Study Objectives

1. Investigate the dynamics of TV-related social media usage

2. The study measures all television-related contact points that consumers have during the course of a day with respect to primetime television shows

3. Today's presentation focuses on one area of exploration
   - How is social media used while watching, and by whom?

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DATA COLLECTION

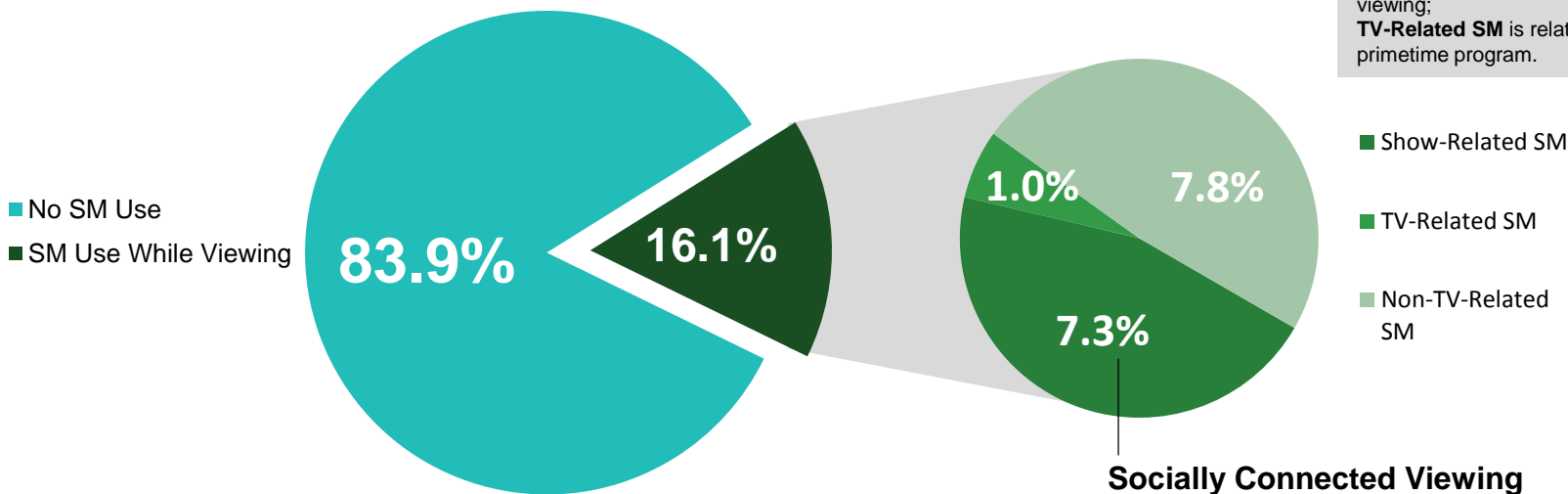nielsen

Study Methodology

- 1,665 respondents representative sample of the online population, ages 15-54.

- Respondents used a mobile app to report any time they saw, heard, or communicated something about primetime TV shows over the course of 21 days.
  - Diaries dates: September 16 – October 6, 2013.

- 78,310 diary entries about 1,596 shows.

* Respondents were allowed to voluntarily continue on to October 31st. Data is not part of the main study and not presented here.

