How “Live” TV Drives Online Conversations Into The Summer
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#TVisSOCIAL #Ep2 😎😎
From The Fall Through The Summer, Ad-Supported TV Continues To Dominate The Online Social Conversation

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

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

• Ad-Supported TV accounted for two-thirds (67%) of the top 10 trending Twitter topics
  • Televised football games, both NFL and college, are such a driver of social conversation that a slight decline from the 79% share seen in the Fall was expected due to their absence in the second quarter

• Even without football, Televised Sports remain a key driver of social conversation
  • While the # of separate topics (games, teams, athletes) trending were lower in Summer vs. Fall, sports TV programming continues to trend every night, buoyed by the exciting NBA & NHL playoffs and nightly MLB action

• Many more Entertainment Shows trended than in the Fall
  • Between season finales and the launch of summer programming, people talked about a lot of TV shows (83 shows trended vs. 53 during the Fall) and made greater use of program/event hashtags (42% of topics vs. 36% in Fall)

• Other content trended, but nothing comes close to the dominance of Ad-Supported TV
  • While 83 ad-supported entertainment TV shows trended, every other platform only had a handful of trending content / programs - Pay-TV (8), Netflix (3), YouTube (2), PPV (1), Snapchat (1), Twitch (1), Facebook Live (1)

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

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

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

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

51 Ad-Supported TV-Related Topics Trended #1

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

128 TV Program-Related Hashtags Trended In Top 10

Over 52 Networks Had a Program Trend In The Top 10

Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:30p, 9:30p, 10:30p, 11:30p) during 4-week time period (5/15/2017 - 6/11/2017).
How “Live” TV Drives Social Engagement
“Live” Ad-Supported TV Content Fosters Emotional Connections That Lead To Social Engagement

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

Why?
• Because TV consistently creates and captures moments that are exciting, entertaining, humorous, enlightening, uplifting, aspirational, inspirational and educational...moments that people almost immediately share and talk about online.

• Also, in addition to providing pure escapism, TV delivers engaging content centered on real-life themes that viewers can relate to...these shared experiences often lead viewers to take action by participating in online conversations.

<table>
<thead>
<tr>
<th>Family &amp; Friends</th>
<th>Escapism</th>
<th>Competition</th>
<th>Inspirational</th>
</tr>
</thead>
<tbody>
<tr>
<td>Empire</td>
<td>T.I. &amp; TINY</td>
<td>Arrow</td>
<td>Yanla</td>
</tr>
<tr>
<td>Grey’s Anatomy</td>
<td>Fear The Walking Dead</td>
<td>Beat Shazan</td>
<td>Fix my Life</td>
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<tr>
<td></td>
<td>The Family Hustle</td>
<td>Survivor</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Dancing with the Stars</td>
<td>Informational</td>
</tr>
</tbody>
</table>

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Ad-Supported TV Also Captures & Creates Society’s “Big Moments” Which Are Further Amplified On Social Media

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

**Sports**
- **Pittsburgh Penguins defeat Nashville to become back-to-back Stanley Cup Champions**
- **Golden State Warriors battle the Cleveland Cavaliers in a third consecutive NBA Finals**
- **Washington Nationals’ Bryce Harper storms the mound after getting hit by a pitch**

**Entertainment**
- **Rashad Jennings & Emma Slater win Dancing With the Stars in style**
- **Drake breaks the record for most wins at the Billboard Music Awards**
- **Empire’s explosively shocking season finale**
- **Ashhton Kutcher firing up Nashville with a catfish mic-drop at the CMT Awards**

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Overall, The Vast Majority Of People’s Total Television Viewing Continues To Be Done “Live”

Television Viewing: % “Live” vs. “Time-Shifted”

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Live</th>
<th>Time-Shifted</th>
</tr>
</thead>
<tbody>
<tr>
<td>P18+</td>
<td>83%</td>
<td>17%</td>
</tr>
<tr>
<td>P18-24</td>
<td>82%</td>
<td>18%</td>
</tr>
<tr>
<td>P18-34</td>
<td>79%</td>
<td>21%</td>
</tr>
<tr>
<td>P18-49</td>
<td>78%</td>
<td>22%</td>
</tr>
</tbody>
</table>

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

• Twitter is one of today’s most popular communication tools and their brand positioning - “See What’s Happening” - reflects a platform that’s built around what’s happening in the world and what people are talking about right now.

