

# CABLE SPORTS BUZZ

## IS A SLAM DUNK

A COMPREHENSIVE LOOK AT MUTUAL CABLE AND BROADCAST LIVE SPORTS PROGRAMMING

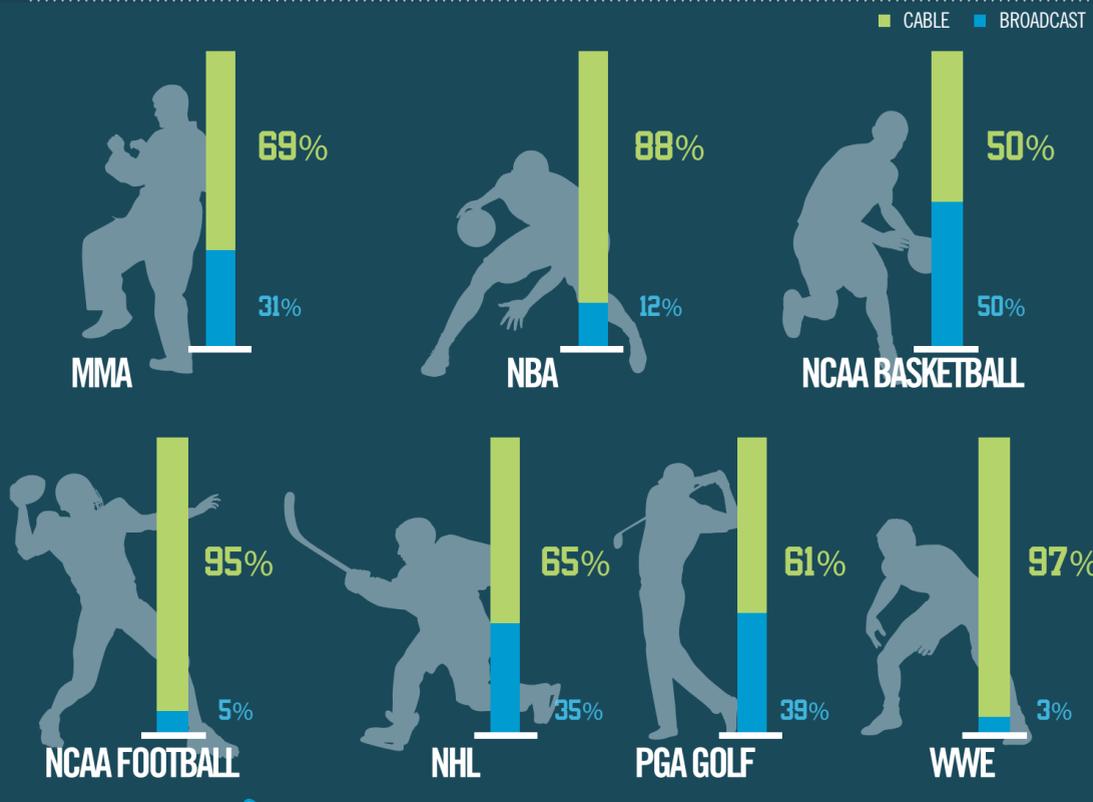
CABLE SPORTS PROGRAMS PRODUCED 80% OF ALL SPORTS RELATED TWEETS



TOP 20 LIVE SPORTS PROGRAMS  
SPORTS RELATED TWEETS % SPORTS RELATED TWEETS

CABLE	37,291,095	79%
BROADCAST	9,732,785	21%
TOTAL	47,023,880	100%

## CABLE BESTS BROADCAST ACROSS ALL SPORTS



12 OF THE TOP 20 SPORTING EVENTS FROM Q1 WERE ON CABLE NETWORKS

Rank	Program	Network	# of Tweets
1	NBA on TNT	TNT	9,068,733
2	NCAA Football on ESPN	ESPN	8,241,713
3	NBA on ESPN	ESPN	6,214,783
4	NCAA Basketball on CBS	CBS	5,799,389
5	NCAA Basketball on TBS	TBS	4,084,085
6	NBA on NBA TV	NBA TV	2,878,739
7	WWE on USA	USA	2,795,807
8	NBA on ABC	ABC	2,462,494
9	NHL on NBCSN	NBCSN	1,440,557
10	NCAA Basketball on TNT	TNT	1,048,784
11	NHL on NBC	NBC	786,519
12	NCAA Basketball on truTV	truTV	738,523
13	WWE on Syfy	Syfy	446,947
14	NCAA Football on FOX	FOX	222,362
15	PGA Golf on The Golf Channel	The Golf Channel	205,049
16	NCAA Football on ABC	ABC	153,538
17	WWE on iON	iON	95,526
18	MMA on FOX Sports 1	FOX Sports 1	85,391
19	PGA Golf on NBC	NBC	82,673
20	MMA on FOX	FOX	56,103

### NETWORKS

81% OF LIVE SPORTS PROGRAMMING WAS ON CABLE NETWORKS

CABLE GENERATES NEARLY 4x MORE BUZZ ABOUT SPORTS PROGRAMMING THAN BROADCAST

## CABLE LIVE SPORTS PROGRAMMING

WAS THE #1 TWEETED ABOUT PROGRAM 11 OUT OF THE FIRST 14 WEEKS OF 2014



Excludes: Olympics, NFL Football

Source: Nielsen Social; 12/31/13 - 4/6/14, # of Tweets shown are a comparison of sports that were on both Cable and Broadcast during time period, excluding Hispanic sports

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