Hispanics and 15-34s Likely to Engage in Social TV

DEMOGRAPHIC DIFFERENCES

SOCIALLY CONNECTED VIEWING

Indexed to Total

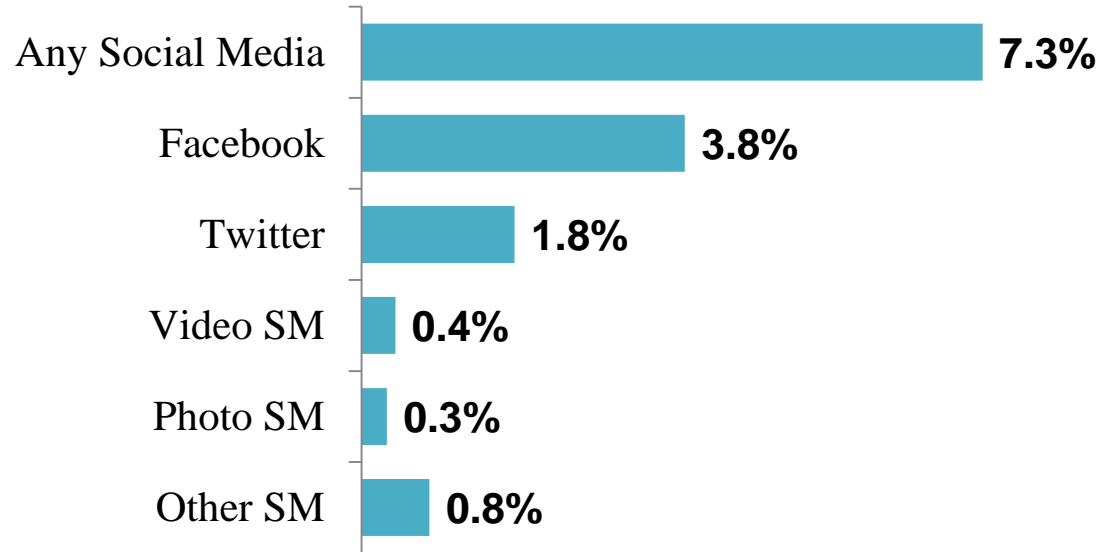| Demographic	Percentage	Index
Hispanic	10.5%	**143**
Age 25-34	9.6%	**131**
Age 15-24	9.2%	**126**
Age 35-44	8.6%	**118**
Men	7.5%	**102**
White/Other	7.5%	**102**
Total	7.3%	**100**
African American	7.2%	**99**
Women	7.2%	**99**
Age 45-54	4.4%	**60**
Asian/Pac. Islander	4.2%	**57**
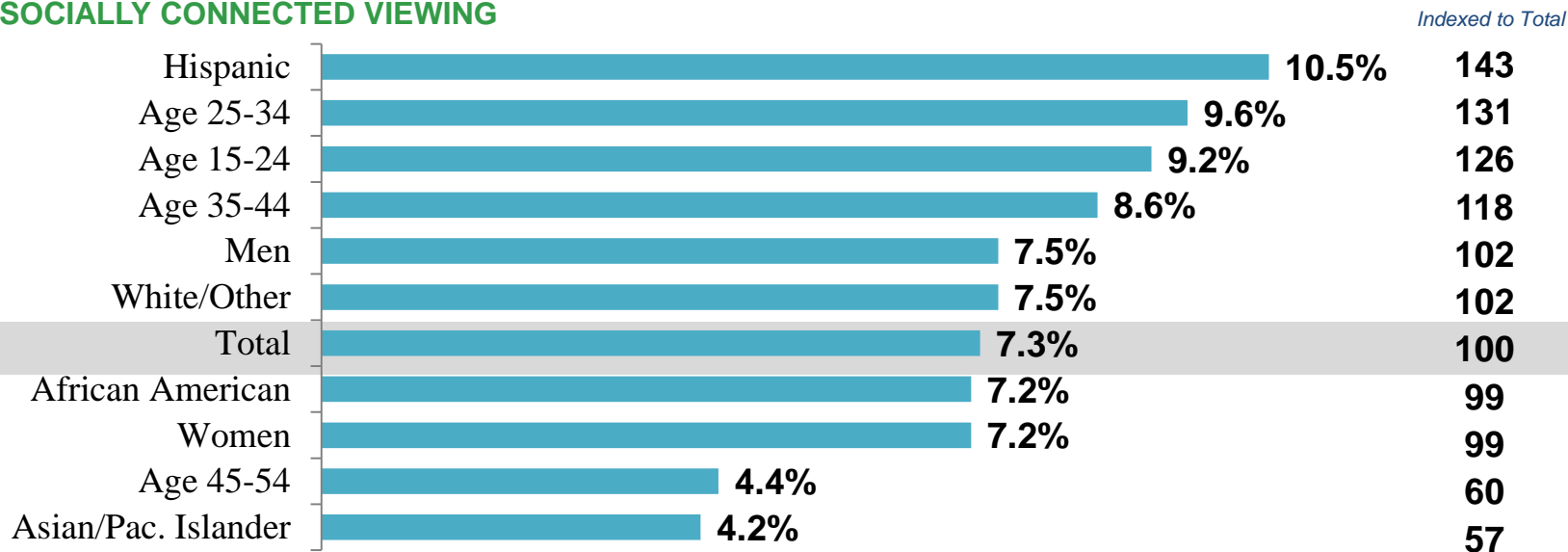
Source: CRE Social Media and TV Mobile Diary Study September – October 2013

