



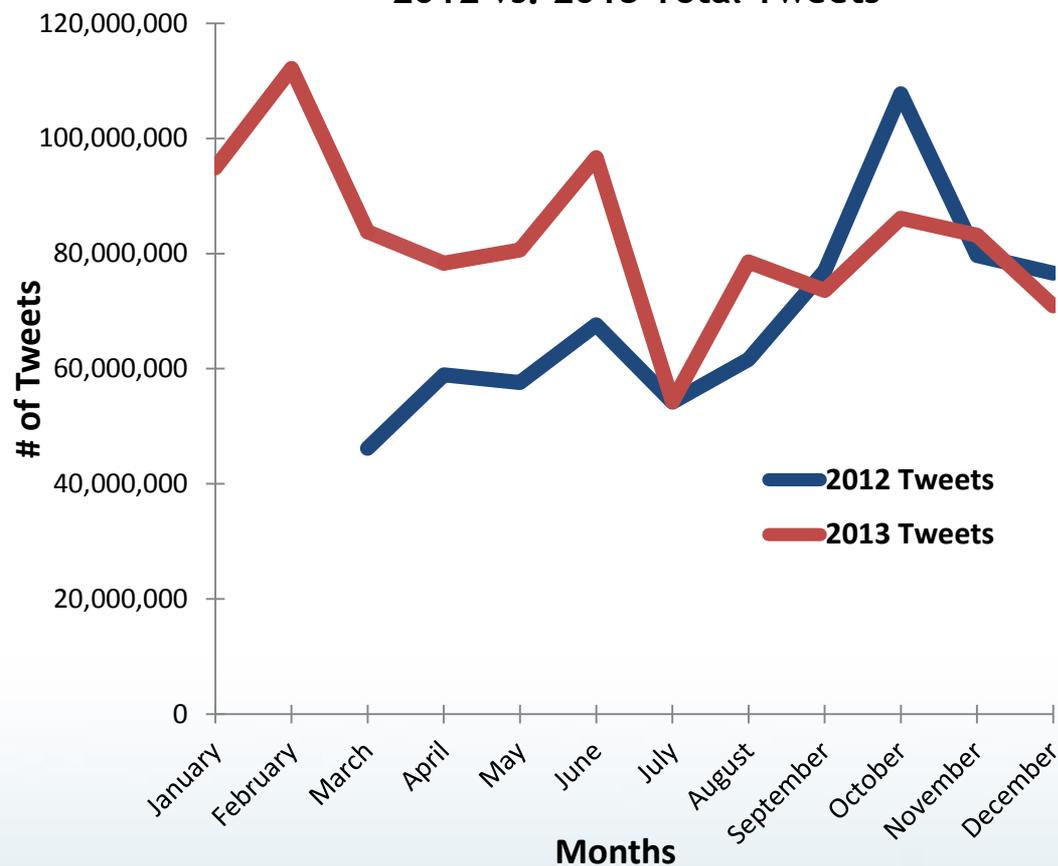
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**Cable**Nation

2013: #TheYearofCable

# Close to 1 Billion People Tweeted About Television in 2013

2012 vs. 2013 Total Tweets

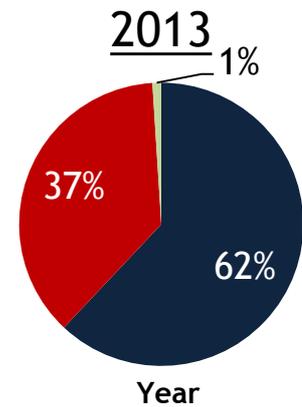
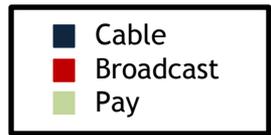
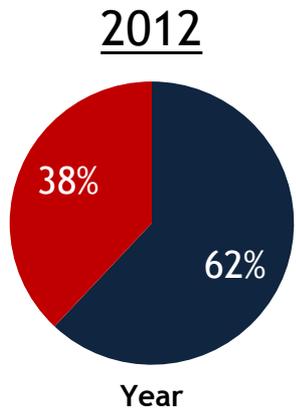


