



2020

#VideolsSocial

#Ep5 #HolidaySeason

How Premium Video Leads Online Conversations

Topics

1

**Premium Video
Is Social**

2

**Premium Video
Trending Topics:
Topline Stats**

3

**How 'Live'
Ad-Supported TV
Drives Online
Engagement**

4

**Appendix
Ad-Supported TV
Trending Topics:
Detailed Analysis**

5

**Members Exclusive
Section
A Deeper Look At
The Ad-Supported
TV Mix**



Premium Video Is Social

The fourth quarter time period between Thanksgiving and Christmas is no doubt a busy time of year as holiday planning, travel and celebrations seemingly take over many peoples' lives – there's road trips, countless shopping excursions and numerous gatherings between friends, family and colleagues. This past holiday season was even more hectic with continuous news coverage of the presidential impeachment process.

Even with all these diversions, one thing remained constant: **no topic gets people talking online like premium video content, especially ad-supported TV.** Between the holiday cheer and political drama, the calendar was filled with a constant flow of popular programming that has high social sharing and 'talk value' including live sports and specials, signature series, new streaming releases and holiday movies and marathons.

Re-branded from *#TVisSocial* due to the greater breadth of cross-platform content now trending across social media, *#VideosSocial* is the fifth installment of our report series which follows our previous analyses from 4Q '16, summer '17, 4Q '17 and fall '18.

In this report, we analyzed the top 10 Twitter trending topics during the four-week time period between Thanksgiving Day and Christmas Day in 2019 to understand what people are talking about online, at scale, during the holidays.

Our results show there's no doubt, **premium video is social.**

How We Define 'Premium Video' For This Analysis

Premium video reflects **professionally produced content** accessed by consumers via **various platforms and devices** (e.g. multiscreen TV, streaming services, cinema) in a curated user experience that reaches highly engaged viewers in a brand-safe context.

Examples Of Premium Video Platforms & Properties*

Ad-Supported TV



Streaming Services



Cinema



Pay-TV



Video Gaming



*Note: Premium Video examples shown above are for illustrative purposes only and do not necessarily reflect the same platforms included within this analysis.

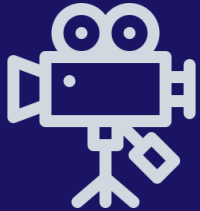
By the numbers: premium video content, led by ad-supported TV, drives the most popular social conversations on Twitter

Four-Week Time Period (Primetime)
Nov. 28th – Dec. 25th, 2019

	<u>% of Total Trending Topics in Top 10</u>	<u># of Trending Programs / Content in Top 10</u>	<u>Unique Trending Topics in Top 10</u>	<u>Number of #1 Trending Topics</u>
<u>Premium Video</u>	Premium video content accounted for 80% of the total top 10 trending Twitter topics	127+ premium video programs/content trended in the top 10 trending Twitter topics	382 unique premium video topics trended in the top 10 trending Twitter topics	56 unique premium video topics trended #1 on Twitter (26 of 28 days featured a #1 topic)
<u>Ad-Supported TV</u>	Ad-supported TV, by itself, accounted for 71% of the total top 10 trending Twitter topics	of that, 102+ ad-supported TV programs trended in the top 10 trending Twitter topics	of that, 333 unique ad-supported TV topics trended in the top 10 trending Twitter topics	of that, 52 unique ad-supported TV topics trended #1 on Twitter (25 of 28 days featured a #1 topic)

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 (11/28/2019 – 12/25/2019). Results include both 'direct' and 'related' topics. Premium video includes ad-supported TV, video streaming platforms (subscription and ad-based), cinema, pay-TV channels and video games.

Premium video content fosters emotional connections which is amplified through social engagement



Premium video consistently creates and captures moments that are **exciting, entertaining, humorous, enlightening, uplifting, aspirational, inspirational** and **educational**.



In addition to providing escapism, premium video delivers **engaging content centered on real-life people, situations and themes** that viewers desire to learn more about.



Engaging content has the ability to **bring people together** and compels millions to **share their thoughts and feelings** on the content that they are currently consuming.

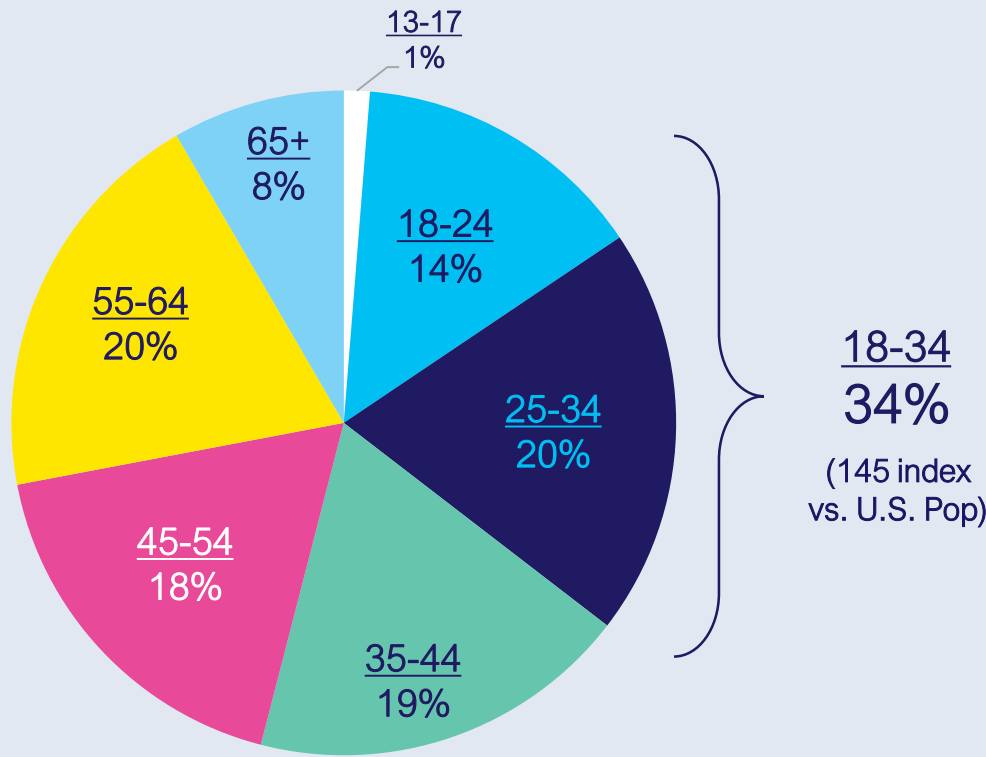


Their **desire for community** and **shared experiences** often leads viewers to take action by **participating in online conversations** with fellow fans and connecting with others that share similar interests.

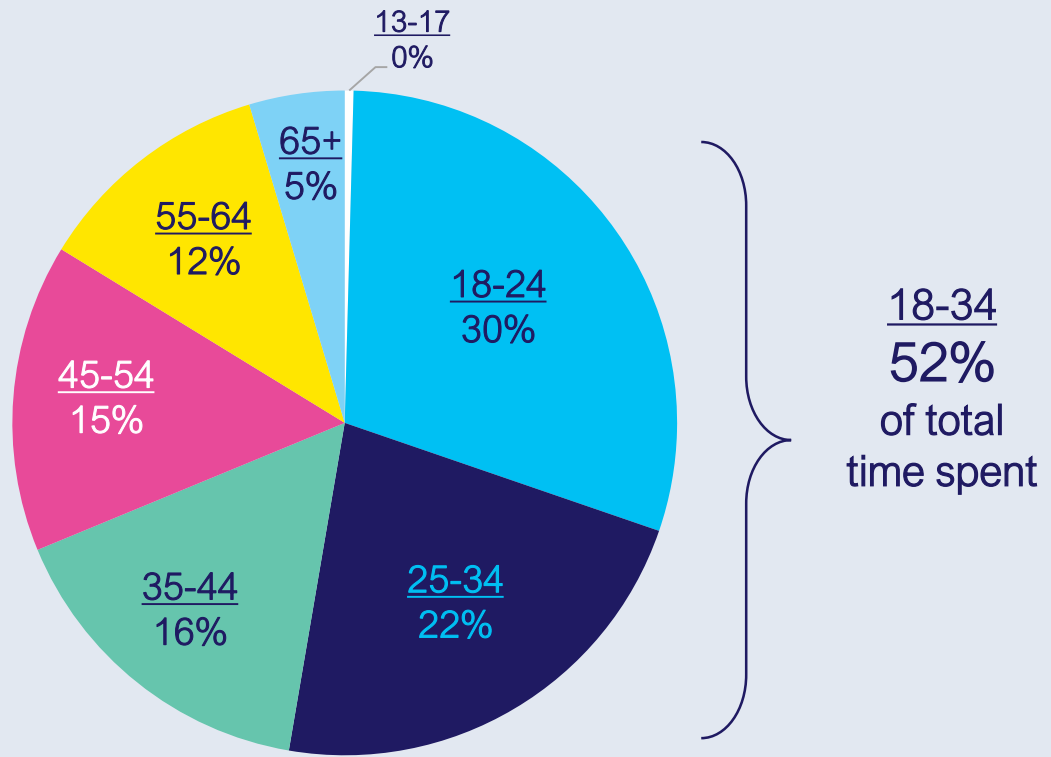
A central hub for 'real time' social engagement is Twitter, a social platform built around what's current and what people are talking about right now

► Adults 18-34 account for **over half** of the total time spent among the 68 million active users on Twitter

User Profile By Age



Total Minutes Spent By Age



Source: VAB analysis of Comscore, MediaMetrix Key Measures multiplatform (desktop + mobile) data, December 2019; P13-17, P18-24, P25-34, P35-44, P45-54, P55-64, P65+; P18-34 population comparison based on VAB analysis of Nielsen 2019-20 Universe Estimate. *Total number of active users comes from Twitter's Selected Company Metrics and Financials and accounts for Q1'19 active users in the United States only. Note: percentages represent base of P13+.

Premium Video Trending Topics: Topline Stats





Quantifying How Much Premium Video Drives Social Conversations

To quantify the important role that video plays in people's lives, even during major holiday periods, we analyzed the impact of premium video programming on the top 10 trending Twitter topics for the four weeks between Thanksgiving (Thurs, 11/28/19) and Christmas (Wed, 12/25/19).

Since trending topics are ever-changing, 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.

For the purposes of this analysis, premium video includes ad-supported TV, video streaming platforms (subscription and ad-based), cinema, pay-TV channels and video games.