• “Live” TV, specifically, is an important fixture in people’s everyday lives and nowhere is this more evident than the conversations seen on Twitter.

Twitter Users Who Are TV “Superfans”*

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

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

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

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

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

Source: Twitter proprietary study in partnership with Vizeum and Dentsu Aegis Network using “Twitter Insiders,” an online research community of approx. 7,000 users; January 2017.
Millennials Account For A Majority Of Total Time Spent On Twitter, A Popular Online “Meeting Place” To Discuss Current Topics

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

**Twitter Usage**

**User Profile By Age**

- 35-44: 18%
- 25-34: 22%
- 45-54: 17%
- 18-24: 17%
- 55-64: 17%
- 65+: 7%

**Total Minutes Spent By Age**

- 18-34: 39% (165 index vs. U.S. Pop)
- 35-44: 17%
- 25-34: 24%
- 45-54: 14%
- 55-64: 9%
- 65+: 5%
- 18-24: 30%
- 13-17: 2%
- 2-12: 1%
- 65+: 1%

**Source:** comScore, mediametrix multiplatform, June 2017. Nielsen 2016-2017 Universe Estimate for A18-34 population comparison.
Top Trending Topics Analysis
Quantifying How Much Ad-Supported TV Drives Online Social Conversation

• To quantify the important role that TV plays in people’s lives, we analyzed the impact of TV programming on the top 10 trending Twitter topics over a four week time period leading into, and covering the first part of, the summer season
  • Monday, May 15th, 2017 - Sunday, June 11th, 2017

• Since trending topics are everchanging and a slight lag time typically exists for topics to start trending, we monitored four “points in time” each night to capture what people are talking about online throughout the evening
  • 8:30p, 9:30p, 10:30p, 11:30p

• Geography reflects United States-based Twitter trending data while ad-supported TV topics were grouped into two types:
  • Direct: specific hashtags of televised entertainment shows, sports events or news programming
  • Related: topics associated with specific TV programming including athletes, general team hashtags, collegiate school mentions (school & nicknames for football & basketball), show characters, celebrity personalities, and specific TV-related news references

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

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

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

**May - Pre-Memorial Day Weekend**
*(May 15th - May 25th)*

- Ad-Supported TV Topic: 68%
- Other: 32%

**Memorial Day Weekend - June**
*(May 26th - June 11th)*

- Ad-Supported TV Topic: 66%
- Other: 34%

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


Results include both “direct” and “related” TV topics.
Overall, Ad-Supported TV Accounted For Nearly **7 Of The Top 10** Trending Twitter Topics Through The Four-Week Time Period

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

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Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:30p, 9:30p, 10:30p, 11:30p) aggregated during 4-week time period (5/15/2017 - 6/11/2017). Results include both “direct” and “related” TV topics.
At Least Half Of The Top 10 Trending Topics *On Any Night* Were Based on Ad-Supported TV Content

<table>
<thead>
<tr>
<th></th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>81%</td>
<td>69%</td>
<td>66%</td>
<td>68%</td>
<td>51%</td>
<td>56%</td>
<td>78%</td>
</tr>
<tr>
<td>8:30p</td>
<td>65%</td>
<td>48%</td>
<td>40%</td>
<td>38%</td>
<td>35%</td>
<td>48%</td>
<td>78%</td>
</tr>
<tr>
<td>9:30p</td>
<td>85%</td>
<td>73%</td>
<td>68%</td>
<td>75%</td>
<td>55%</td>
<td>55%</td>
<td>80%</td>
</tr>
<tr>
<td>10:30p</td>
<td>85%</td>
<td>80%</td>
<td>80%</td>
<td>80%</td>
<td>58%</td>
<td>68%</td>
<td>80%</td>
</tr>
<tr>
<td>11:30p</td>
<td>88%</td>
<td>75%</td>
<td>78%</td>
<td>78%</td>
<td>58%</td>
<td>55%</td>
<td>73%</td>
</tr>
</tbody>
</table>

Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:30p, 9:30p, 10:30p, 11:30p) during 4-week time period (5/15/2017 - 6/11/2017). Reflects four week average by day and time. Results include both “direct” and “related” TV topics.
At Least One Sporting Event & Entertainment Program Had A Related Topic Trend In The Top 10 *Each Night*

Four-Week Time Period

<table>
<thead>
<tr>
<th>Genre</th>
<th># of Nights Ad-Supported TV Programming Trended In Top 10 Topics By Genre</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sports</td>
<td>28</td>
</tr>
<tr>
<td>Entertainment</td>
<td>28</td>
</tr>
<tr>
<td>News</td>
<td>11</td>
</tr>
</tbody>
</table>

Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:30p, 9:30p, 10:30p, 11:30p) during 4-week time period (5/15/2017 - 6/11/2017). Results include both “direct” and “related” TV topics.
In Fact, **51** Different Ad-Supported TV Topics Trended #1 During Primetime Over The Four-Week Time Period

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

### Top Twitter Trending TV Topics By Night

**Monday**
- 8:30p: #LHHATL (#1)
- 9:30p: #NCIS (#1)
- 10:30p: #Empire (#1)
- 11:30p: #FamilyHustle (#1)

**Tuesday**
- 8:30p: #NCIS (#1)
- 9:30p: #Game7 (#1)
- 10:30p: #StateOfBlackAmerica (#1)
- 11:30p: #SuperHeroHistory (@Midnight) (#1)

**Wednesday**
- 8:30p: #Empire (#1)
- 9:30p: #Scandal (#1)
- 10:30p: #Scandal (#1)
- 11:30p: #FamilyHustle (#1)

**Thursday**
- 8:30p: #Grey's Anatomy (#1)
- 9:30p: #Scandal (#1)
- 10:30p: #Scandal (#1)
- 11:30p: #FamilyHustle (#1)

**Friday**
- 8:30p: #DragRace (#1)
- 9:30p: #FamilyHustle (#1)
- 10:30p: #FamilyHustle (#1)
- 11:30p: #FamilyHustle (#1)

**Saturday**
- 8:30p: #BBMAs (#1)
- 9:30p: #BBMAs (#1)
- 10:30p: #BBMAs (#1)
- 11:30p: #BBMAs (#1)

**Sunday**
- 8:30p: #LHHATL (#1)
- 9:30p: #Game7 (#1)
- 10:30p: #Empire (#1)
- 11:30p: #Empire (#1)

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Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:30p, 9:30p, 10:30p, 11:30p) during 4-week time period (4/15/2017 - 5/11/2017. Results include both “direct” and “related” TV topics. Non #1 Gray highlighted days reflect the highest trending TV topic for that evening. Overall rank in parentheses. LHHATL = Lop & Hip Hop: Atlanta; BBMAs = Billboard Music Awards.
On Average, Over **Eight** Different Ad-Supported TV Programs Tended In The Top 10 At Some Point During Each Night

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

![Bar Chart showing the number of TV programs trending in the top 10 during each night from 15-May to 11-Jun. The chart includes data for both "direct" and "related" TV topics. In aggregate, 234 TV program episodes (includes multiple shows / games of same program) trended in the top 10 over the time period.]

Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:30p, 9:30p, 10:30p, 11:30p) during 4-week time period (5/15-2017 - 6/11/2017). Results include both "direct" and "related" TV topics. In aggregate, 234 TV program episodes (includes multiple shows / games of same program) trended in the top 10 over the time period.
Many Programs Trended Each Night During Both The End Of The TV Season And In The Post-Memorial Day Summer Period

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

Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:30p, 9:30p, 10:30p, 11:30p) during 4-week period (5/15-2017 - 6/11/2017). Results include both “direct” and “related” TV topics.
Several Ad-Supported TV Shows & Sports “Own” Specific Nights Of The Week