SM Usage by Social Network

Social Network	Percentage
Any Social Media	**7.3%**
Facebook	**3.8%**
Twitter	**1.8%**
Video SM	**0.4%**
Photo SM	**0.3%**
Other SM	**0.8%**

Source: CRE Talking Social TV 2: September – October 2013

Facebook Reach Skews Female, Hispanic
Twitter Skews Younger

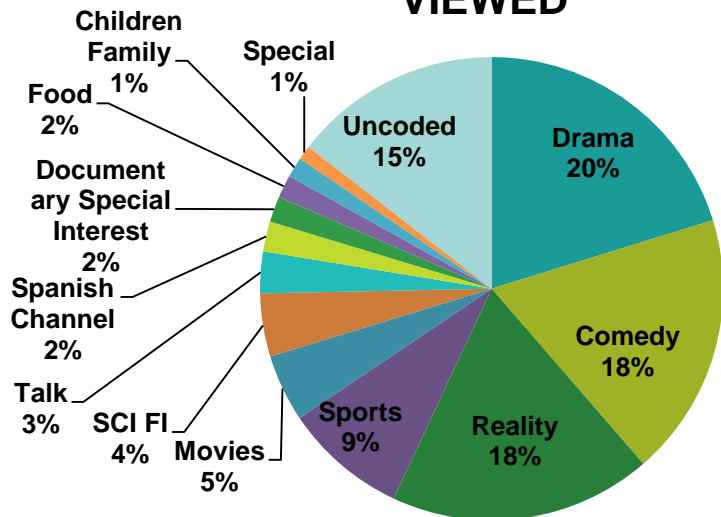| DEMOGRAPHIC PROFILE OF AVERAGE DAILY PERSON INTERACTING WITH TV VIA…		TOTAL	ANY SOCIAL MEDIA	FACEBOOK	TWITTER
GENDER	Male	47%	42%	39%	46%
	Female	53%	58%	61%	54%
AGE	15-24	22%	23%	22%	29%
	25-34	23%	25%	25%	27%
	35-44	24%	26%	27%	24%
	45-54	31%	26%	26%	19%
	Median Age	36 Years	35 Years	35 Years	33 Years
RACE/ ETHNICITY	Hispanic	15%	20%	20%	15%
	African American	13%	14%	13%	14%
	Asian/Pacific Islander	5%	4%	4%	5%

Source: CRE Talking Social TV 2: September – October 2013

Genres Most Influenced by SM: Specials, Sci-Fi

% OF ALL GENRES VIEWED

- Drama 20%
- Comedy 18%
- Reality 18%
- Uncoded 15%
- Sports 9%
- Movies 5%
- SCI FI 4%
- Talk 3%
- Spanish Channel 2%
- Documentary Special Interest 2%
- Food 2%
- Children Family 1%
- Special 1%

SOCIALLY CONNECTED VIEWING, BY GENRE

Indexed to Total (7.3%)

Genre	%	Index
Special	15.5%	212
Sci Fi	11.1%	152
Sports	9.4%	129
Movies	8.4%	114
Reality	8.1%	111
Drama	7.9%	109
Total	7.3%	100
Children/Family	6.9%	94
Comedy	6.6%	91
Spanish Channel	5.3%	73
Doc. / Spec. Int.	4.8%	66
Food	4.8%	65
Talk	4.2%	57