Trending topics based on premium video content were further grouped into one of two types:

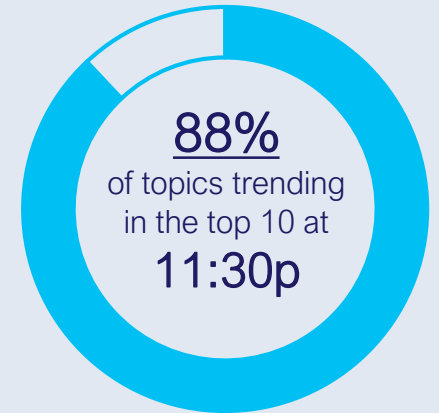
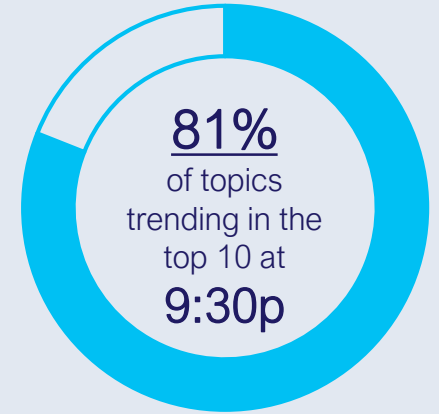
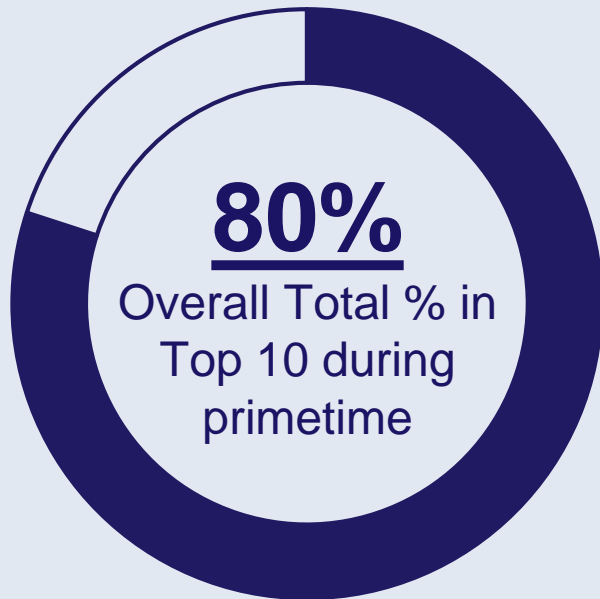
- **Direct:** specific 'official' hashtags of premium entertainment shows, sports events or news programming
- **Related:** topics associated with specific premium video programming including athletes, general team hashtags, collegiate school mentions (including nicknames), show characters, celebrity personalities, and specific video platform-related news references

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

Premium video content accounted for **80%** of the top 10 Twitter trending topics through the four-week 4Q holiday time period

- ▶ Premium video dominates the top social conversations deeper into the night as more people settle in at home to watch their favorite programming

% of Premium Video Topics in the Top 10 During Primetime



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 (11/28/2019 – 12/25/2019). Results include both 'direct' and 'related' topics. Premium video includes ad-supported TV, video streaming platforms (subscription and ad-based), cinema, pay-TV channels and video games.

Over half of the top 10 trending topics on any night were based on premium video content

Four Week Average: % of Top 10 Trending Topics that are Based on Premium Video Content

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
<u>Overall</u>	86%	58%	86%	83%	58%	93%	99%
<u>8:30p</u>	63%	33%	83%	58%	43%	90%	100%
<u>9:30p</u>	93%	50%	88%	85%	60%	95%	100%
<u>10:30p</u>	90%	70%	85%	95%	63%	93%	98%
<u>11:30p</u>	98%	80%	90%	93%	65%	93%	98%

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 (11/28/2019 – 12/25/2019). Results include both 'direct' and 'related' topics. Premium video includes ad-supported TV, video streaming platforms (subscription and ad-based), cinema, pay-TV channels and video games.

Programming content from **over 63** different premium video platforms and networks trended in the top 10 during the four-week primetime analysis

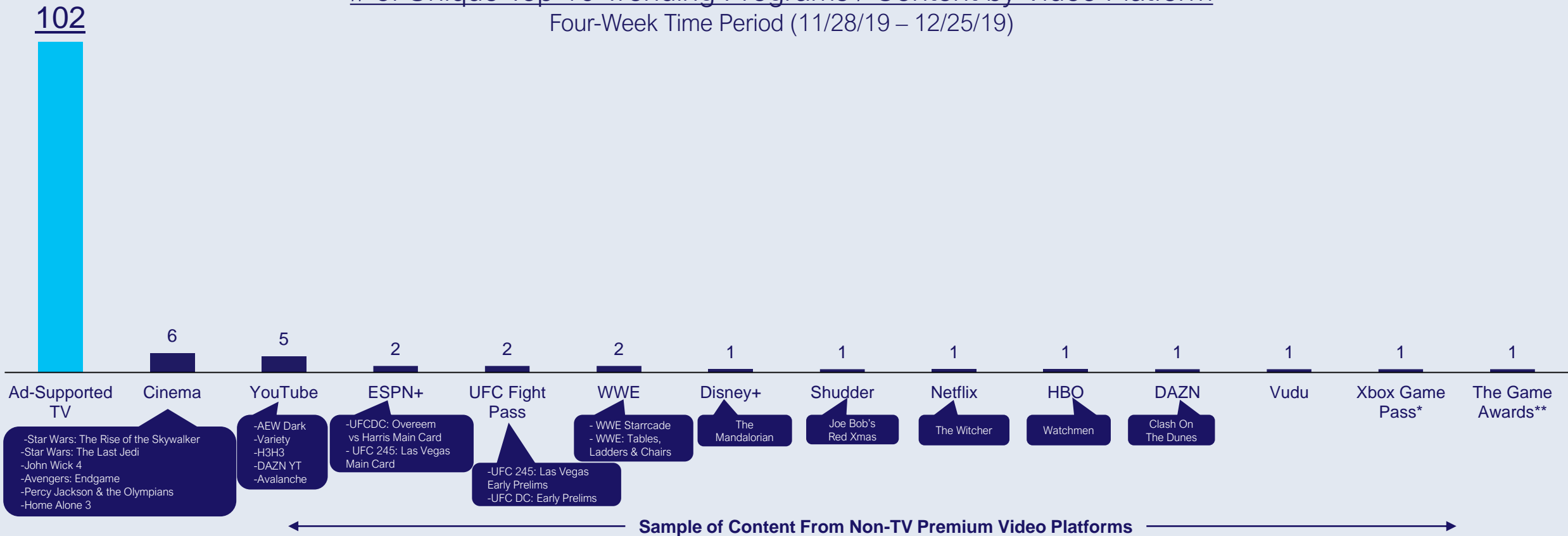
► Trending topics included programming from ad-supported TV, video streaming, cinema, Pay-TV and video games



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 (11/28/2019 – 12/25/2019). Results include both 'direct' and 'related' topics. Premium video includes ad-supported TV, video streaming platforms (subscription and ad-based), cinema, pay-TV channels and video games. Ad-supported TV network count (+) because regionally aired sporting events are allocated to one primary network even though they can air on multiple RSNs. Video Streaming platform count (+) because The Game Awards aired across various streaming platforms.

When it comes to premium video content, nothing else spurs online conversations at scale like ad-supported TV programs

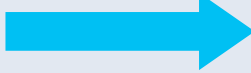
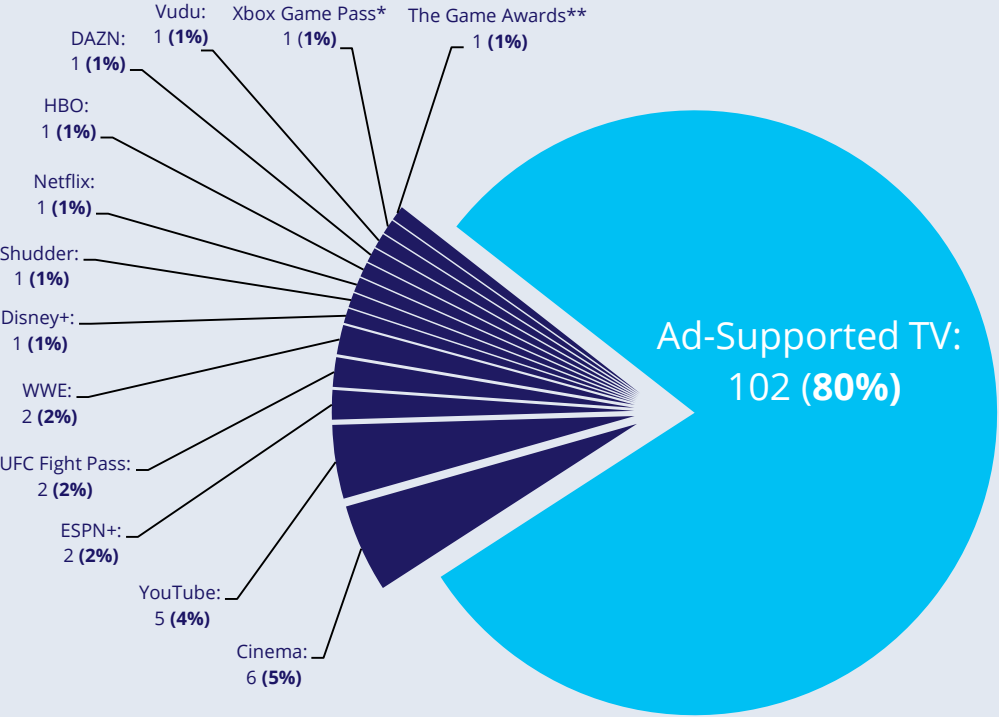
of Unique Top 10 Trending Programs / Content by Video Platform
Four-Week Time Period (11/28/19 – 12/25/19)



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 (11/28/2019 – 12/25/2019). Results include both 'direct' and 'related' topics. Note: UFC 245: Las Vegas aired the early prelims on UFC Fightpass and the main card was on ESPN+ event & UFC DC aired the early prelims on UFC Fightpass and the main card was on ESPN+. *Xbox Game Pass is a video game subscription service. **The Game Awards streamed across multiple platforms: Twitch, YouTube, Twitter, Facebook Live, Steam, Mixer, MLG, Caffeine, Playstation, IGN, Gamespot and Pluto TV.

In fact, ad-supported TV accounted for 80% of the premium video content that trended in the top 10

% 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 (11/28/2019 – 12/25/2019). Results include both 'direct' and 'related' topics. *Xbox Game Pass is a video game subscription service. **The Game Awards streamed across multiple platforms: Twitch, YouTube, Twitter, Facebook Live, Steam, Mixer, MLG, Caffeine, Playstation, IGN, Gamespot and Pluto TV.

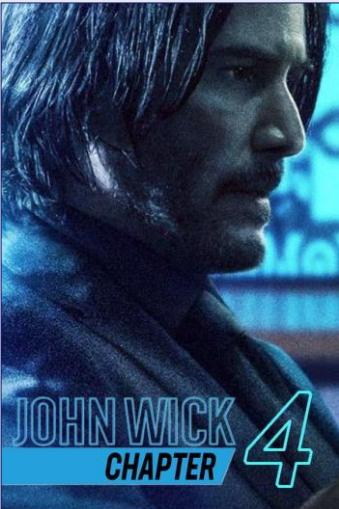
Beyond ad-supported TV, people’s love of movie franchises, characters and film actors drive cinema-related topics to trend on Twitter

► Whether it’s a new release or even a classic film, movies create excitement that encourages fans to engage online

Cinema Topics That Trended in the Top 10 During Four-Week Analysis

John Wick

Fans of Keanu Reeves were quick to notice that John Wick 4 and The Matrix 4 are scheduled to premiere on the same day.



