

Social TV:



Top 20 Programs By the Numbers

First Half 2013



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

Cable Programs Ranked #1
16 OUT OF 26 WEEKS
in the first half of 2013

(Q1 + Q2 Primetime)



CABLE DOMINATES THE DIALOGUE

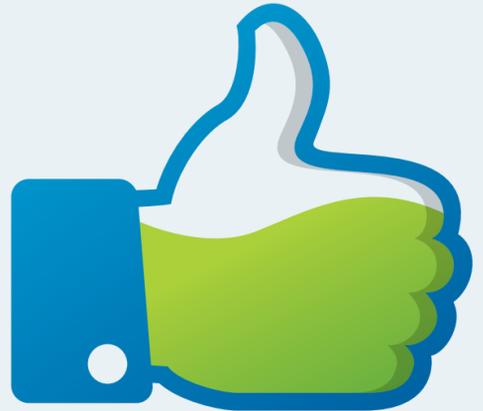
6 OUT OF 10
Social TV Conversations
Were About Cable Programs
(Primetime)



Ad-Supported Cable: **64%** (165,810,895) Broadcast: **34%** (96,017,416) Pay: **2%** (7,053,808)

Over 60% of the Cable comments

REFLECTED POSITIVE SENTIMENT
about the program



Ad-Supported Cable: **64%**
Broadcast: **34%**
Pay: **2%**

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

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

Top 5 Buzzed About Ad-Supported Cable Primetime programs:



The Walking Dead



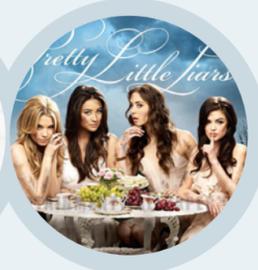
NBA on
TNT / ESPN



WWE Monday
Night Raw



NHL on
NBCSN



Pretty Little Liars

10 different

CABLE NETWORKS

ranked among the top 20 programs



CABLE TELEVISION ADVERTISING BUREAU

For more information visit thecab.tv

Follow us on twitter: [@CableNation](https://twitter.com/CableNation)

Like us on facebook: [facebook.com / thecabtv](https://facebook.com/thecabtv)

Source: CAB analysis of Q1 & Q2 Trendrr Data; Spanish programming, awards, specials, SuperBowl excluded.