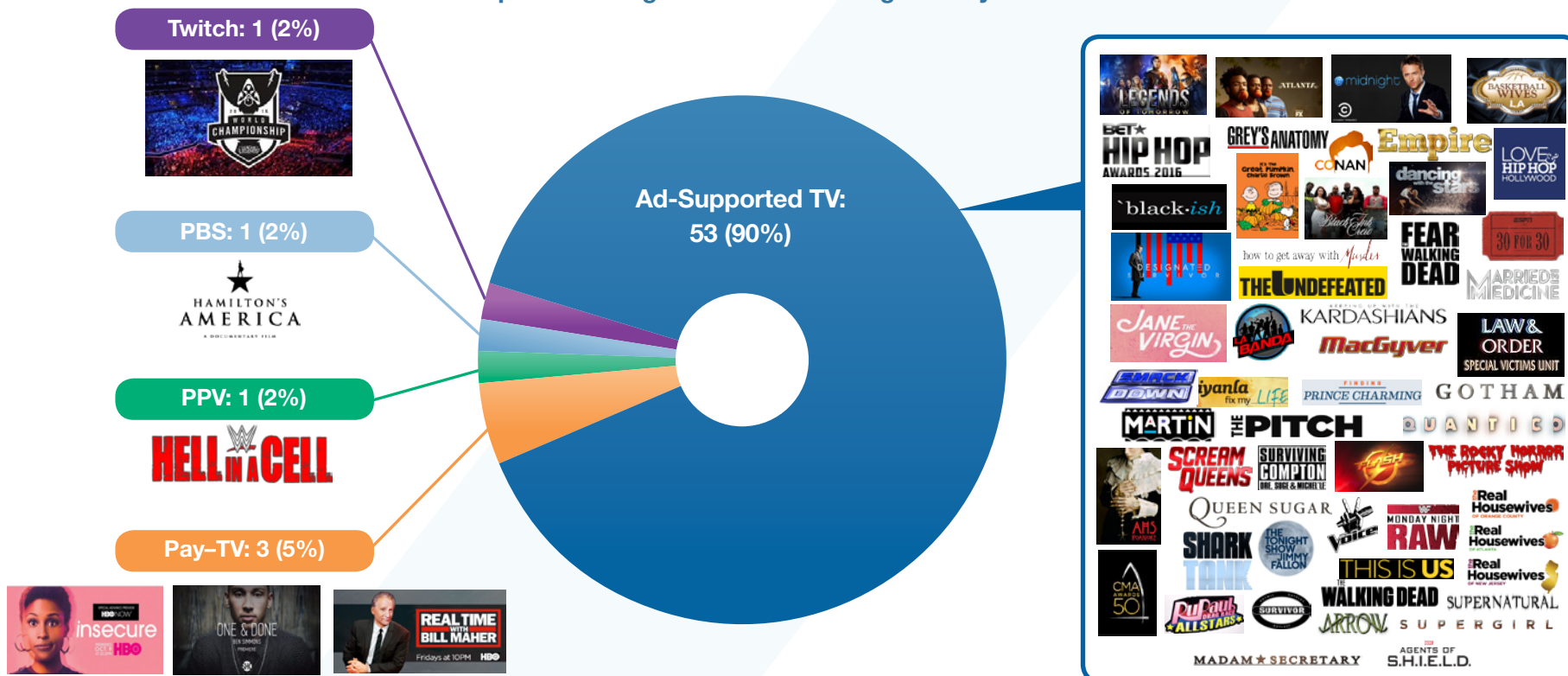
**Four-Week Time Period (Primetime)**  
**# of Top 10 Trending Entertainment Programs By Platform**



Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:15p, 9:15p, 10:15p, 11:15p) during 4-week time period (10/10-2016 –11/6/2016). Based on unique program counts.