#TheRiseOfSkyWalker

Star Wars fans share on social media on release night with the official hashtag for the premiere of Star Wars: The Rise of Skywalker.



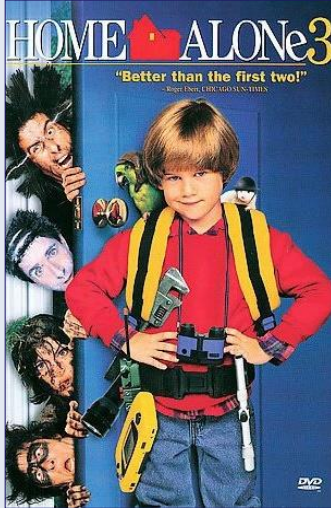
#TheLastJedi

Fans of the Star Wars franchise argue over which film in the latest trilogy is the best.



#HomeAlone3

Viewers express their different opinions on the classic holiday movie.



Thanos

Avenger fans create memes involving the character, Thanos.



#DisneyAdaptPercyJackson

Fans of the novel series speculate over Rick Riordan negotiating with Disney in an attempt to reboot the movie series.



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 (11/28/2019 – 12/25/2019). Results include both 'direct' and 'related' topics.

Another social strength is video streaming which collectively accounts for **13%** of top 10 trending premium video programs

- ▶ Live sports, millennial-targeted award shows, and entertainment programs ingrained into today's pop culture are the drivers within these platforms

Sample of Video Streaming Topics That Trended in the Top 10

#BabyYodasFirstWords

Disney+ released episodes of The Mandalorian featuring a baby-like Yoda and fans were quick to fantasize about him speaking.



#AEWDark

Official hashtag for AEW Dark, a program produced by All American Wrestling (AEW) and is aired on their YouTube channel.



#UFCDC

Official hashtag for the MMA matchup event between Alistair Overeem and Walt Harris.



#TheWitcher

Official hashtag for a new series produced by Netflix.



#TheGameAwards*

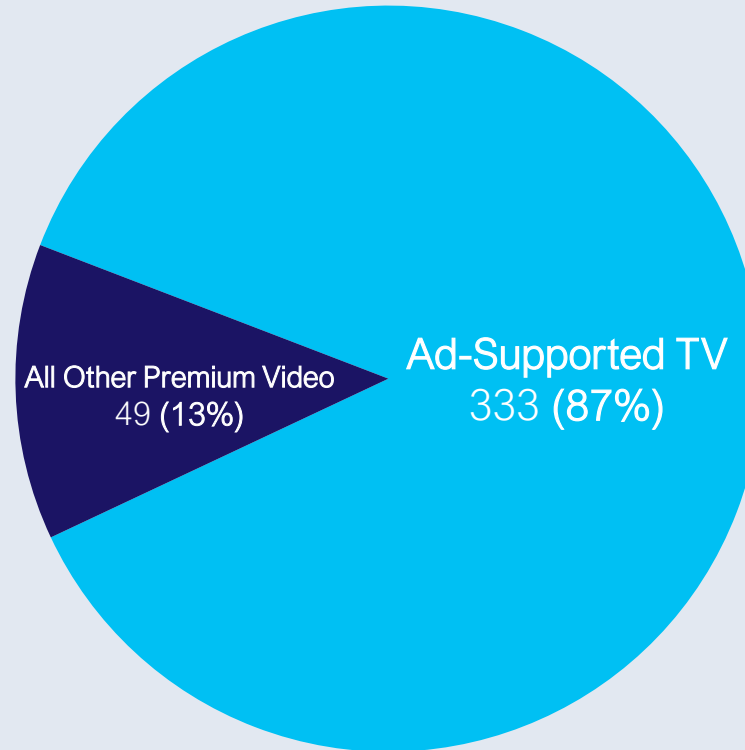
Official hashtag for the annual awards ceremony honoring achievements in the video game industry.



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 (11/28/2019 – 12/25/2019). Results include both 'direct' and 'related' topics. Video Streaming Platforms include DAZN, Disney+, Netflix, Shudder, UFC Fight Pass, Vudu, WWE, YouTube. *The Game Awards was streaming across multiple platforms: Twitch, YouTube, Twitter, Facebook Live, Steam, Mixer, MLG, Caffeine, Playstation, IGN, Gamespot and Pluto TV.

Within individual programs/content across premium video, 382 unique topics trended in the top 10 during the four-week period; 87% of those topics were from ad-supported TV

% of Premium Video Topics by Source
Four-Week Time Period

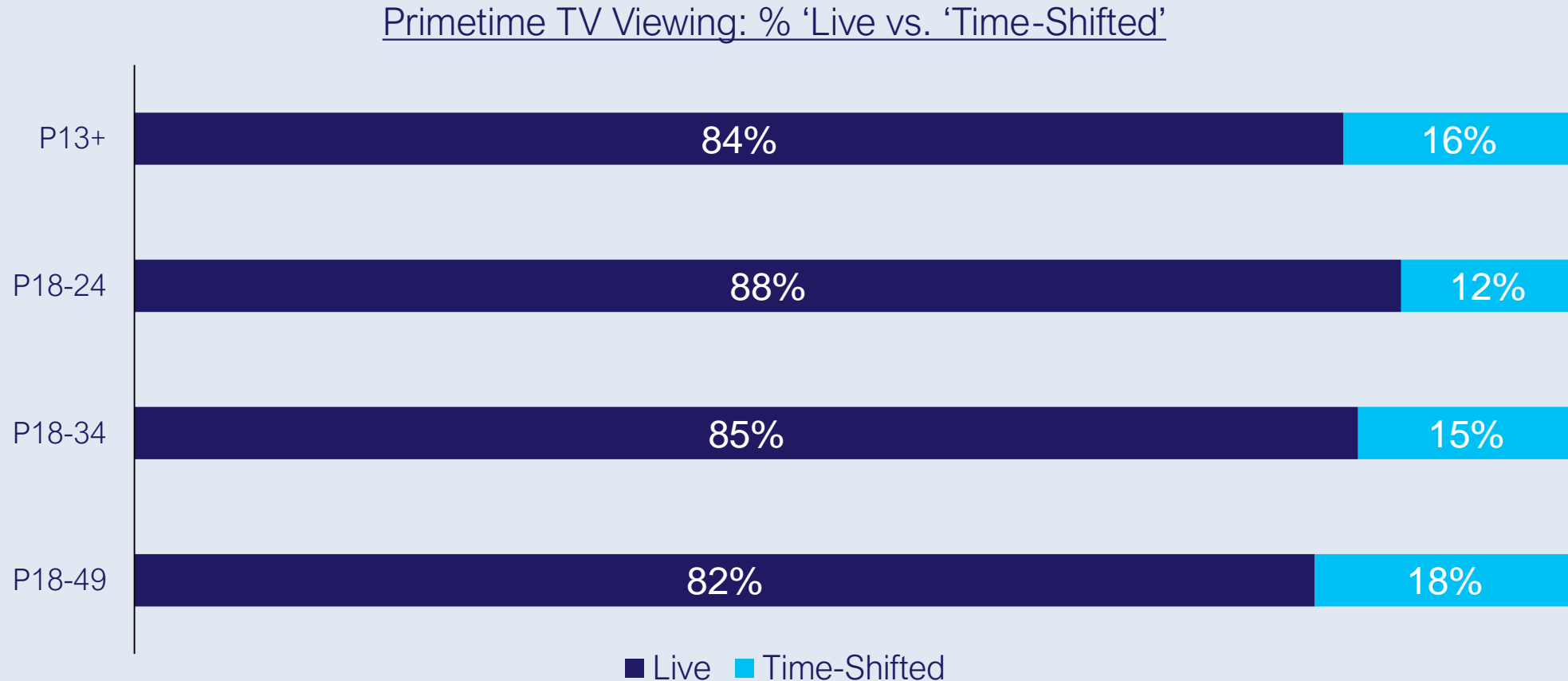


Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:30p, 9:30p, 10:30p, 11:30p) aggregated during 4-week time period (11/28/2019 – 12/25/2019). Results include both 'direct' and 'related' topics. Premium video includes ad-supported TV, video streaming platforms (subscription and ad-based), cinema, pay-TV channels and video games.

How 'Live' Ad-Supported TV Drives Online Engagement



Overall, the vast majority of people's TV viewing is done 'live' which allows online conversations to be driven at scale on a platform like Twitter

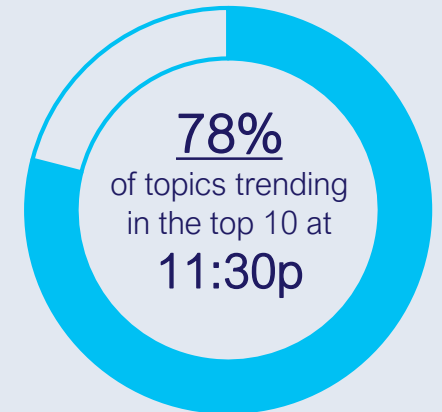
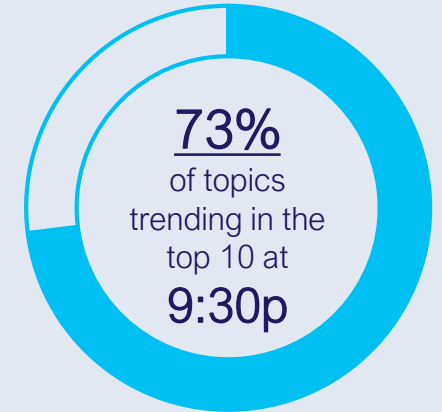
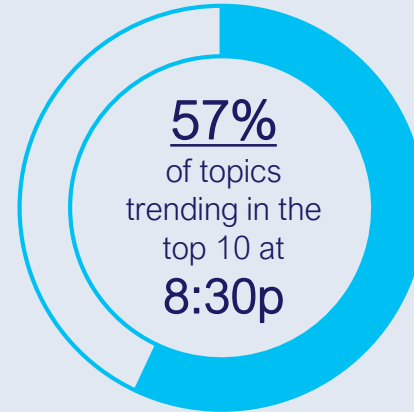
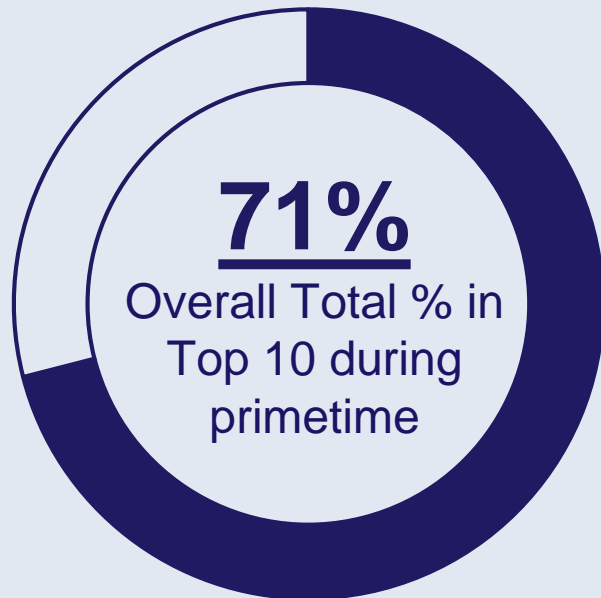


Source: Nielsen Npower R&F Time Period Report, Primetime, Live vs. Live+7, ad-supported cable TV + broadcast TV, 11/28/2019-12/25/2019. P13+, P18-24, P18-34, P18-49.

