

Social TV:



Top 20 Programs By the Numbers

Q3 2013



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

Cable Programs Ranked #1
11 OUT OF 13 WEEKS
in the Third Quarter of 2013

(Q3 Primetime)



CABLE DOMINATES THE DIALOGUE

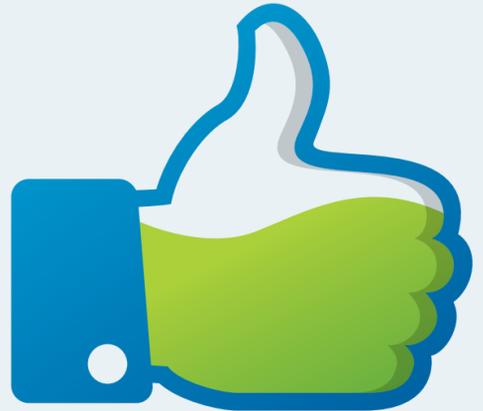
7 OUT OF 10
Social TV Conversations
Were About Cable Programs
(Primetime)



Ad-Supported Cable: **69%** (62,061,772) Broadcast: **30%** (26,769,330) Pay: **2%** (1,747,660)

Approximately 70% of the Cable comments

REFLECTED
POSITIVE
SENTIMENT
about the program



Ad-Supported Cable: **69%**
Broadcast: **30%**
Pay: **1%**

Ad-Supported Cable programs

GENERATED
3X
MORE
social TV buzz per thousand
than Broadcast in Primetime

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

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

Top 5 Buzzed About Ad-Supported Cable Primetime programs:



Breaking Bad



Pretty Little Liars



WWE Monday Night Raw
and WWE Smackdown



Teen Wolf



Love & Hip Hop
Atlanta

9 different

CABLE NETWORKS

ranked among the top 20 programs



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Source: CAB analysis of Q3 Trendrr Data; Spanish programming, awards, specials excluded.