Source: CRE Talking Social TV 2: September – October 2013

RE:THINK

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ARF
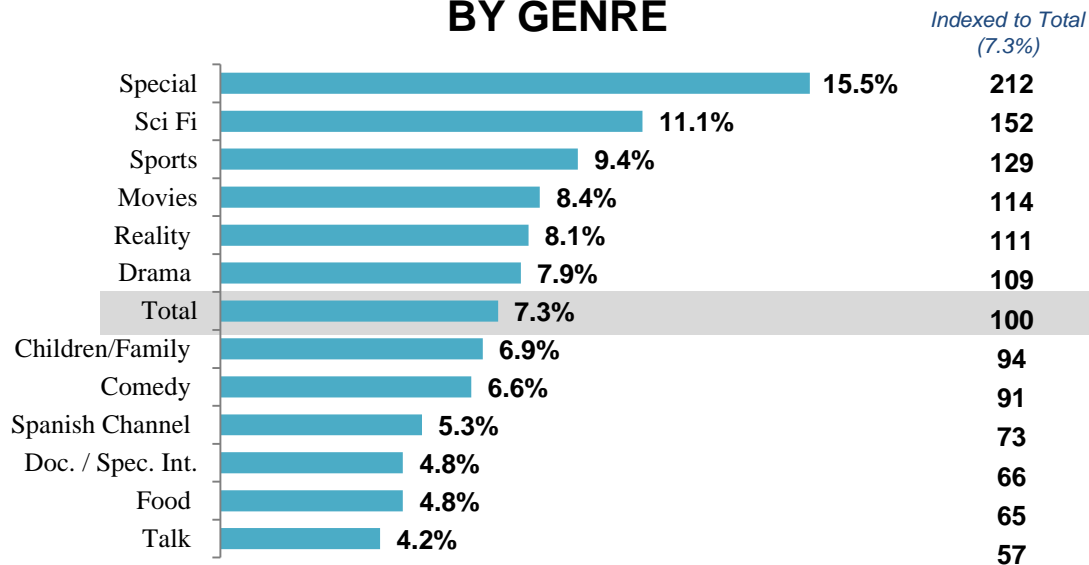
Viewers of Newly Premiering Shows are the Most Socially Connected

% OF SHOWS VIEWED

Other Programs (NET) 37%

Returning Shows (NET) 43%

Sports 9%

Newly Premiering Shows (NET) 11%

SOCIALLY CONNECTED VIEWING

Indexed to Total (7.3%)

New Shows (NET)	10.4%	142
Returning Shows (NET)	7.4%	101
Total	7.3%	100
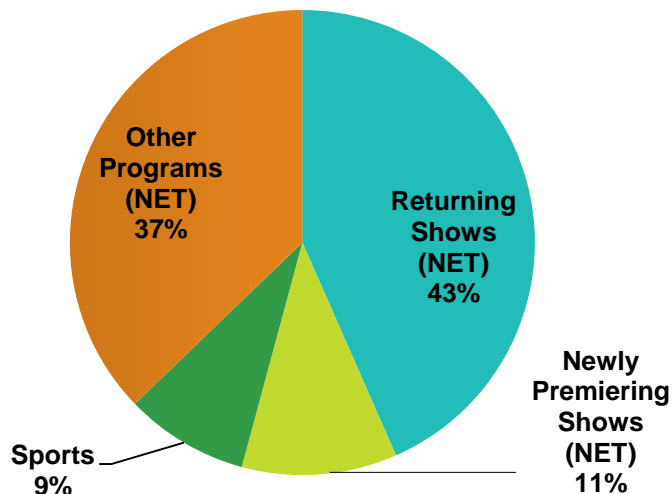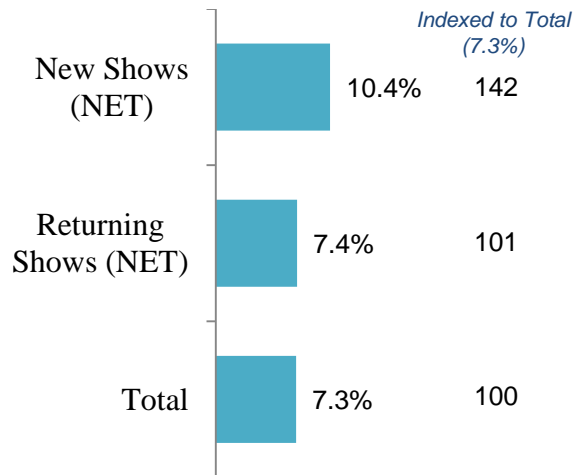
Source: CRE Talking Social TV 2: September – October 2013

SM Peaks at New Shows' Premieres

AVERAGE REACH FOR NEWLY PREMIERING SHOWS

N=20 Newly Premiering Shows

Note: SM items shown on a different scale.