Ad-supported TV accounted for **7 of the top 10** Twitter trending topics throughout the four-week 4Q holiday time period

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

% of Ad-Supported TV Topics in the Top 10 During Primetime



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 (11/28/2019 – 12/25/2019). Results include both 'direct' and 'related' topics.

Over half of the top 10 trending topics on all nights except Friday were based on ad-supported TV content

Four Week Average: % of Top 10 Trending Topics that are Based on Ad-Supported TV Content

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
<u>Overall</u>	84%	51%	83%	65%	46%	83%	89%
<u>8:30p</u>	60%	20%	75%	48%	28%	75%	95%
<u>9:30p</u>	90%	43%	83%	73%	48%	88%	88%
<u>10:30p</u>	88%	65%	83%	73%	53%	88%	88%
<u>11:30p</u>	98%	75%	90%	68%	55%	75%	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 (11/28/2019 – 12/25/2019). Results include both 'direct' and 'related' topics.

Programming from **over 48** ad-supported TV networks trended in the top 10 during the four-week primetime analysis

Entertainment (18)



Sports (23+)



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 (11/28/2019 – 12/25/2019). Results include both 'direct' and 'related' topics. Note: sports network logos are a sampling of total sports networks. Ad-supported TV network count (+) because regionally aired sporting events are allocated to one primary network even though they can air on multiple RSNs.

Over 102 ad-supported TV programs trended in the top 10 during the four-week primetime analysis

Entertainment (41)



Sports (54)



News (7+)



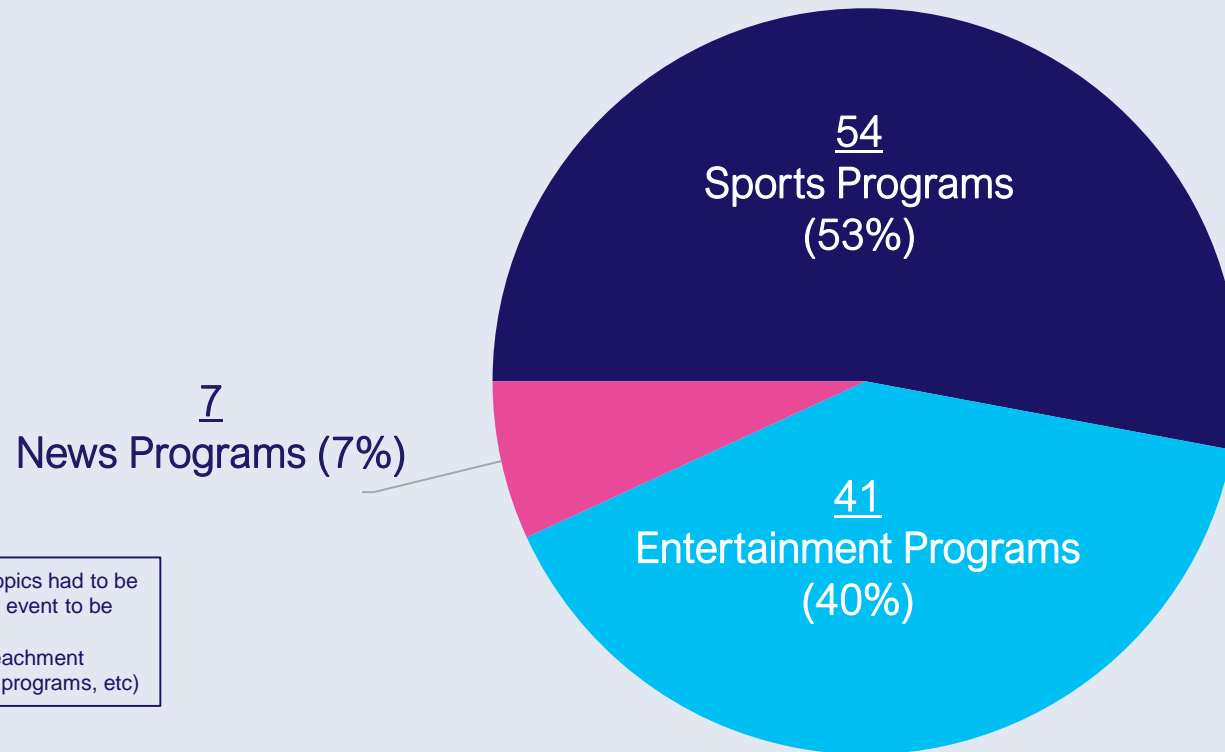
Various News Programming



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 (11/28/2019 – 12/25/2019). Results include both 'direct' and 'related' topics. Ad-supported TV program count (+) because TV-related news topics can be trending due to coverage across multiple news programs. Note: sports programming logos are a sampling of total sports programming.

Sports accounted for 53% of programs that trended in the top 10 while entertainment wasn't far behind at 40% of programs

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



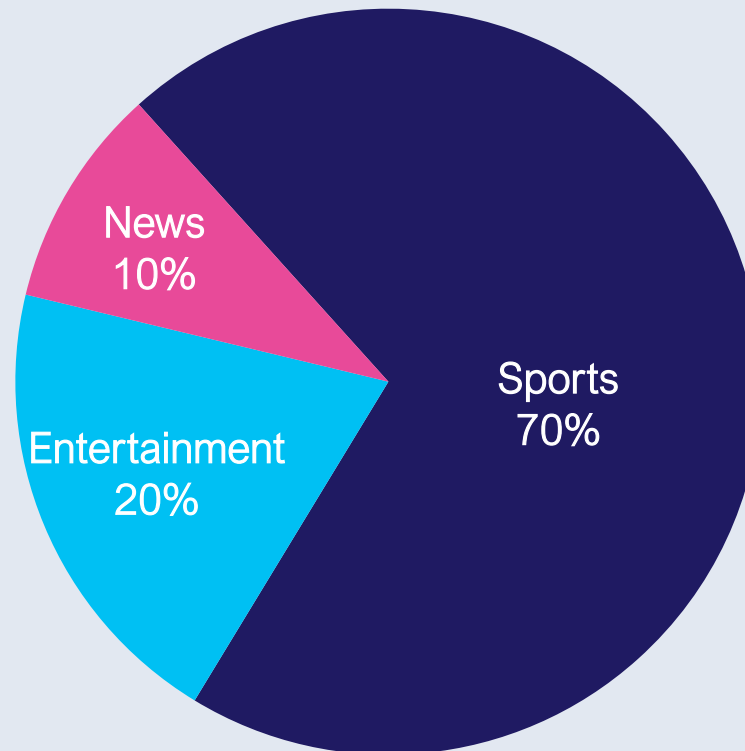
Note: news-related trending topics had to be based primarily on a televised event to be attributed to ad-supported TV (ex. Democratic Debate, Impeachment Hearings, interviews on news programs, etc)

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 (11/28/2019 – 12/25/2019). Results include both 'direct' and 'related' topics.

Aided by NFL, NCAA Football and NBA, sports accounted for a majority of the total ad-supported TV topics that trended in the top 10

- ▶ Between hashtags, featured athletes and game action, sports tends to have several more individual topics trending during an airing than entertainment programs

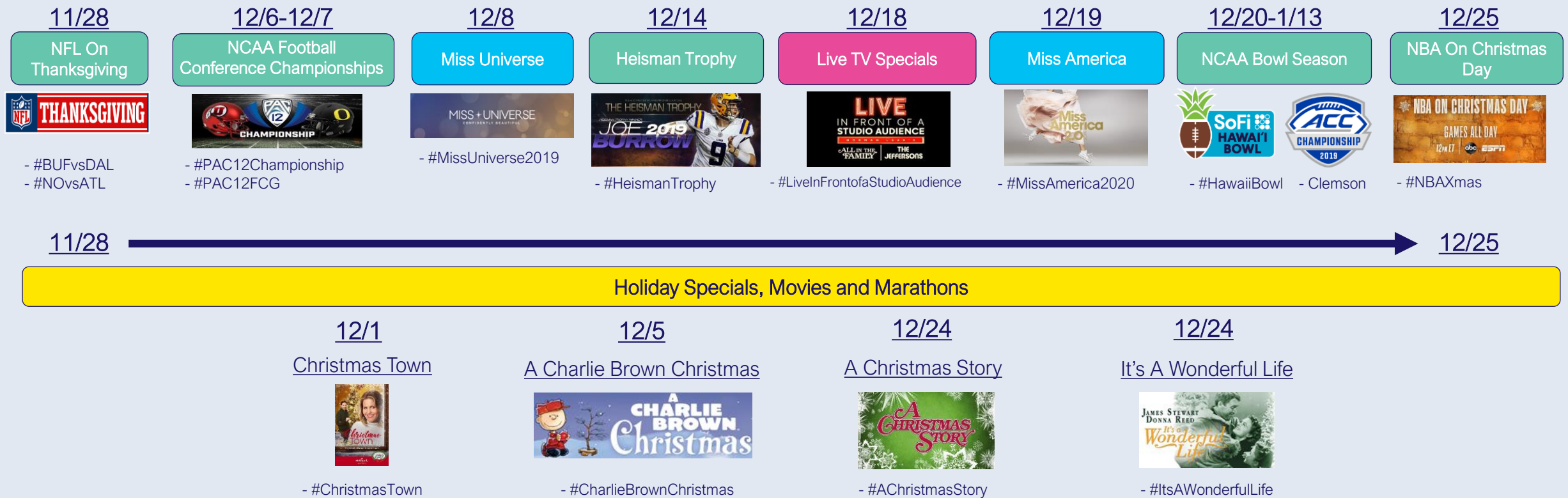
Ad-Supported TV Topics by Genre Within Top 10 Trending Topics
Four-Week Time Period



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 (11/28/2019 – 12/25/2019). Results include both 'direct' and 'related' topics.

Major sporting events, live TV specials and holiday movie marathons provided a constant flow of popular ad-supported TV programming with high social engagement throughout the holiday time period

'Seasonal' Ad-Supported TV Program Schedule And What Trended in the Top 10



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 (11/28/2019 – 12/25/2019). Results include both 'direct' and 'related' topics. Green represents sports ad-supported TV programming, blue represents awards shows, magenta represents live specials and yellow represents holiday specials and movies.

In terms of consistent engagement, several ad-supported shows and signature sports series 'own' the social conversation on specific nights of the week

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

Trending in the Top 10 During at Least 2 of the 4 Weeks Analyzed



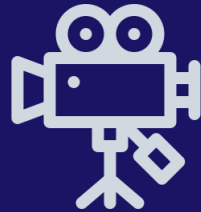
Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:30p, 9:30p, 10:30p, 11:30p) aggregated during 4-week time period (11/28/2019 – 12/25/2019). Results include both 'direct' and 'related' topics. Programs shown represent programs that trended on the same day of the week in at least 2 of the 4 weeks monitored.

Key takeaways about premium video's ability to drive popular social conversations on Twitter



Premium video creates strong emotional connections

Viewers develop a deep commitment to compelling content and character-driven programming which fosters further engagement both offline and online.