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

<table>
<thead>
<tr>
<th>Monday</th>
<th>Tuesday</th>
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<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td>MONDAY NIGHT RAW</td>
<td>SNACK DOWN</td>
<td>The Real Housewives of New York City</td>
<td>GROWING UP HIP HOP ATLANTA</td>
<td>RuPaul Drag Race</td>
<td>Iyanla fix my LIFE</td>
<td>MLS</td>
</tr>
<tr>
<td>The Bachelorette</td>
<td>Brooklyn Nine-Nine</td>
<td>midnight</td>
<td>midnight</td>
<td>Major League Baseball</td>
<td>Major League Baseball</td>
<td>Major League Baseball</td>
</tr>
<tr>
<td>LOVE HIP HOP ATLANTA</td>
<td>PRISON BREAK</td>
<td>MAJOR LEAGUE BASEBALL</td>
<td>MAJOR LEAGUE BASEBALL</td>
<td>MAJOR LEAGUE BASEBALL</td>
<td>MAJOR LEAGUE BASEBALL</td>
<td>MAJOR LEAGUE BASEBALL</td>
</tr>
<tr>
<td>BASKETBALL WIVES LA</td>
<td>STANLEY CUP PLAYOFFS</td>
<td>STANLEY CUP PLAYOFFS</td>
<td>STANLEY CUP PLAYOFFS</td>
<td>STANLEY CUP PLAYOFFS</td>
<td>STANLEY CUP PLAYOFFS</td>
<td>STANLEY CUP PLAYOFFS</td>
</tr>
</tbody>
</table>

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

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

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

- Entertainment: 40%
- Sports: 56%
- News: 4%

Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:30p, 9:30p, 10:30p, 11:30p) aggregated during 4-week time period (5/15/2017 - 6/11/2017). Results include both “direct” and “related” TV topics.
TV Sports Social Conversations Split Evenly Across Weeknights and Weekends, While TV Entertainment Skewed Towards The Weeknights

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

**ENTERTAINMENT**
- Mon-Thurs: 76%
- Fri-Sun: 24%

**SPORTS**
- Mon-Thurs: 51%
- Fri-Sun: 49%

**NEWS**
- Mon-Thurs: 86%
- Fri-Sun: 14%

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

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

Trending TV Topics By Type

Related 58%

Direct 42%

“Direct” Examples:
Entertainment
#TheBachelorette
#PLLendGame
#DragRace
#LHHATL
#Arrow
#LivePD
#FixMyLife
#PrisonBreak
#BasketballWives
#Empire

Sports
#NBAFinals
#AllStarRace
#UFCAuckland
#StanleyCupFinal
#USAvMEX
#Preds
#USMNT
#CAVSvCeltics
#Preds

News
#StateOfBlackAmerica
#Hardball
#PelosiTownHall
#Maddow

“Related” Examples:

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

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

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

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

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

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

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

**Genre % Breakout of Program Hashtags (“Direct”)**
- Entertainment: 70%
- Sports: 24%
- News: 6%

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

#TVisSOCIAL #Ep2 😎 😎
Programming From **Over 52 Networks** Were Top 10 Trending Topics During The Four-Week Primetime Analysis

**Entertainment (27)**

**Sports (28+)**

**News (7)**

### National Networks (18)

- WGN America
- VH1
- FOX
- CBS
- TBS
- FX
- USA
- FX
- E!
- TNT
- Syfy
- BBC America
- TV One
- Ovation
- Cartoon Network
- CMT
- Freeform
- Bravo
- A&E
- AMC

### Regional Networks (10+)

- ESPn
- ESPN2
- TNT
- ESPn3
- NCAA
- Fox
- MLS
- NBC
- FOX Sports
- Root Sports
- SportsNet
- SNY

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

#TVisSOCIAL #Ep2 😎😎
Over 126 TV Programs Tended In The Top 10 During The Four Week Primetime Analysis

Entertainment (83)

Sports (31+)

News (12+)

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

#TVisSOCIAL #Ep2 😎😎
When It Comes To Entertainment Content, Nothing Else Gets People Talking Online Like Ad-Supported TV Programs