# In Fact, Ad-Supported TV Accounts For 90% Of The Entertainment Content That Trended In The Top 10 Topics

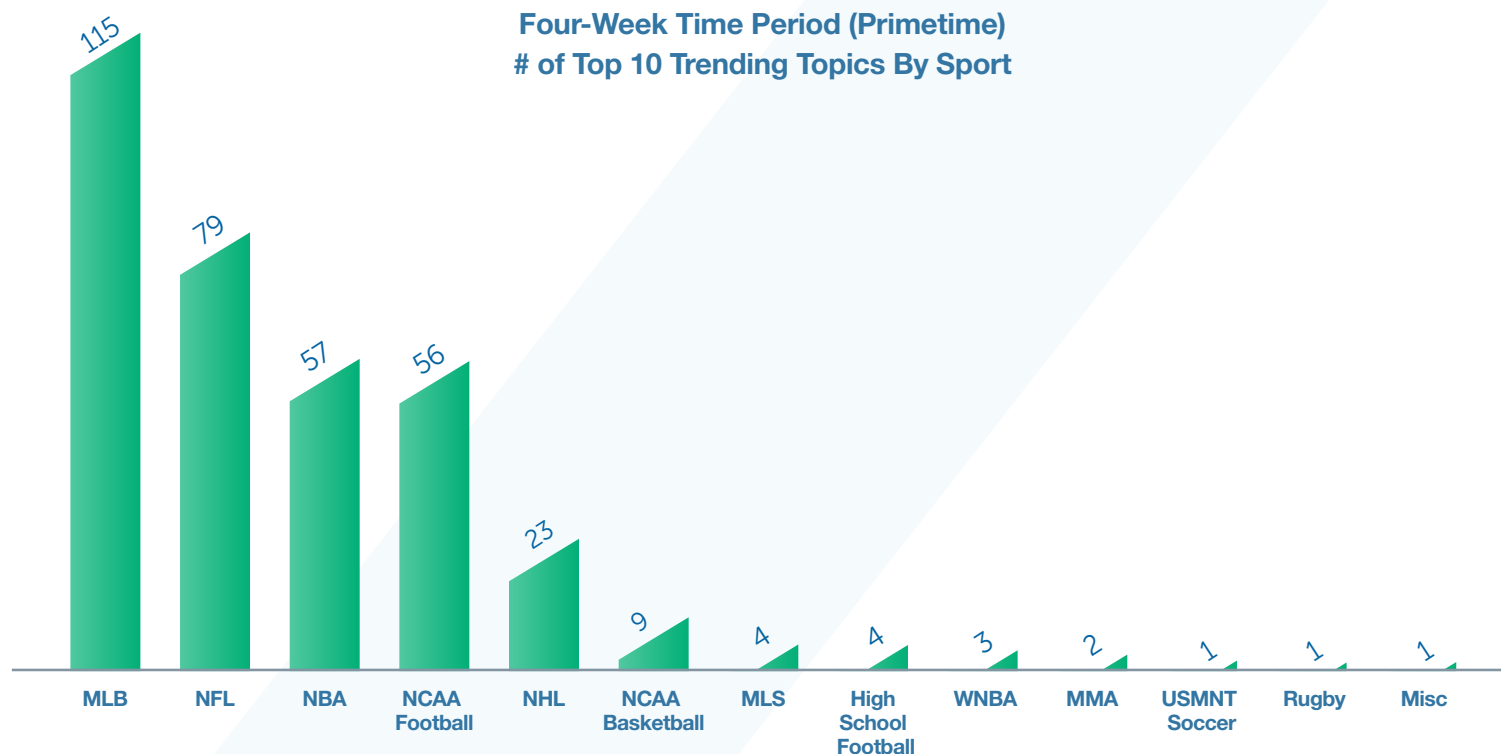
Four-Week Time Period (Primetime)  
% of Top 10 Trending Entertainment Programs By Platform



Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:15p, 9:15p, 10:15p, 11:15p) during 4-week time period (10/10-2016 – 11/6/2016). Based on unique program counts.