Viewers have a voracious appetite for premium video

With an increased number of video platforms and more available access points, the consumer has more content choices than ever before and, with over **127** programs trending during this analysis, they are actively 'talking' about more content than ever before.



Ad-supported TV is the most popular content that young adults engage with online

Twitter's user base is **45% more likely** to be adults 18-34 than the average population and this age group accounts for **52%** of total time spent on the platform. With **71%** of the top trending topics based on ad-supported TV, young adults clearly enjoy engaging with this content.



The reach of 'live' ad-supported TV drives social conversations at scale

Twitter is a central hub for 'real time' social engagement and with **85%** of adults 18-34 viewing being done 'live,' ad-supported TV has the ability to create mass online 'communities' and shared experiences among fans.

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Appendix

Ad-Supported TV Trending Topics: Detailed Analysis



52 different ad-supported TV topics trended #1 during primetime over the four-week time period

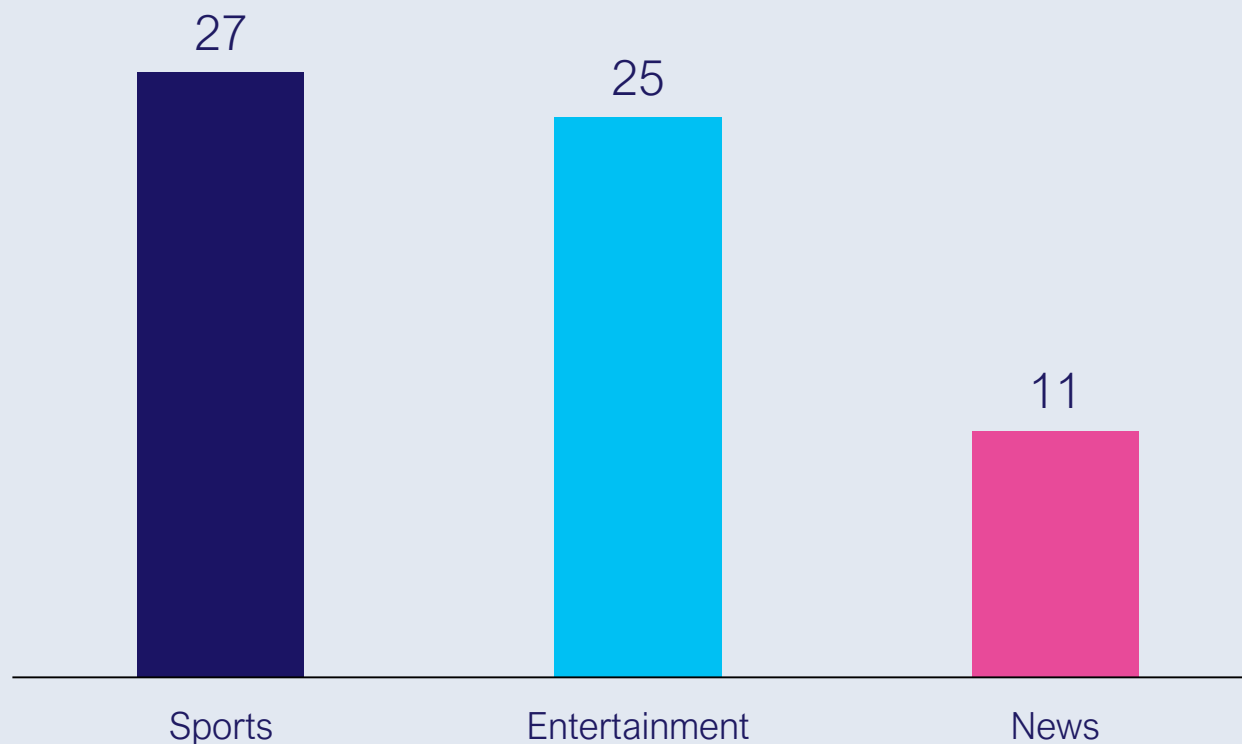
► For 25 out of 28 nights, an ad-supported TV topic trended #1 during at least one of the four monitored 'points in time'

#1 Twitter Trending TV Topics by Night	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
				11.28 8:30p: Cowboys 9:30p: Cowboys 10:30p: Cowboys 11:30p: Matt Ryan	11.29 8:30p: #CashAppBlackFriday 9:30p: #CashAppBlackFriday 10:30p: #CashAppBlackFriday 11:30p: #CashAppBlackFriday	11.30 8:30p: Bama 9:30p: Bama 10:30p: Bama 11:30p: Harden	12.1 8:30p: Chargers 9:30p: Chargers 10:30p: Chargers 11:30p: Brady
12.2 8:30p: Van Halen 9:30p: #MINvsSEA 10:30p: Diggs 11:30p: Vikings	12.3 8:30p: #AllFor1 9:30p: #TheMaskedSinger 10:30p: #Arrow 11:30p: #iubb	12.4 8:30p: Barron 9:30p: #TheMaskedSinger 10:30p: #SpotifyWrapped 11:30p: #SpotifyWrapped	12.5 8:30p: #AnxietyFeelsLike 9:30p: #DALvsCHI 10:30p: #DALvsCHI 11:30p: Cowboys	12.6 8:30p: #KISBTSEntry 9:30p: #Pac12FCG 10:30p: #Pac12FCG 11:30p: Utah	12.7 8:30p: Joe Burrow 9:30p: Wisconsin 10:30p: Ohio State 11:30p: Ohio State	12.8 8:30p: Patriots 9:30p: Patriots 10:30p: #MissUniverse2019 11:30p: #MissUniverse2019	
12.9 8:30p: #LHHHReunion 9:30p: #NYGvsPHI 10:30p: Eagles 11:30p: Eagles	12.10 8:30p: Thanos 9:30p: #TheMaskedSinger 10:30p: #TheMaskedSinger 11:30p: #TheMaskedSinger	12.11 8:30p: #TheMaskedSinger 9:30p: #AEWDynamite 10:30p: #AEWDynamite 11:30p: Rendon	12.12 8:30p: Brexit 9:30p: #TheGameAwards 10:30p: #TheGameAwards 11:30p: #TheGameAwards	12.13 8:30p: #iHeartJingleBall 9:30p: #Smackdown 10:30p: #Smackdown 11:30p: #LivePD	12.14 8:30p: #ArmyNavyGame 9:30p: Heisman 10:30p: Heisman 11:30p: #UFC245	12.15 8:30p: Falcons 9:30p: #WWETLC 10:30p: #WWETLC 11:30p: #WWETLC	
12.16 8:30p: #LHHNY 9:30p: #LHHNY 10:30p: Drew Brees 11:30p: Drew Brees	12.17 8:30p: #ImpeachmentEve 9:30p: #ImpeachmentEve 10:30p: #ImpeachmentEve 11:30p: #ImpeachmentEve	12.18 8:30p: #ImpeachmentDay 9:30p: #ImpeachmentDay 10:30p: Senate 11:30p: Senate	12.19 8:30p: Christianity Today 9:30p: #DemDebate 10:30p: #DemDebate 11:30p: #DemDebate	12.20 8:30p: #freecodefridaycontest 9:30p: #Smackdown 10:30p: #Smackdown 11:30p: #Sixers	12.21 8:30p: Bills 9:30p: Patriots 10:30p: Goff 11:30p: Rams	12.22 8:30p: Cowboys 9:30p: Cowboys 10:30p: Cowboys 11:30p: Cowboys	
12.23 8:30p: Exum 9:30p: Vikings 10:30p: Vikings 11:30p: Vikings	12.24 8:30p: #PMOPENFORJB2020 9:30p: #CashAppChristmas 10:30p: #CashAppChristmas 11:30p: #CashAppChristmas	12.25 8:30p: Rockets 9:30p: Lakers 10:30p: Lakers 11:30p: Lakers					

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 (11/28/2019 – 12/25/2019). Results include both 'direct' and 'related' topics. Magenta represents ad-supported TV topics, blue represents premium video, non ad-supported TV topics and gray represents non-premium video topics. Note: similar topics trending on different nights are counted separately in the total.

At least one sporting event had a topic trend in the Top 10 on 96% of nights, while an entertainment show trended on 89% of nights

of Nights When Ad-Supported TV Programming Trended in the Top 10 Topics by Genre
Four-Week Time Period

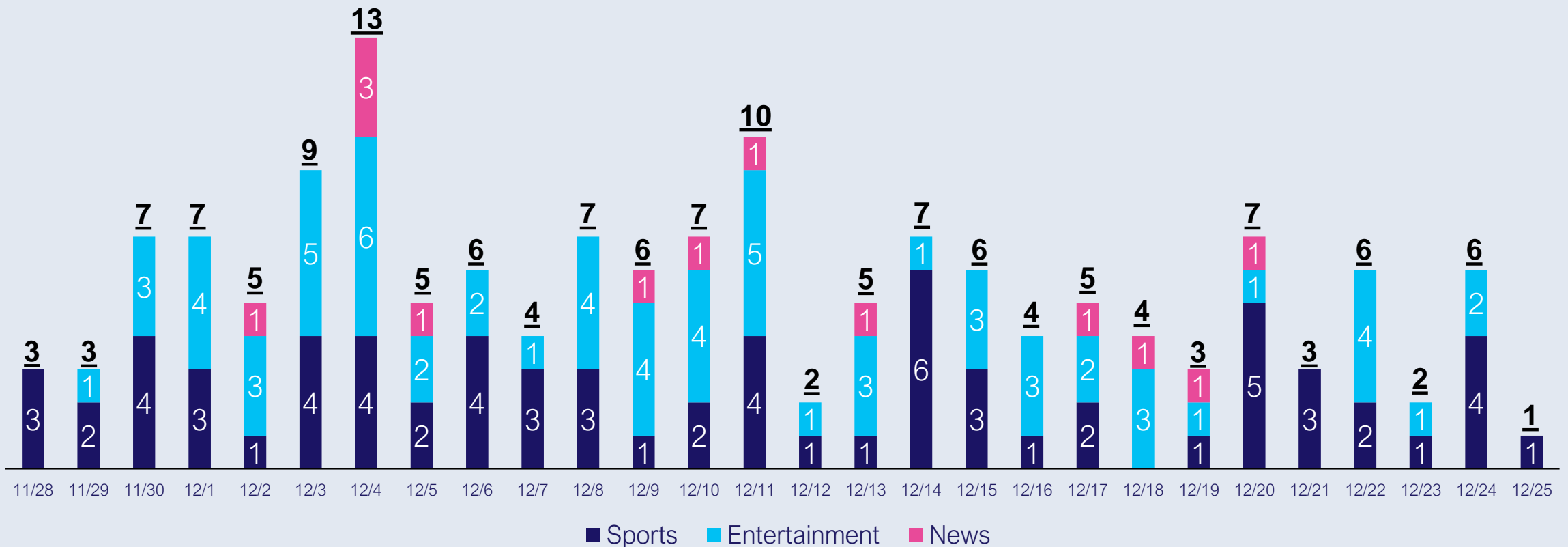


Reminder: news-related trending topics had to be based primarily on a televised event to be attributed to ad-supported TV (ex. Democratic Debate, Impeachment Hearings, interviews on news programs, etc)

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 (11/28/2019 – 12/25/2019). Results include both 'direct' and 'related' topics.

