



CableNation

Cable Stays Hot in Winter Social Buzz Rankings

6 out of 10 Social TV conversations were created by Unique Authors

4th Quarter Analysis –Top 20 Social Buzz Programs

More than Half of social TV conversations in Q4 were about Cable programs

	Total Tweets	Unique Authors	% of Unique Authors
Ad - Supported Cable:	32,570,845	9,915,737	64%
Broadcast:	28,095,789	5,459,223	36%

Note: Per Social Guide, a Unique Author is a unique Twitter account that has sent at least 1 Tweet about a TV episode within the reported time frame.

Primetime

Cable's diversity is evident across Networks and Programs.

Top 5 Q4 Primetime Programs

(# of Total Tweets)



(6,227,970)



(2,239,481)



(3,879,782)

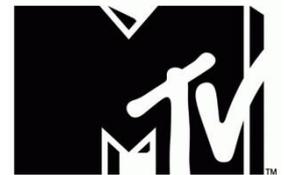


(4,764,567)



(4,726,868)

Top 5 Q4 Primetime Networks



Of the Top 20 programs, there are:

- 12 Cable Shows
- 10 Different Cable Networks

By and Large, Broadcast Program Ratings Don't Correlate to Higher Social Buzz

Social TV Buzz vs. Premium Priced Broadcast Primetime Programs

Of the Top 20 Nielsen rated Broadcast shows, only 3 programs ranked in the Top 20 for Social Buzz in Q4

Network	Program	A18-49 Rtg. Rank	Social Buzz Rank
CBS	The Big Bang Theory	1	32
NBC	The Voice	2	1
NBC	Blacklist	3	67
ABC	Scandal	4	4
ABC	Modern Family	5	37
ABC	Grey's Anatomy	6	21
CBS	How I Met Your Mother	7	30
CBS	NCIS	8	57
FOX	Family Guy	9	59
FOX	Sleepy Hollow	10	39

Network	Program	A18-49 Rtg. Rank	Social Buzz Rank
ABC	Marvel's Agents of S.H.I.E.L.D	11	40
CBS	The Millers	12	Not Ranked
FOX	The Simpsons	13	105
CBS	Criminal Minds	14	55
CBS	2 Broke Girls	15	Not Ranked
CBS	NCIS: Los Angeles	16	Not Ranked
NBC	Chicago Fire	17	36
CBS	The Crazy Ones	18	Not Ranked
ABC	Once Upon a Time	19	18
CBS	Mike & Molly	20	Not Ranked

Note: Social Guide only ranks top 250 buzzed shows; shows that are not ranked fell below the #250 mark in social buzz.



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