Legend: — Viewership   - - - Any Social Media

X-axis: Days +/- Premiere (-7 to +13, with Premiere marked)
Left Y-axis: % Viewing (0% to 8%)
Right Y-axis: SM Reach (0.0% to 4.0%)

Source: CRE Talking Social TV 2: September – October 2013

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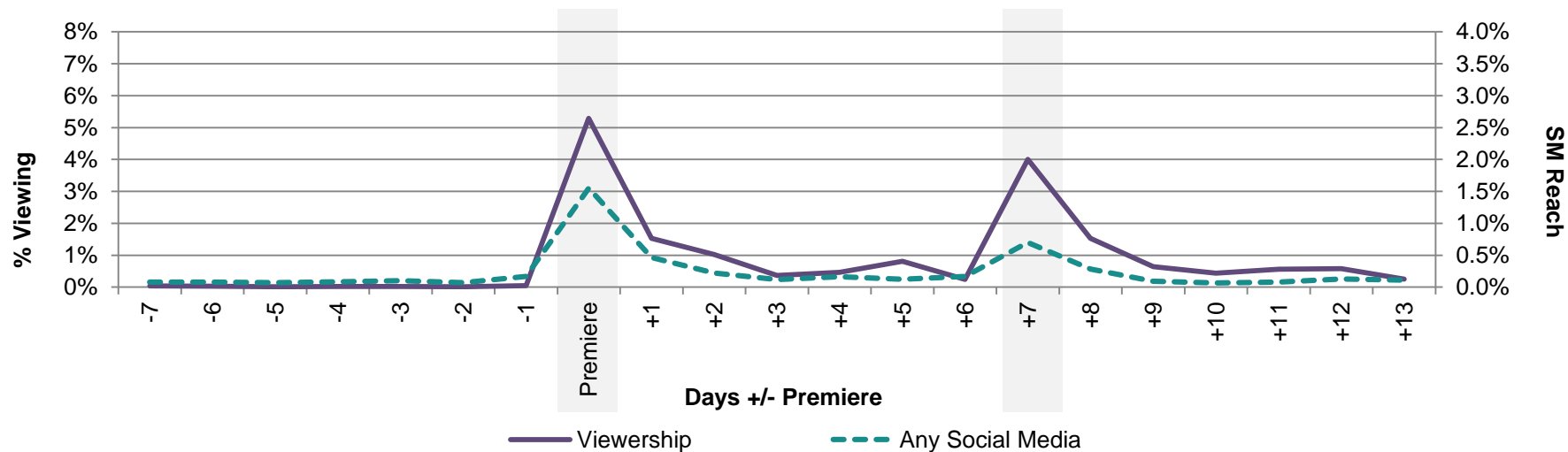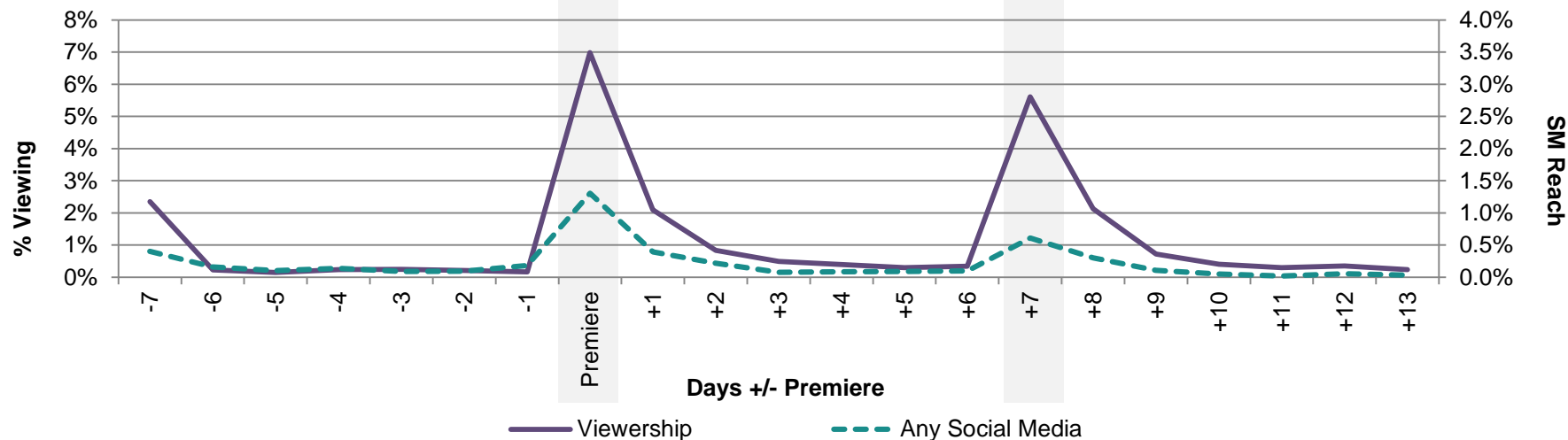
SM Pattern Consistent for Returning Shows