On average, **over five** different ad-supported TV programs trended in the top 10 at some point during each night

of TV Programs Trending in the Top 10 Each Night



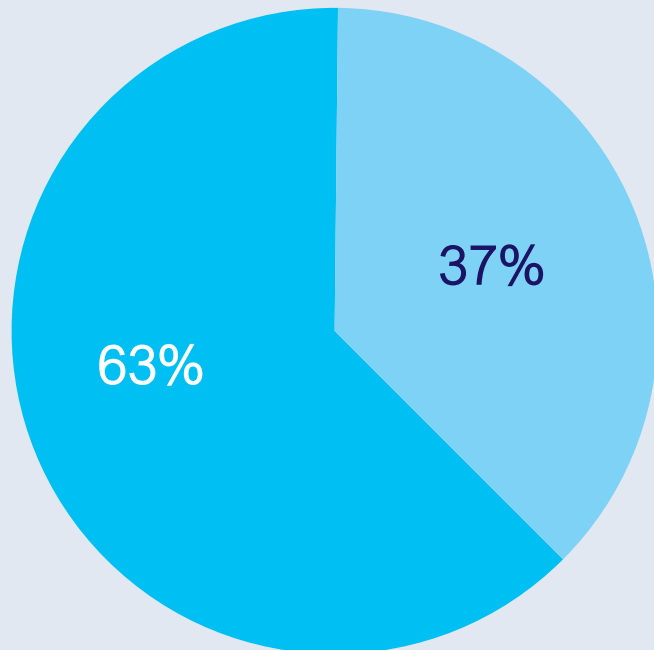
Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:30p, 9:30p, 10:30p, 11:30p) during 4-week time period (11/28/2019 – 12/25/2019). Results include both 'direct' and 'related' topics.

Popular social conversations around TV entertainment and news skew towards weeknights while televised sports split rather evenly across weeknights and weekends

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

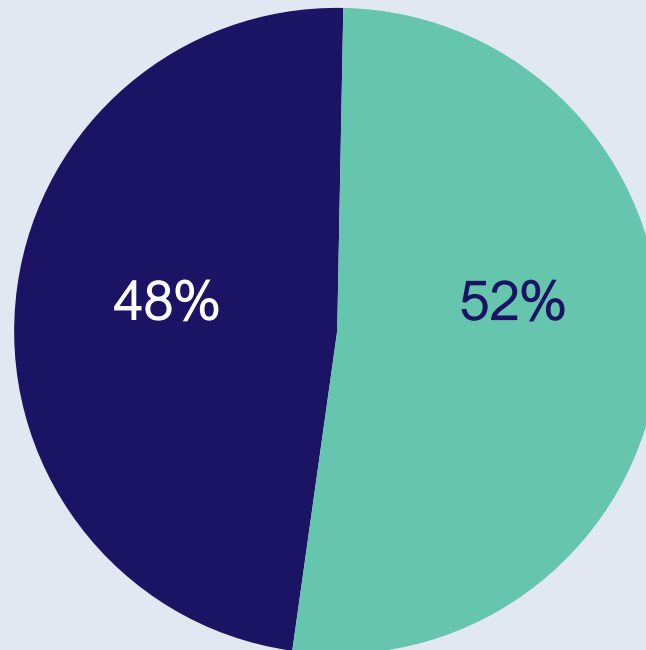
Entertainment

■ Mon-Thurs ■ Fri-Sun



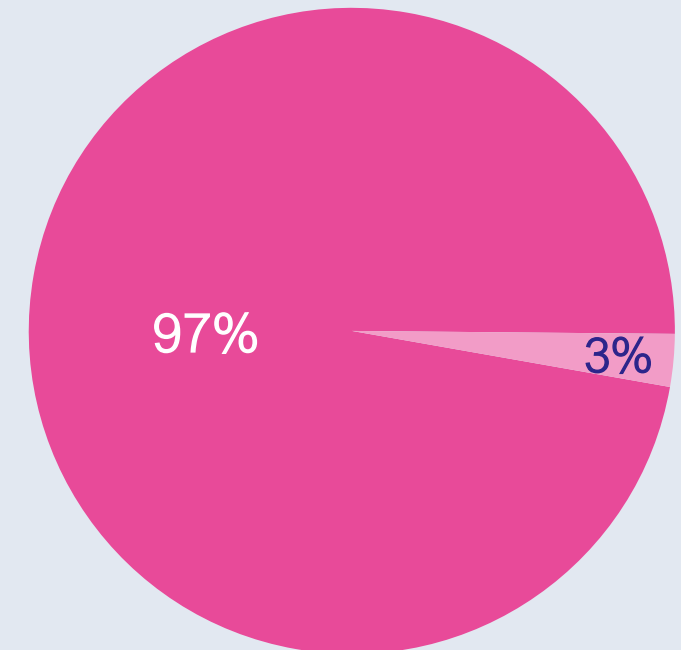
Sports

■ Mon-Thurs ■ Fri-Sun



News

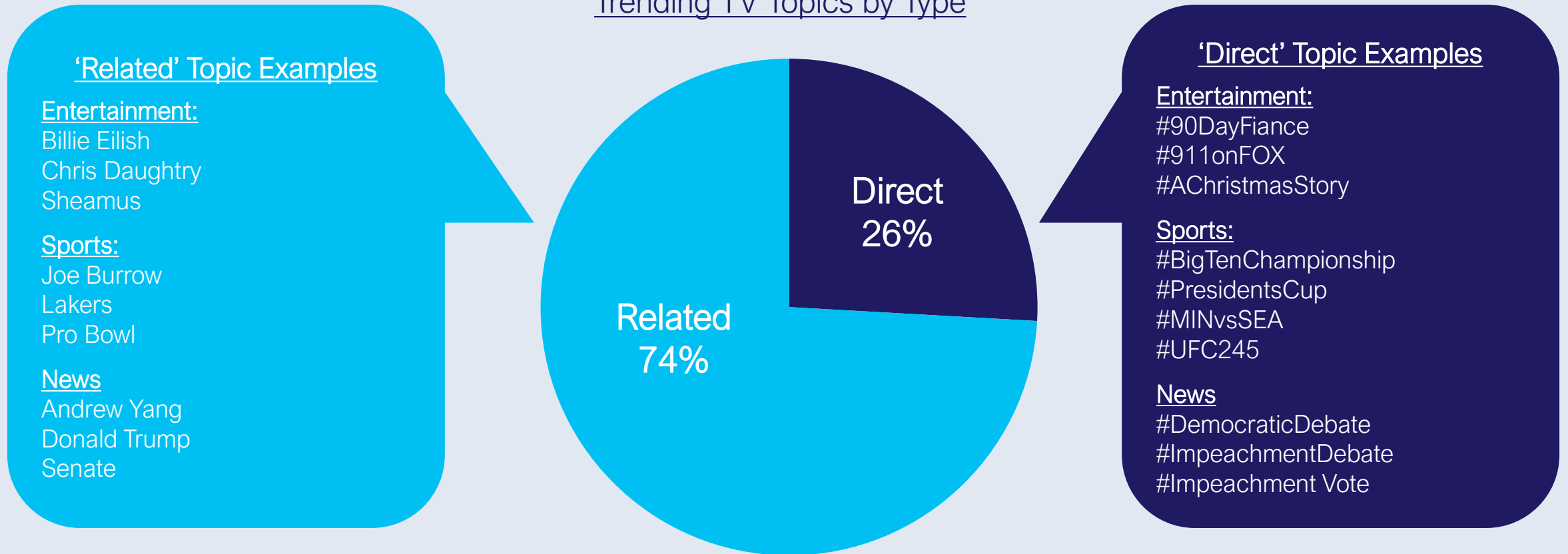
■ Mon-Thurs ■ Fri-Sun



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 (11/28/2019 – 12/25/2019). Results include both 'direct' and 'related' topics.

Three-fourths of ad-supported TV topics that trended in the top 10 on Twitter were related to programming characters, events, issues or other subjects

Trending TV Topics by Type



'Direct': specific hashtags related to televised entertainment shows, sporting events or news programming. 'Related': topics associated with TV programming airing during the trending timeframe including athletes, general team hashtags, collegiate school mentions, 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) aggregated during 4-week time period (11/28/2019 – 12/25/2019). Based on the aggregated number of top 10 Twitter trending topics over the 4-week time period.

These are some examples of how entertainment programs had both 'direct' and 'related' topics trending while on air

'Direct' Trending Program Hashtags

#ItsAWonderfulLife



#LHHNY



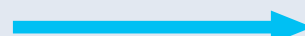
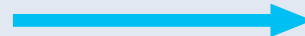
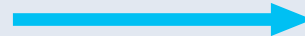
#MissUniverse2019



#TheMaskedSinger



#Smackdown



'Related' Trending Program Topics

George Bailey



Uncle Billy

Chrissy



Kimbella

Miss Iceland



Madison

Chris Daughtry



Michelle Williams

Lacey Evans

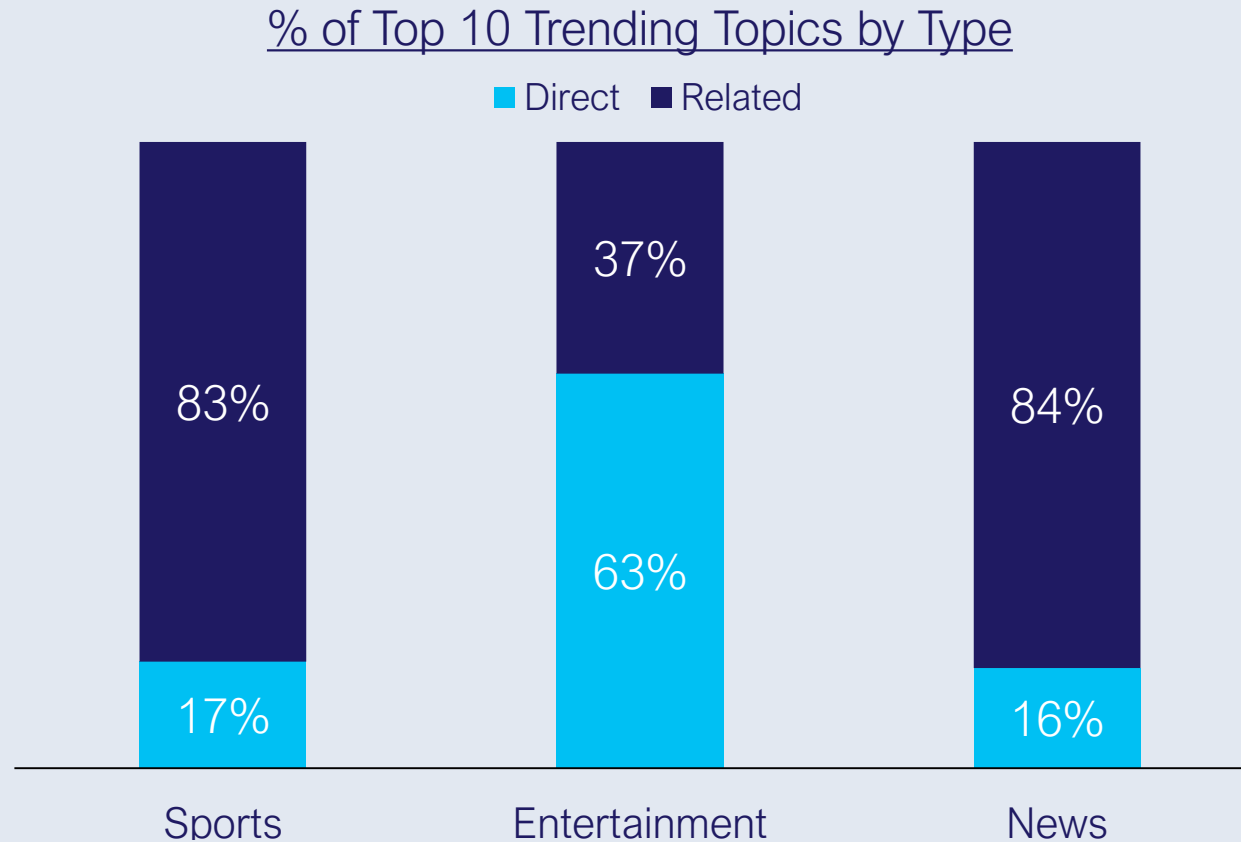


Sheamus

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 (11/28/2019 – 12/25/2019). Results include both 'direct' and 'related' topics.

