



Cable Nation

Summer of Drama: Cable Dominates Broadcast

Cable Dramas Dominate Social Ranking

Of the Top 20 Dramas for the week of June 10th, Cable makes up 82% of Social Activity

Network	Program	Social Buzz Rank	Network	Program	Social Buzz Rank
ABC Family	Pretty Little Liars	1	USA	Burn Notice	11
MTV	Teen Wolf	2	NBC	Hannibal	12
HBO	True Blood	3	TNT	Falling Skies	13
CW	The Vampire Diaries	4	CBS	NCIS	14
ABC Family	Twisted	5	ABC Family	Switched at Birth	15
ABC Family	The Fosters	6	USA	Graceland	16
AMC	Mad Men	7	USA	Necessary Roughness	17
USA	Law & Order: Special Victims Unit	8	USA	Royal Pains	18
CBS	Criminal Minds	9	CBS	CSI: Crime Scene Investigation	19
CW	Supernatural	10	ABC	Mistresses	20

Broadcast Drama Ratings Don't Relate to Higher Social Buzz

Social TV Buzz vs. Premium Priced Broadcast Programs

Of the Top 20 Nielsen rated Broadcast shows, only 7 programs ranked in the Top 20 for Social Buzz the week of June 10th

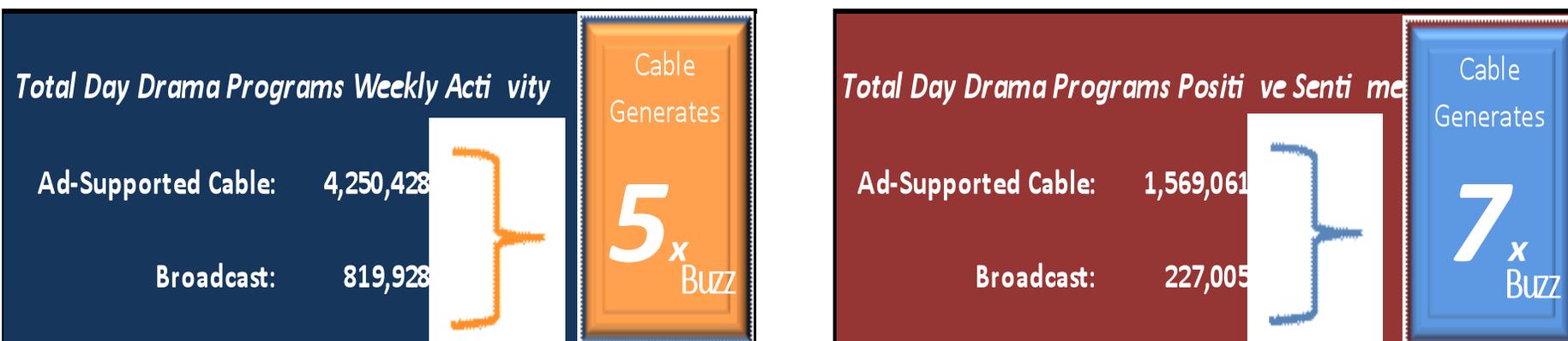
Network	Program	A18-49 Rtg Rank	Social Buzz Rank
ABC	MISTRESSES	1	20
CBS	CSI	2	19
NBC	HANNIBAL	3	12
CBS	CRIMINAL MINDS	4	9
CBS	NCIS	5	14
CBS	NCIS: LOS ANGELES	6	35
CBS	ELEMENTARY	7	47
CBS	PERSON OF INTEREST	8	41
CBS	HAWAII FIVE-0	9	27
CBS	BLUE BLOODS	10	48

Network	Program	A18-49 Rtg Rank	Social Buzz Rank
FOX	BONES	12	22
CBS	MENTALIST, THE	14	33
ABC	ZERO HOUR	16	28
CBS	GOOD WIFE, THE	19	50
FOX	FOLLOWING, THE	21	42
NBC	LAW AND ORDER:SVU	24	8
CW	SUPERNATURAL	28	10
ION	NUMB3RS	30	N/A
CW	VAMPIRE DIARIES	33	4
NBC	CHICAGO FIRE	34	49

The Positive Sentiment of Cable's Drama Programming Speaks Volumes

Of All Dramas for the week of June 10th, Cable makes up 80% of Positive Sentiment

Week of June 10 - All Drama Programming Social Buzz





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