

2013

THE YEAR OF CABLE

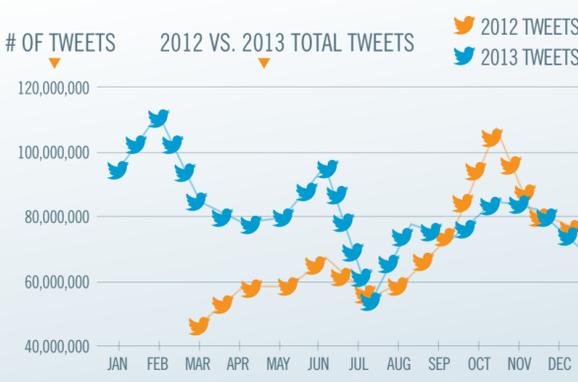


CableNation



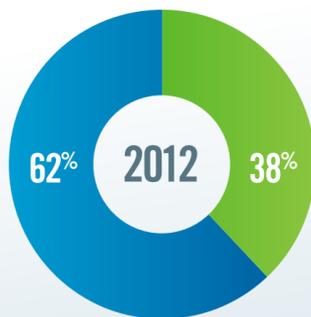
CABLE LIVES OF ADULTS IS 13 BUREAU

CLOSE TO
1 BILLION
PEOPLE
TWEETED ABOUT
TELEVISION IN 2013



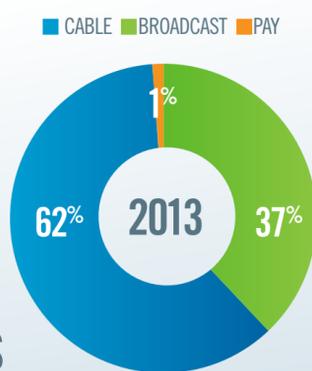
YEARLY TOTAL → 2012: **687,122,809** 2013: **993,068,323**

% OF TOP 20 PRIMETIME BUZZ



CABLE BUZZ

MAINTAINS A STRONG
ADVANTAGE OVER
BROADCAST PROGRAMS
QUARTER TO QUARTER, YEAR TO YEAR



NEARLY
2/3 OF TWEETED
ABOUT PROGRAMS
ARE FROM
AD-SUPPORTED
CABLE

2013 ANALYSIS OF THE
TOP 20 SOCIAL BUZZ PROGRAMS



6 OUT OF 10
SOCIAL TV CONVERSATIONS IN 2013
WERE ABOUT CABLE PROGRAMS

AD-SUPPORTED CABLE
% OF TOTAL TWEETS **63%**
% OF UNIQUE AUTHORS **68%**

PRIME-TIME

BROADCAST
% OF TOTAL TWEETS **37%**
% OF UNIQUE AUTHORS **32%**

SOCIAL TV BUZZ VS. PREMIUM PRICED
BROADCAST PRIMETIME PROGRAMS

BROADCAST PROGRAM RATINGS
DON'T DRAW A
PARALLEL
TO HIGHER SOCIAL BUZZ

Of the Top 20
Nielsen rated
Broadcast shows,
only 3 programs
ranked in the Top
20 for Social Buzz
in 2013

ALMOST
HALF
OF THE TOP 20 BROADCAST PROGRAMS
FALL OUTSIDE
OF THE TOP 250 BUZZED ABOUT SHOWS



TOP 20 RATED BROADCAST PROGRAMS

Network	Program	A18-49 C3 Rank	Social Buzz Rank
NBC	The Voice	1	6
FOX	American Idol	2	11
CBS	The Big Bang Theory	3	129
NBC	The Blacklist	4	Not Ranked
FOX	The Following	5	Not Ranked
FOX	Family Guy	6	101
ABC	Grey's Anatomy	7	61
CBS	Under the Dome	8	Not Ranked
NBC	Scandal	9	12
ABC	Marvel Agents of S.H.I.E.L.D.	10	Not Ranked
FOX	Sleepy Hollow	11	Not Ranked
ABC	Modern Family	12	190
CBS	The Millers	13	Not Ranked
NBC	America's Got Talent	14	54
FOX	The Simpsons	15	180
ABC	The Bachelor	16	33
CBS	The Crazy Ones	17	Not Ranked
CBS	Two and a Half Men	18	Not Ranked
FOX	American Dad	19	Not Ranked
CBS	Survivor	20	141

CABLE PROGRAMS WERE
THE #1 PROGRAM IN
37 OF 52
WEEKS

2013

1st Quarter **11 of 13 weeks**
2nd Quarter **8 of 13 weeks**
3rd Quarter **11 of 13 weeks**
4th Quarter **7 of 13 weeks**

#1 Cable Programs
by Quarter

CABLE'S DIVERSITY OF SOCIAL BUZZ CONTENT
IS DISPLAYED ACROSS NETWORKS AND PROGRAMS IN 2013

TOP 10 CABLE NETWORKS IN 2013



TOP 10 CABLE PROGRAMS IN 2013

- NBA on TNT
- NBA on ESPN
- Pretty Little Liars
- Walking Dead
- WWE RAW
- Love Hip Hop Atlanta
- Monday Night Football
- Catfish
- Duck Dynasty
- Teen Wolf

MORE 2013 SOCIAL TV STATS...

45% INCREASE
IN THE AMOUNT
OF TELEVISION
RELATED TWEETS
FROM 2012 TO 2013



11 DIFFERENT
CABLE NETWORKS
RANKED AMONG
THE TOP 20



66 PERCENT
OF THE
TOP TEN
MOST TWEETED ABOUT
PRIMETIME PROGRAMS WERE
ON AD-SUPPORTED CABLE



CableNation

Source: Social Guide

For more information visit us online: thecab.tv



Follow us: @cablenation



Like us: facebook.com/thecabtv