Month	Tweets in 2012	Tweets in 2013
January	-	94,880,184
February	-	112,174,773
March	46,177,446	83,793,289
April	58,910,274	78,311,640
May	57,583,787	80,589,707
June	67,631,264	96,695,886
July	54,199,797	54,252,033
August	61,582,299	78,551,093
September	77,008,195	73,587,810
October	107,759,956	86,141,316
November	79,669,363	83,186,757
December	76,600,428	70,903,835
Yearly Total	687,122,809	993,068,323

Note: Social Guide data for January & February 2012 was unavailable

# Cable Buzz Maintains a Strong Advantage Over Broadcast Programs Quarter to Quarter, Year to Year

## % of Top 20 Primetime Buzz



	Cable	Cable %	Broadcast	Broadcast %
Q1	26,371,519	76%	8,170,580	24%
Q2	36,647,560	66%	19,070,683	34%
Q3	26,125,102	55%	21,086,973	45%
Q4	35,746,003	57%	26,686,211	43%
Yr.	124,890,184	62%	75,014,447	38%

	Cable	Cable %	Broadcast	Broadcast %	Pay	Pay %
Q1	50,644,978	79%	13,375,630	21%	0	0%
Q2	46,838,144	53%	41,219,081	46%	1,125,578	1%
Q3	29,242,304	70%	12,296,456	30%	0	0%
Q4	32,570,845	54%	28,095,789	46%	0	0%
Yr.	159,296,271	62%	94,986,956	37%	1,125,578	1%

Source: Social Guide; 2012 & 2013 Rankings Report ; Ranked on Tweets. No Specials or Hispanic Programming

Note: Tweet total based on Top 20 per Individual Quarter Ranking



# Nearly Two – Thirds of Tweeted about Programs are from Ad- Supported Cable

## 2013 Analysis of the Top 20 Social Buzz Programs

6 out of 10 of social TV conversations in 2013 were about Cable programs

	Total Tweets	% of Total Tweets	Unique Authors	% of Unique Authors
Ad - Supported Cable:	131,470,421	63%	26,107,043	68%
Broadcast:	78,285,721	37%	12,212,981	32%

Primetime

# Broadcast Program Ratings Don't Draw a Parallel 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 2013

Network	Program	A18-49 C3 Rank	Social Buzz Rank
NBC	The Voice	1	6
FOX	American Idol	2	11
CBS	The Big Bang Theory	3	129
NBC	The Blacklist	4	Not Ranked
FOX	The Following	5	Not Ranked
FOX	Family Guy	6	101
ABC	Grey's Anatomy	7	61
CBS	Under the Dome	8	Not Ranked
ABC	Scandal	9	12
ABC	Marvel Agents of S.H.I.E.L.D	10	Not Ranked

Network	Program	A18-49 C3 Rank	Social Buzz Rank
FOX	Sleepy Hollow	11	Not Ranked
ABC	Modern Family	12	190
CBS	The Millers	13	Not Ranked
NBC	America's Got Talent	14	54
FOX	The Simpsons	15	180
ABC	The Bachelor	16	33
CBS	The Crazy Ones	17	Not Ranked
CBS	Two and a Half Men	18	Not Ranked
FOX	American Dad	19	Not Ranked
CBS	Survivor	20	141

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

# Almost Half of the Top 20 Broadcast Programs Fall Outside of the Top 250 Buzzed about Shows

Social TV Buzz vs. Premium Priced Broadcast Primetime Programs

Of the Top 20 Nielsen rated Broadcast shows, 9 programs rank outside of the Top 250 shows.