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

### Four-Week Time Period

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

<table>
<thead>
<tr>
<th>Platform</th>
<th># of Top 10 Trends</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad-Supported TV</td>
<td>83</td>
</tr>
<tr>
<td>Pay-TV (HBO, Showtime, Starz)</td>
<td>8</td>
</tr>
<tr>
<td>Music</td>
<td>8</td>
</tr>
<tr>
<td>Movies</td>
<td>5</td>
</tr>
<tr>
<td>Video Games</td>
<td>5</td>
</tr>
<tr>
<td>Other SVOD</td>
<td>4</td>
</tr>
<tr>
<td>Netflix</td>
<td>3</td>
</tr>
<tr>
<td>YouTube</td>
<td>2</td>
</tr>
<tr>
<td>PPV</td>
<td>2</td>
</tr>
<tr>
<td>Online Radio</td>
<td>2</td>
</tr>
<tr>
<td>Other Streaming</td>
<td>2</td>
</tr>
<tr>
<td>Snapchat</td>
<td>1</td>
</tr>
<tr>
<td>Twitch</td>
<td>1</td>
</tr>
<tr>
<td>Facebook Live</td>
<td>1</td>
</tr>
<tr>
<td>Radio</td>
<td>1</td>
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</tbody>
</table>

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

Four-Week Time Period

# of Top 10 Trending Entertainment Programs / Content By Platform

- Pay-TV: 8 (6%)
- Music: 8 (6%)
- Movies: 5 (4%)
- Video Games: 5 (4%)
- Other SVOD: 4 (3%)
- Netflix: 3 (2%)
- YouTube: 2 (2%)
- PPV: 2 (2%)
- Online Radio: 3 (3%)
- Other Streaming: 2 (2%)
- Snapchat: 1 (1%)
- Twitch: 1 (1%)
- Facebook Live: 1 (1%)
- Radio: 1 (1%)

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

Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:30p, 9:30p, 10:30p, 11:30p) during 4-week time period (5/15/2017 - 6/11/2017). Based on unique program counts. For the purposes of this chart, “program / content” is an all-encompassing definition for individual pieces of content on each platform (albums & singles for music, video games, channel on YouTube, live streaming and/or personality on a social media platform, etc.).
Reflecting Their High Level Of Program Engagement, People Also Heavily “Talk” About Show Characters Online As Well

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

<table>
<thead>
<tr>
<th>Trending Program Hashtags</th>
<th>Trending Program-Related Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>#BasketballWives</td>
<td>“Malaysia”</td>
</tr>
<tr>
<td>#DWTS</td>
<td>“Tami”</td>
</tr>
<tr>
<td>#Empire</td>
<td>#TeamValMani (Normani Kordei &amp; Val Chmerkovskiy)</td>
</tr>
<tr>
<td>#Scandal</td>
<td>“Lucious”</td>
</tr>
<tr>
<td>#FamilyHustle</td>
<td>“Maya Pope”</td>
</tr>
<tr>
<td></td>
<td>“Olivia Pope”</td>
</tr>
<tr>
<td></td>
<td>“Toya”</td>
</tr>
<tr>
<td></td>
<td>“Tamar”</td>
</tr>
</tbody>
</table>

Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:30p, 9:30p, 10:30p, 11:30p) during 4-week time period (5/15/2017 - 6/11/2017). Results include both “direct” and “related” TV topics.
All Major Sports That Are “In-Season” Feature Several Games Or Events With Heavy Social Chatter

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

**Four-Week Time Period**

# of Top 10 Trending Topics By Sport

<table>
<thead>
<tr>
<th>Sport</th>
<th># of Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>NBA</td>
<td>78</td>
</tr>
<tr>
<td>MLB</td>
<td>59</td>
</tr>
<tr>
<td>NHL</td>
<td>41</td>
</tr>
<tr>
<td>MLS Soccer</td>
<td>11</td>
</tr>
<tr>
<td>USMNT Soccer</td>
<td>10</td>
</tr>
<tr>
<td>NCAA Sports</td>
<td>10</td>
</tr>
<tr>
<td>NASCAR</td>
<td>6</td>
</tr>
<tr>
<td>Int’l Soccer</td>
<td>5</td>
</tr>
<tr>
<td>UFC</td>
<td>4</td>
</tr>
<tr>
<td>Horse Racing</td>
<td>3</td>
</tr>
<tr>
<td>IndyCar</td>
<td>3</td>
</tr>
<tr>
<td>Golf</td>
<td>1</td>
</tr>
</tbody>
</table>