Almost **two-thirds** of entertainment topics that trend feature the specific program hashtag

▶ The majority of sports topics that trend are related to the televised event – teams, athletics, game action



'Direct': specific hashtags related to televised entertainment shows, sporting events or news programming. 'Related': topics associated with TV programming airing during the trending timeframe including athletes, general team hashtags, collegiate school mentions, 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) aggregated during 4-week time period (11/28/2019 – 12/25/2019). Results include both 'direct' and 'related' topics.

On average, **12** unique ad-supported TV topics (direct + related) trended in the top 10 throughout each night

▶ Slightly more 'direct' hashtags trended for entertainment programming than for sporting events



Genre % Breakout of 'Direct' Programs



■ Entertainment ■ Sports ■ News

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 (11/28/2019 – 12/25/2019). Results include both 'direct' and 'related' topics. Note: news-related trending topics had to be based primarily on a televised event to be attributed to ad-supported TV (ex. Democratic Debate, Impeachment Hearings, interviews on news programs, etc).

Three official ad-supported TV shows or sports/news events hashtags trended in the top 10 on an average night during the four-week analysis

Entertainment (42)

#90DayFiance	#Married2Med
#911onFOX	#MissAmerica2020
#AChristmasStory	#MissUniverse2019
#AEWDynamite	#MrRobot
#Arrow	#readytolove
#BlackLightning	#RHOA
#BradPaisleySpecial	#RHOC
#CharlieBrownChristmas	#Riverdale
#ChristmasTown	#Smackdown
#CrisisInfiniteEarths	#SmackDownOnFox
#CrisisOnInfiniteEarths	#StevenUniverseFuture
#EllensGreatestNight	#Supernatural
#Empire	#Survivor
#iHeartJingleBall	#SurvivorFinale
#ItsAWonderfulLife	#TheChallenge34
#KCHonors	#TheFlash
#LAMH	#TheMaskedSinger
#LHHHReunion	#TheVoice
#LHHNY	#VoiceFinale
#LiveInFrontofaStudioAudience	#wheeloffortune
#LivePD	#WWENXT

Sports (39)

#ALAvsAUB	#LALvsMIA
#ArmyNavyGame	#LALvsMIL
#ATLvsSF	#LARvsDAL
#B1GFCG	#LARvsSF
#BigTenChampionship	#LSUvsUGA
#BUFvsDAL	#MINvsSEA
#BUFvsNE	#NBAXmas
#BUFvsPIT	#NEvsHOU
#DALvsCHI	#NOvsATL
#DALvsPHI	#NYGvsPHI
#EggBowl	#NYJvsBAL
#GBvsMIN	#OAKvsKC
#HawaiiBowl	#OSUvsWISC
#HeismanTrophy	#PAC12Championship
#INDvsNO	#Pac12FCG
#IronBowl	#PresidentsCup
#KCvsNE	#SEAvsLAR
#LACvsDEN	#SECChampionship
#LACvsLAL	#UFC245
#UFCDC	

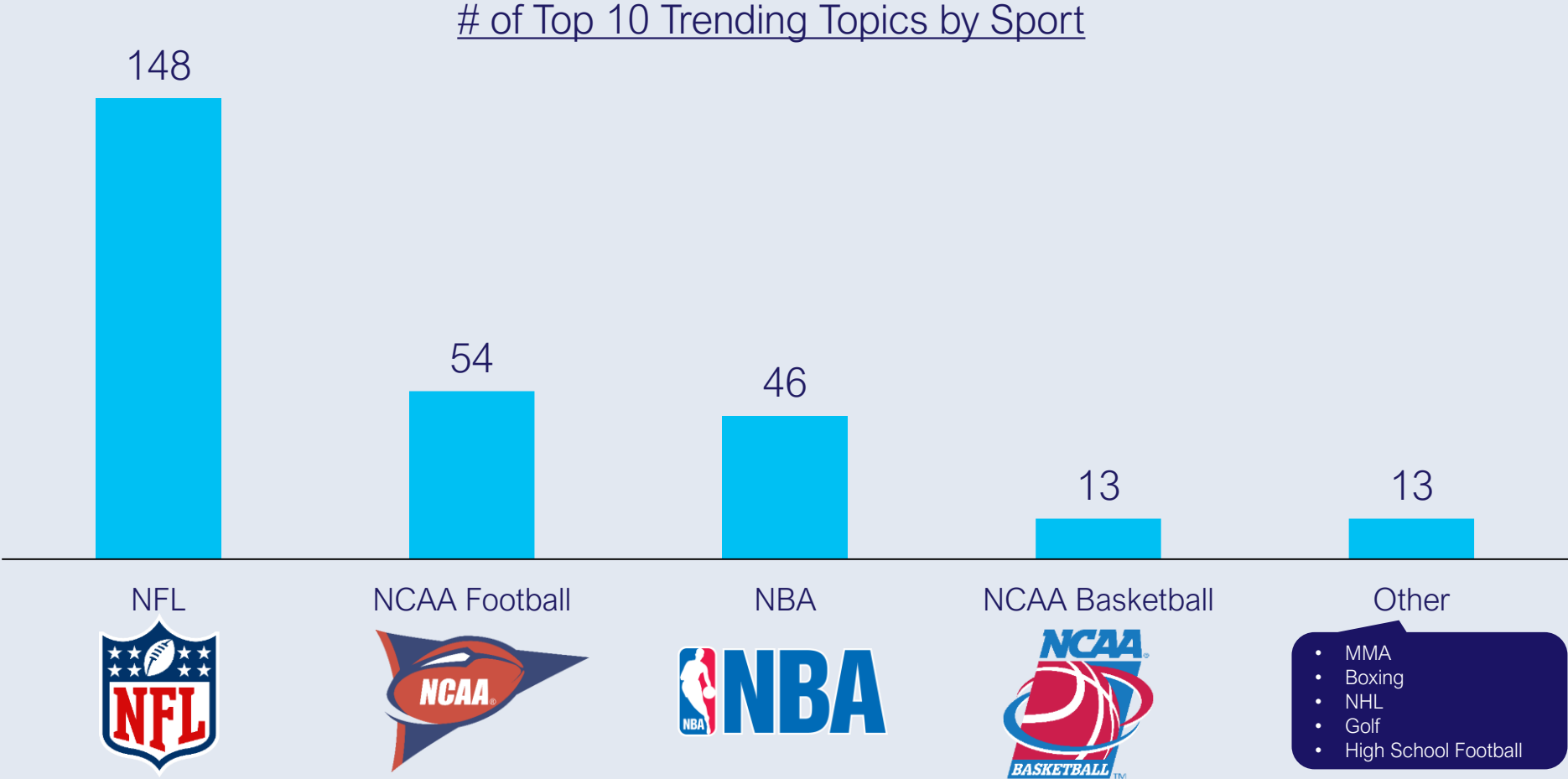
News (5)

#DemDebate
#DemocraticDebate
#ImpeachmentDay
#impeachmentDebate
#ImpeachmentVote

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 (11/28/2019 – 12/25/2019). Results include both 'direct' and 'related' topics.

Football gamedays, both NFL and college, generated heavy social chatter during the four-week analysis

▶ 274 separate sports TV topics trended in the top 10; an average of 10 topics each 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 (11/28/2019 – 12/25/2019). Results include both 'direct' and 'related' topics. Topics include direct program hashtags as well as sports TV-related topics tied to athletes, teams and game references. The 274 sports TV topics includes duplication for similar topics trending in different games on different nights (ex. 'Cowboys').

Beyond ad-supported TV and premium video, the balance of trending topics were mainly music related or organic Twitter hashtags related to either current events, the holidays or random fun like you see below

Organic Twitter Trending Topics



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 (11/28/2019 – 12/25/2019).

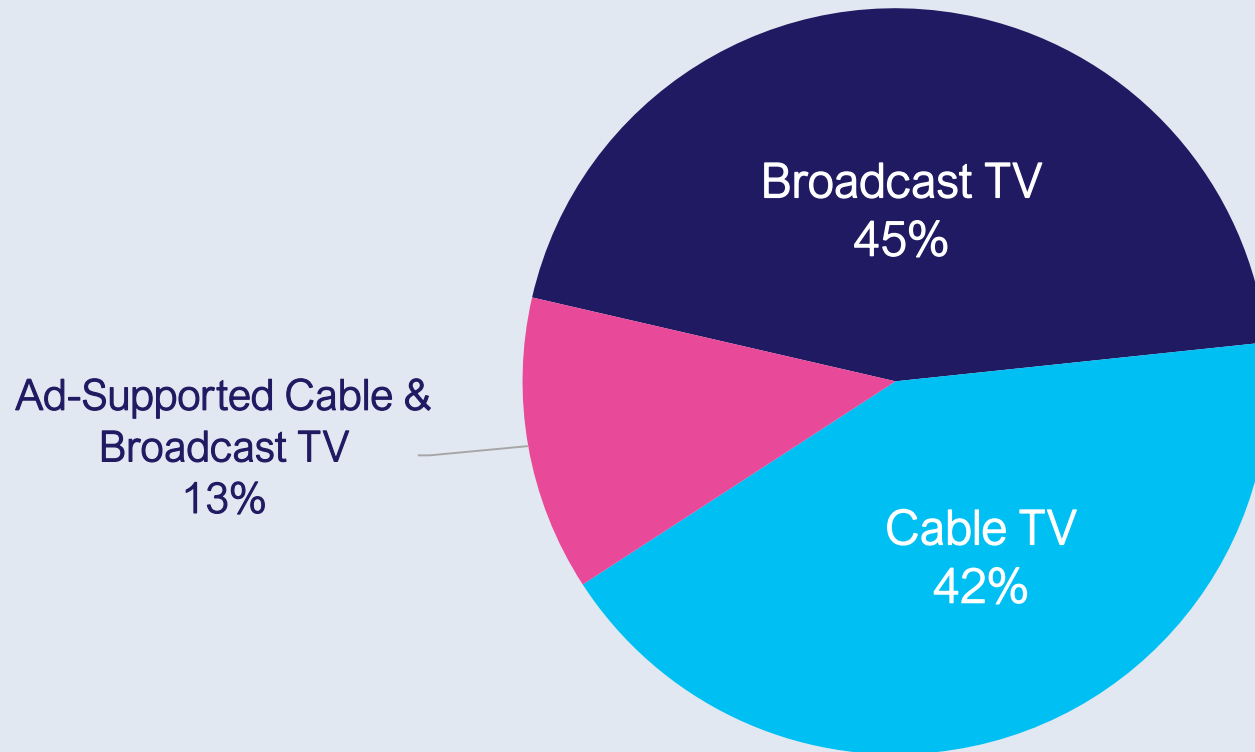
Members Exclusive Section

A Deeper Look At The Ad-Supported TV
Mix



In total, **55%** of the top 10 trending Twitter TV topics involved programming that aired on ad-supported cable TV