Network	Program	A18-49 C3 Rank	Social Buzz Rank
NBC	<i>The Voice</i>	1	6
FOX	<i>American Idol</i>	2	11
CBS	<i>The Big Bang Theory</i>	3	129
NBC	<i>The Blacklist</i>	4	Not Ranked
FOX	<i>The Following</i>	5	Not Ranked
FOX	<i>Family Guy</i>	6	101
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Note: Social Guide only ranks top 250 buzzed shows; shows that are not ranked fell below the #250 mark in social buzz.

# Cable Programs were the #1 program in 37 of 52 weeks

## 2013 Weekly Calendar

Month		Mon	Tue	We	Thu	Fri	Sat	Sun	Month		Mon	Tue	We	Thu	Fri	Sat	Sun
Q1	January	31	1	2	3	4	5	6	Q3	July	1	2	3	4	5	6	7
		7	8	9	10	11	12	13			8	9	10	11	12	13	14
		14	15	16	17	18	19	20			15	16	17	18	19	20	21
		21	22	23	24	25	26	27			22	23	24	25	26	27	28
	28	29	30	31	1	2	3	29		30	31	1	2	3	4		
	February	4	5	6	7	8	9	10		August	5	6	7	8	9	10	11
		11	12	13	14	15	16	17			12	13	14	15	16	17	18
		18	19	20	21	22	23	24			19	20	21	22	23	24	25
		25	26	27	28	1	2	3			26	27	28	29	30	31	1
	March	4	5	6	7	8	9	10		September	2	3	4	5	6	7	8
		11	12	13	14	15	16	17			9	10	11	12	13	14	15
		18	19	20	21	22	23	24			16	17	18	19	20	21	22
25		26	27	28	29	30	31	23	24		25	26	27	28	29		
Q2	April	1	2	3	4	5	6	7	Q4	October	30	1	2	3	4	5	6
		8	9	10	11	12	13	14			7	8	9	10	11	12	13
		15	16	17	18	19	20	21			14	15	16	17	18	19	20
		22	23	24	25	26	27	28			21	22	23	24	25	26	27
	29	30	1	2	3	4	5	28		29	30	31	1	2	3		
	May	6	7	8	9	10	11	12		November	4	5	6	7	8	9	10
		13	14	15	16	17	18	19			11	12	13	14	15	16	17
		20	21	22	23	24	25	26			18	19	20	21	22	23	24
		27	28	29	30	31	1	2			25	26	27	28	29	30	1
	June	3	4	5	6	7	8	9		December	2	3	4	5	6	7	8
		10	11	12	13	14	15	16			9	10	11	12	13	14	15
		17	18	19	20	21	22	23			16	17	18	19	20	21	22
24		25	26	27	28	29	30	23	24		25	26	27	28	29		

Indicates week where a Cable program was #1 tweeted about program

### #1 Cable Programs by Quarter

1 <sup>st</sup> Quarter	11 of 13 weeks
2 <sup>nd</sup> Quarter	8 of 13 weeks
3 <sup>rd</sup> Quarter	11 of 13 weeks
4 <sup>th</sup> Quarter	7 of 13 weeks

# Cable's Diversity of Social Buzz Content is Displayed Across Networks and Programs in 2013

## Top 10 Cable Networks in 2013

(total tweets)



45,103,933



38,879,512



37,247,043



20,667,827



17,905,294



16,723,652



15,438,242



11,658,038



9,261,260



6,756,938

## Top 10 Cable Programs in 2013

(total tweets)



31,808,309



17,338,662



15,790,984



9,926,010



9,198,224



8,533,419



8,196,051



5,659,602



5,018,863



4,601,277

Source: Social Guide 2013, No specials, Hispanic programming/networks or regional sports programming/networks; ranked by Total Tweets; (Total Tweets)

# More 2013 Social TV Stats...

45

percent increase in the amount of Television related tweets from 2012 to 2013

66

percent of the top 10 most tweeted about Primetime programs were on Ad-Supported Cable

11

Different Cable networks ranked among the top 20 programs

13

of the top 20 most tweeted about Primetime programs were on Ad-Supported Cable



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