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

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

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

Most “Viral” Athlete By Major Sport

**NBA**
Tristan Thompson
Cleveland Cavaliers

**MLB**
Bryce Harper
Washington Nationals

**NHL**
Pekka Rinne
Nashville Predators

**Men’s Soccer**
Christian Pulisic
USMNT

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

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

- MSNBC 50%
- CNN 33%
- Fox News 17%

Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:30p, 9:30p, 10:30p, 11:30p) during 4-week time period (5/15/2017 - 6/11/2017). Results include both “direct” and “related” TV topics.
When It Comes To Movies, People Can’t Wait To Share Their Excitement Online When They See, Or Read About, Related Content

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

#TVisSOCIAL #Ep2 😎😎
Beyond TV & Cinema, Many Of The Other Trending Topics Were User-Generated Hashtags Focused On Random, Silly Fun

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

Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:30p, 9:30p, 10:30p, 11:30p) during 4-week time period (5/15/2017 – 6/11/2017).
Tweet Cheat Sheet: A One Page Rundown On The Strength Of Ad-Supported TV To Drive Social Conversations

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

<table>
<thead>
<tr>
<th>Metric</th>
<th>Time Period</th>
<th>May-June ’17</th>
<th>Oct-Nov ’16</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>% of Top 10 trending topics that are based on ad-supported TV programming</td>
<td>67%</td>
<td>79%</td>
<td>-12%</td>
</tr>
<tr>
<td></td>
<td>Total # of ad-supported TV topics that trended #1 at some point</td>
<td>51</td>
<td>47</td>
<td>+4</td>
</tr>
<tr>
<td></td>
<td># of nights with a #1 trending ad-supported TV topic</td>
<td>24</td>
<td>24</td>
<td>---</td>
</tr>
<tr>
<td></td>
<td>Total # of unique ad-supported TV topics that trended</td>
<td>365</td>
<td>437</td>
<td>-72</td>
</tr>
<tr>
<td></td>
<td># of “official” ad-supported TV program hashtags that trended</td>
<td>128</td>
<td>107</td>
<td>+21</td>
</tr>
<tr>
<td></td>
<td>% of ad-supported TV trending topics based on a program hashtag (“direct”)</td>
<td>42%</td>
<td>36%</td>
<td>+6%</td>
</tr>
<tr>
<td></td>
<td># of total ad-supported TV programs that trended</td>
<td>126+</td>
<td>97+</td>
<td>+29</td>
</tr>
<tr>
<td></td>
<td># of ad-supported TV networks with at least one program that trended</td>
<td>52+</td>
<td>46+</td>
<td>+6</td>
</tr>
</tbody>
</table>

**Entertainment**

- % of nights an entertainment show trended: Every Night | 26 | +2 |
- Total # of entertainment programs that trended: 83 | 53 | +30 |
- # of unique entertainment TV topics that trended: 130 | 74 | +56 |
- Entertainment % of total ad-supported TV topics: 40% | 25% | -15% |

**Sports**

- % of nights a televised sporting event trended: Every Night | Every Night | --- |
- # of separate sports topics (games, teams, athletes, etc) that trended: 237 | 355 | -118 |
- Sports % of total ad-supported TV topics: 56% | 68% | -12% |

**News**

- # of TV news topics that trended: 18 | 28 | -10 |

**Nightly Averages - based on Top 10 Twitter Trending**

- Average # of ad-supported TV programs that trended: 8 | 7 | +1 |
- Average # of unique ad-supported TV topics that trended: 13 | 15 | -2 |
- Highest # of ad-supported TV programs that trended on an individual night: 19 | 12 | +7 |

Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:30p, 9:30p, 10:30p, 11:30p) during 4-week time period (5/15/2017 - 6/11/2017). Topics can differ from programs because topics also include show characters, athletes, team mentions of a televised event, etc. comScore, mediametrix multiplatform, June 2017.

“Oct - Nov ’16” comparison is based on The VAB’s “#TVisSocial: How “Live” TV Sparks Continuous Online Conversations” report, released 2/2/2017, which monitored Twitter trending data between 10/10/2016 - 11/6/2016.

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

First Report - #TVisSocial

#TVisSOCIAL #Ep2 😎😎
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