# Sports Is A Very Popular Genre To Tweet About and All Major Leagues Had Several Games With Heavy Social Chatter

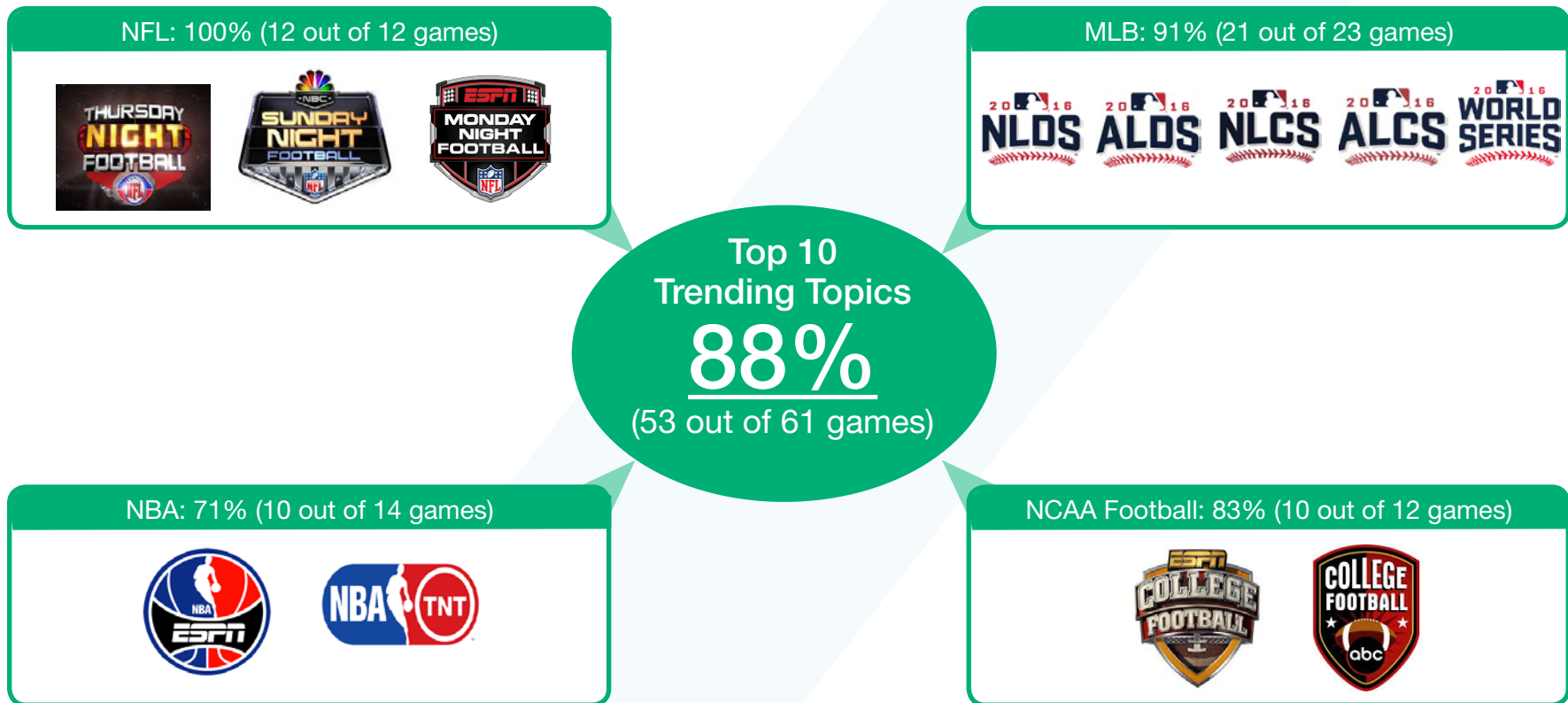
- During the four-week time period, 355 separate sports TV topics (games, teams, athletes, etc) in total trended in the Top 10; an average of more than 12 per night
- Some nights, like Saturday November 5th, saw action from as many as six different sports trending in the Top 10 during primetime (MLB, MMA, NBA, NCAA Football, NHL, Rugby)



Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:15p, 9:15p, 10:15p, 11:15p) during 4-week time period (10/10/2016 – 11/6/2016). 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 355 sports TV topics includes duplication for similar topics trending in different games (ex. Kershaw) which explains the slight variance with the overall unique sports figures on page 16.

# Nationally Televised Sports Almost Automatically Spurred Some Of The Top Social Conversations During Their Airings

Almost 9 out of 10 nationally televised NFL, MLB, NBA and evening college football games across the major TV networks trend in the top 10 during primetime on their respective nights



Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:15p, 9:15p, 10:15p, 11:15p) during 4-week time period (10/10-2016 – 11/6/2016). Results include both “direct” and “related” TV topics.  
 NFL: Sunday Night Football on NBC – 10/16, 10/23, 10/30, 11/6; ESPN Monday Night Football – 10/10, 10/17, 10/24, 10/31; Thursday Night Football – 10/13, 10/20, 10/27, 11/3. NCAA Football: ESPN Friday Night Football – 10/14, 10/21, 10/28, 11/4; ABC Saturday Night Football – 10/15, 10/22, 10/29, 11/5; ESPN 10/15, 10/22, 10/29, 11/5. NBA: ESPN – 10/26, 10/28, 11/2, 11/4; TNT – 10/25, 10/27, 11/3. MLB: MLBN – 10/10; TBS – 10/10, 10/14, 10/15, 10/17, 10/18, 10/19; FS1 – 10/10, 10/11, 10/13, 10/15, 10/16, 10/18, 10/19, 10/20, 10/22; FOX – 10/25, 10/26, 10/28, 10/29, 10/30, 11/1, 11/2