% Breakout of Unique Ad-Supported TV Topics by Medium
Four-Week Time Period

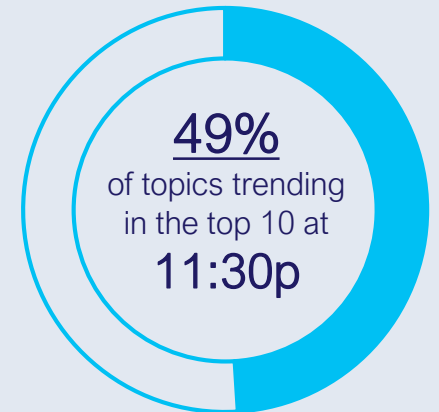
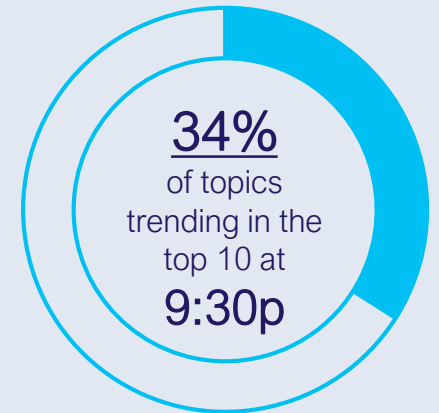
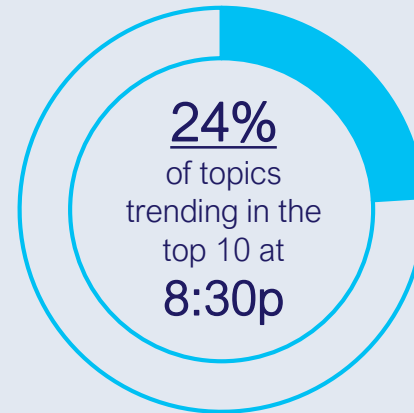
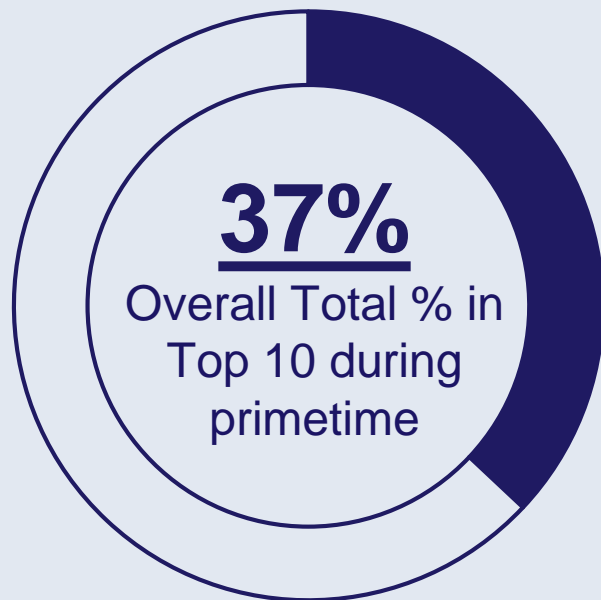


*Ad-supported Cable & Broadcast TV topics involve programs that were mentioned or aired on various networks such as popular news events and NFL Thursday Night Football

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 (11/28/2019 – 12/25/2019). Results include both 'direct' and 'related' topics.

Ad-supported TV accounted for 4 of the top 10 Twitter trending topics throughout the four-week primetime 4Q holiday time period

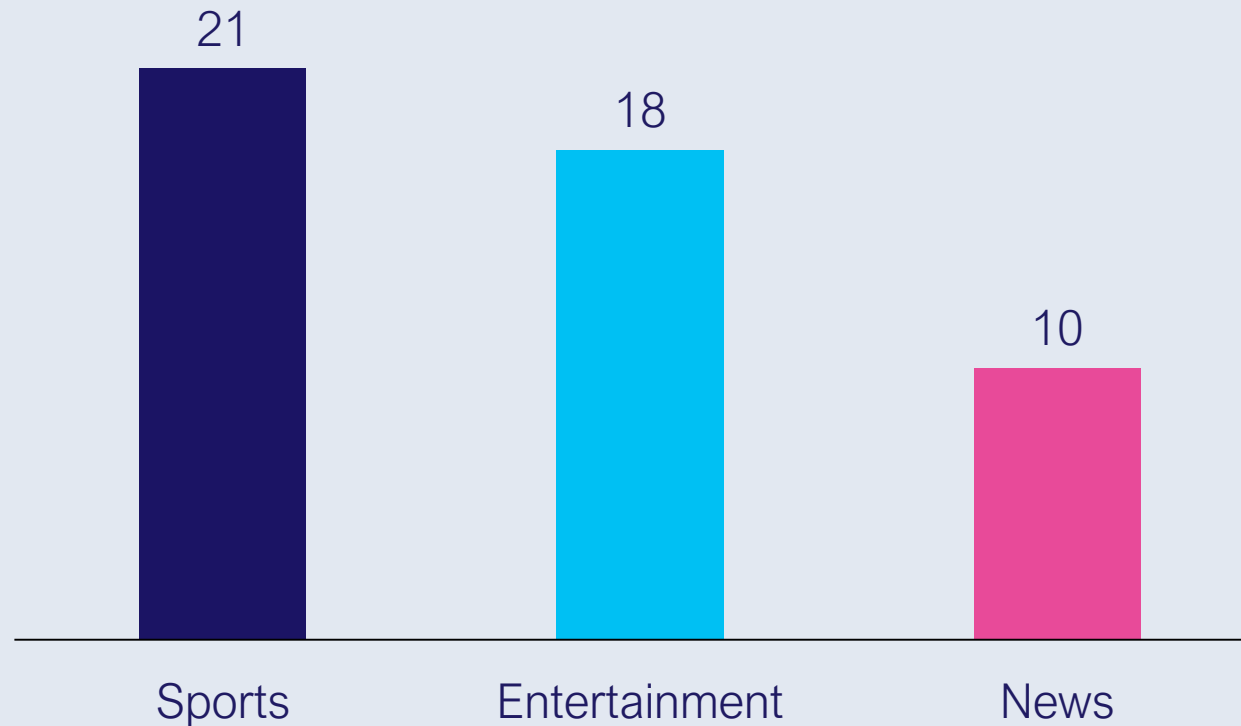
% of Ad-Supported Cable TV Topics in the Top 10 During Primetime



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 (11/28/2019 – 12/25/2019). Results include both 'direct' and 'related' topics. Percentages include programming that aired on both cable and broadcast TV such as NFL Thursday Night Football and televised news events that were covered by multiple TV networks.

At least one cable TV sporting event had a topic trend in the Top 10 on **75%** of nights; entertainment shows on **64%** of nights

of Nights When Ad-Supported Cable TV Programming Trended in Top 10 Topics by Genre
Four-Week Time Period

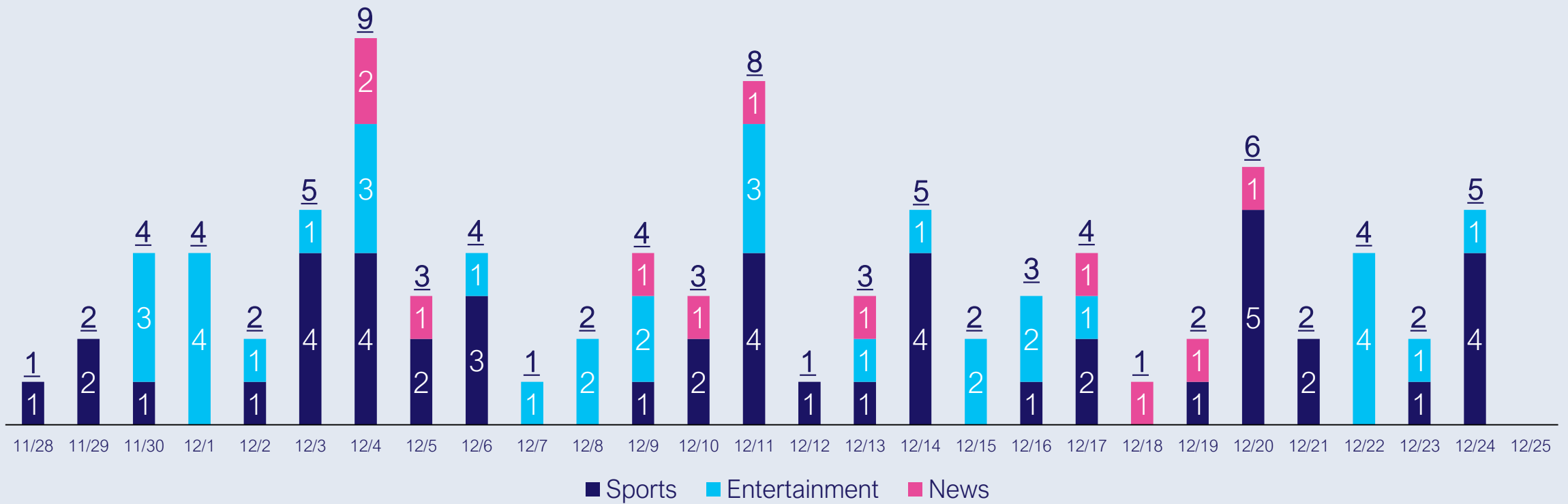


Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:30p, 9:30p, 10:30p, 11:30p) aggregated during 4-week time period (11/28/2019 – 12/25/2019). Results include both 'direct' and 'related' topics. Chart includes programming that aired on both cable and broadcast TV such as NFL Thursday Night Football and televised news events that were covered by multiple TV networks.

Ad-supported cable TV programming trended in the top 10 on **27 out of 28 nights** during the analysis

▶ On average, **three** different ad-supported cable TV programs trended in the top 10 during each night

of Cable TV Programs Trending in the Top 10 Each 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 (11/28/2019 – 12/25/2019). Results include both 'direct' and 'related' topics. Chart includes programming that aired on both cable and broadcast TV such as NFL Thursday Night Football and televised news events that were covered by multiple TV networks.