



CableNation

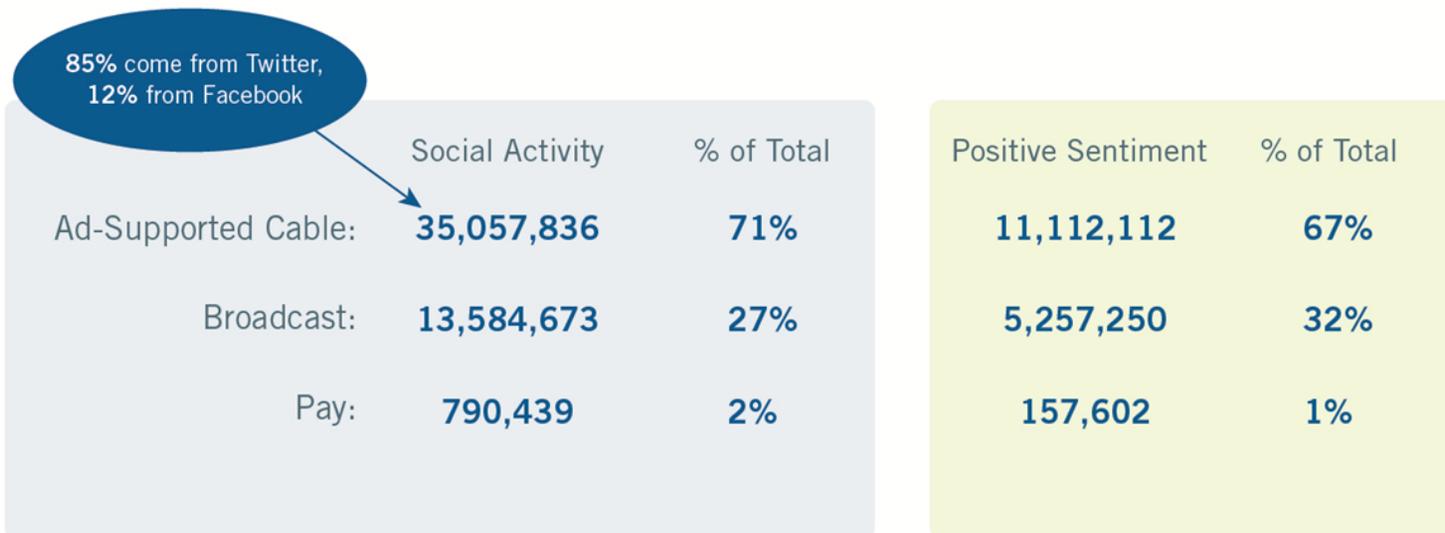
Get out the Brooms; it's a Social TV Sweep



7 out of 10 Social TV conversations were about Ad-Supported Cable programs;

Two-thirds of Cable comments reflected positive sentiment about the program

February 2013 Analysis – Top 20 Social Buzz Primetime Programs

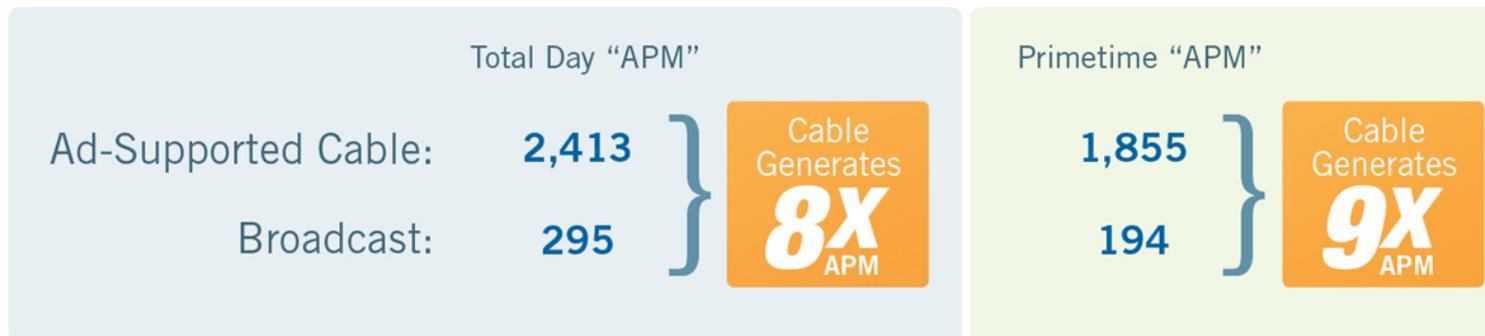


Source: Trendrr; 2/1-2/28, Top 20 Programs ranked by social activity, Specials and Spanish programming excluded

Cable Programming is Also Much More Likely to Generate Social Engagement from Their Audience Than Broadcast

February 2013 Analysis – Top 20 Social Buzz Primetime Programs

Social Buzz “APM” (Activity Per Thousand)



Source: Trendrr; 2/1-2/28, Top 20 Programs ranked by social activity, Specials and Spanish programming excluded, Social buzz Activity per thousand (APM) calculated by total monthly social activity top 20 programs / total P12+ impressions for same shows

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

Social TV Buzz vs. Premium Priced Broadcast Programs

Of the Top 20 Nielsen rated Broadcast shows, only *3 programs* ranked in the Top 20 for Social Buzz the week of February 28th

Network	Program	A18-49 Rtg Rank	Social Buzz Rank
ABC	MODERN FAMILY	1	39
FOX	AMERICAN IDOL	2	3
CBS	NCIS	3	36
CBS	2 BROKE GIRLS	4	83
CBS	HOW I MET YOUR MOTHER	5	46
FOX	FOLLOWING, THE	6	30
CBS	CRIMINAL MINDS	7	32
CBS	NCIS: LOS ANGELES	8	90
ABC	BACHELOR, THE	9	17
FOX	NEW GIRL	10	59

Network	Program	A18-49 Rtg Rank	Social Buzz Rank
CBS	MIKE & MOLLY	11	156
ABC	CASTLE	12	22
ABC	ONCE UPON A TIME	13	55
CBS	SURVIVOR: CARAMOAN	14	69
CBS	RULES OF ENGAGEMENT	15	339
CBS	BIG BANG THEORY, THE	16	14
FOX	BONES	17	52
CBS	CSI	18	48
CBS	AMAZING RACE 22	19	74
NBC	CHICAGO FIRE	20	81

Source: Trendrr; w/o 2/28, Specials and Spanish programming excluded; Nielsen C3 A18-49 rating



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