# When Televised News Made Headlines During The Election Cycle, People Talked About It On Social Media...A Lot

Date	Topic / Rank	Description	Date	Topic / Rank	Description
10-Oct	<u>#KenBoneFacts</u> 8:15p -#2 9:15p -#3	Hashtag related to an audience member, now internet celebrity, of the previous night's Presidential debate	19-Oct	<u>#debatenight</u> All 4 Time Periods: #1	3rd and final Presidential debate. Several other topics related to what was being said during the debate began trending throughout the night as well
11-Oct	<u>#ncgov</u> 8:15p -#3	North Carolina governor televised debate and coverage by major TV news networks	20-Oct	<u>#AlSmithDinner</u> 9:15p -#2 10:15p -#1 11:15p -#1	Annual fundraiser dinner for support of Catholic Charities that invites the Presidential candidates each election year to speak and is covered by the major TV news networks
12-Oct	<u>#WeWillRise</u> 9:15p -#3 10:15p -#3 11:15p -#5	CNN documentary: "We Will Rise: Michelle Obama's Mission to Educate Girls Around the World"	26-Oct	<u>#FLSenDebate</u> 8:15p -#1 <u>#ConvenceMe</u> 9:15p -#1	Hotly-contested Florida Senate debate featuring Marco Rubio and covered by the major TV news networks. The final Puerto Rico gubernatorial debate which was covered by Univision
17-Oct	<u>#BillyBushMadeMeDolt</u> 8:15p -#1 <u>#MelaniaTrump</u> 8:15p -#3 9:15p -#2	Hashtags related to Melania Trump's CNN interview with Anderson Cooper. A user-generated hashtag begins trending after Melania blames Billy Bush for Trump's comments about women	3-Nov	<u>#MelaniaTrump</u> 8:15p -#2 9:15p -#4	Rare speech given by Melania Trump who spoke about stopping cyber-bullying, among other issues, was covered by the major TV news networks
18-Oct	<u>#DrainTheSwamp</u> 8:15p -#1	In a televised speech covered by the major news networks, Donald Trump unveils ethics and lobbying reform plan where he intends to "drain the swamp"			

Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:15p, 9:15p, 10:15p, 11:15p) during 4-week time period (10/10-2016 – 11/6/2016).

# Presidential Debate Nights Offered Particular Social Fodder For Twitter Users

Beyond the top trending #DebateNight hashtag, nine different topics related to the televised Presidential debate on October 19th trended in the top 10 throughout the night

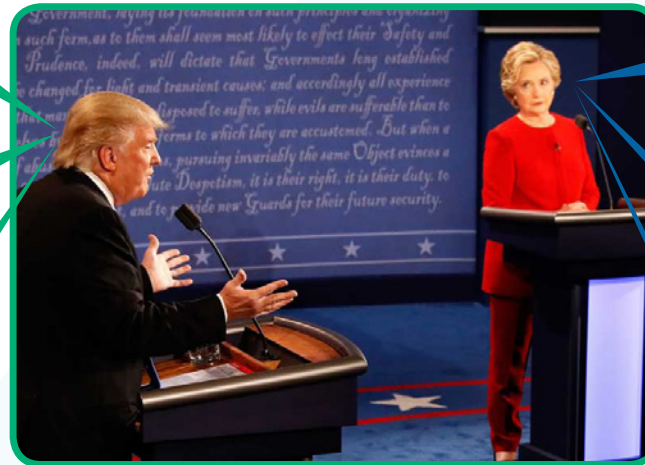
## #DebateNight: Top Trending Topic

- TV-Related Topics in Top 10:
- #ChrisWallace
  - #Putin
  - #SCOTUS
  - Bad Hombres
  - BIGLY
  - Emmys
  - Hillary
  - #MarkCuban
  - Nasty Woman

“...And that’s what’s happened bigly”

“Such a nasty woman”

“We have some bad hombres here and we’re going to get ‘em out”



“He started tweeting the Emmy’s were rigged against him”

“The Supreme Court needs to stand on the side of the American people”

“Putin would rather have a puppet as President”



Source: VAB custom analysis of Top 10 trending Twitter Topics on October 19th, 2016 (8:15p, 9:15p, 10:15p, 11:15p)

# Beyond TV, Many Of The Top Non-TV Trending Topics Were User-Generated Hashtags Focused On Silly Fun Or Subversive Political Statements

**#3WordMotivationalSpeech**  
We Are Screwed @PornPops69  
#ThreeWordMotivationalSpeech Need More Cowbell!

**#Animal90sBands**  
Chris Watts @BrutusWatts  
#Animal90sBands Nine Inch Snails

**#BeRomanticIn4Words**  
Pikachu @akoymdf  
"Here's my Netflix password"  
#BeRomanticIn4Words

**#ImThePosterChildFor**  
MLifaro @MLifaro  
#ImThePosterChildFor underachievement.

**#ItsOnlyTrueLoveIf**  
Mr. Flare @J\_Flaree · Oct 14  
#ItsOnlyTrueLoveIf you can give your last piece of pizza and last piece of twinkies to her 🍕🍩

**#ObamacareIn3Words**  
Peter Luk @peterluk  
Premiums going up #ObamaCareIn3Words

**#RememberWhenTrump**  
EpicuriousMe @epicurious\_me  
#RememberWhenTrump discussed the size of his 'hands' during a nationally televised debate?

