

Social TV:



Top 20 Programs By the Numbers

Q1 2013



Activity is measured by Trendrr across Twitter, Facebook, GetGlue and Viggle

Top 20 TV Programs Total Activity

OVER 90 MILLION

2nd screen social interactions in Q1



CABLE DOMINATES THE DIALOGUE

7 OUT OF 10

Social TV Conversations

Were About Cable Programs
(Primetime)



Ad-Supported Cable: 76% (69,927,743) Broadcast: 22% (20,349,956) Pay: 1% (1,200,638)

Three-quarter of the Cable comments

REFLECTED POSITIVE SENTIMENT

about the program



Ad-Supported Cable: 73%
Broadcast: 26%
Pay: 1%

Ad-Supported Cable programs

GENERATED 4X MORE

social TV buzz per thousand than Broadcast in Primetime

Activity by Source:



13 of the top 20 most buzzed about Primetime programs were on Ad-Supported Cable

7 out of the top 10 most buzzed about Primetime programs were on Ad-Supported Cable

Top 5 Buzzed About Ad-Supported Cable Primetime programs:



10 different

CABLE NETWORKS

ranked among the top 20 programs



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Source: CAB analysis of Q1 Trendrr data; Spanish programming, specials, SuperBowl excluded