**#MakeSongIntoPSAs**  
planetbakugan @planetbakugan  
#MakeSongsIntoPSAs We didn't start the fire because only we can prevent forest fires

**#RejectedHillarySlogans**  
tbtmo @tbtmo3  
You can Depend® on her  
#RejectedHillarySlogans

**#TrumpBookReports**  
Evan Pagano @PaganoEvan  
Let me tell you, that Atticus was a loser. Sad. Defending that super predator-who was guilty by the way. Rigged. #trumpbookreports

**#ThingsNeverSaidInHorrorFilms**  
Scott @LibertyScott153  
I'm sure the guy has a chainsaw because he is a lumberjack. #ThingsNeverSaidInHorrorFilms

**#MyFirstCarIn3Words**  
Aramis Klein @AramisKlein  
#MyFirstCarIn3Words Second day crashed.

**#DMYourCrushDay**  
snow angel @AvidReaderBlog · Nov 1  
It's #DMYourCrushDay.... "waits and looks at DMs" \*crickets\* Looks like it's a day ending in y then! LOLLLLL

**#TrumpDrSeuss**  
ImpeachTrump @dumptrump33  
I do not like this man named Trump His Taj Mahal was quite a dump. I do not like his orange hair I do not want him anywhere!  
#TrumpDrSeuss

**#ThingsThe5thDentistRecommends**  
Comedy Mark @Comic\_grapher  
Gargle with coffee and whiskey every night.  
#ThingsThe5thDentistRecommends

**#JobsFor90sMovies**  
Mike Gaffney @MikeGaffneyNOW  
#JobsFor90sMovies The Blair Witch Project Manager

**#Pizzain4Words**  
Chanoc @Chanoc\_mty  
Delicious slice of heaven #Pizzain4Words

Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:15p, 9:15p, 10:15p, 11:15p) during 4-week time period (10/10-2016 – 11/6/2016).

# The Tweet Cheat Sheet Showing Ad-Supported TV's Dominance Of Top Trending Twitter Topics

- Twitter is a millennial-driven social media platform with the demographic accounting for 58% of the total time spent
- Millennials, and the overall Twitter community, are highly engaged with ad-supported TV content through continuous social conversations every night

In fact, during the four weeks (28 nights) of “primetime” Twitter activity monitored:

- Almost 8 of the Top 10 trending topics at any point are based on ad-supported TV programming
- A televised sporting event trended in the Top 10 every night while an entertainment show trended in 26 nights
- 7: average # of ad-supported TV programs that trended in the Top 10 each night
- 12: highest # of ad-supported TV programs that trended in the Top 10 on an individual night
- 15: average # of unique ad-supported TV topics that trended in the Top 10 each night
- 437: total # of unique ad-supported TV topics that trended in the Top 10
- 24: # of nights with a #1 trending ad-supported TV topic
- 47: total # of ad-supported TV topics that trended in the Top 10
- 107: # of “official” ad-supported TV show/sporting events hashtags that trended in the Top 10
- 46+: # of ad-supported TV networks with at least one program that trended in the Top 10
- 97+: total # of ad-supported TV programs that trended in the Top 10
- 53: total # of entertainment shows that trended in the Top 10
- 355: total # of separate sports topics (games, teams, athletes, etc) that trended in the Top 10
- 88%: % of nationally televised sporting events that trended in the Top 10

Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:15p, 9:15p, 10:15p, 11:15p) aggregated during 4-weektime period (10/10-2016 –11/6/2016). Topics can differ from programs because topics also include show characters, athletes, team mentions of a televised event, etc. comScore, mediametrixmultiplatform, October 2016.

CONTACT US

For More Information Visit Us Online  
TheVAB.com



Follow us: @VideoAdBureau



Like us: facebook.com/VideoAdvertisingBureau

Sean Cunningham  
President & CEO  
212-508-1223  
seanc@TheVAB.com

Danielle DeLauro  
SVP Strategic Sales Insights  
212-508-1239  
danielled@TheVAB.com

Jason Wiese  
VP Strategic Insights  
212-508-1219  
jasonw@TheVAB.com

Evelyn Skurkovich  
VP Strategic Research & Insights  
212-508-1220  
evelyns@TheVAB.com