AVERAGE REACH FOR RETURNING SHOWS

N=20 Returning Shows

Note:
SM items shown on a different scale.
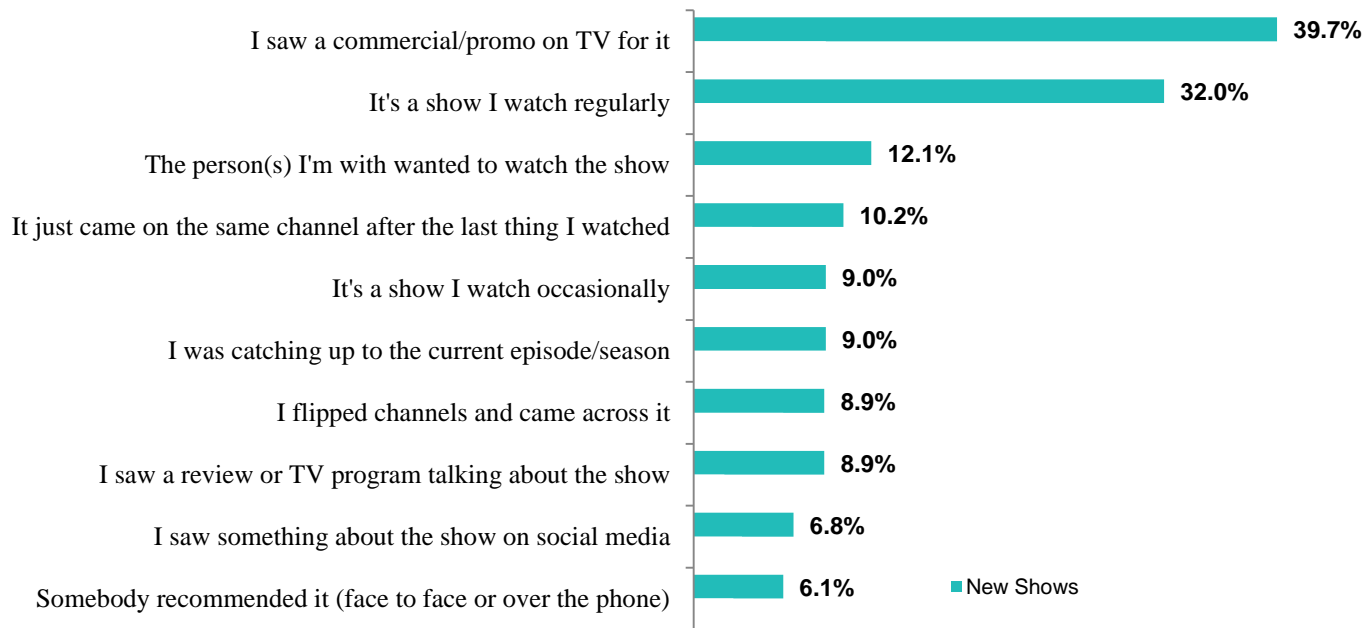
Legend: —— Viewership   - - - Any Social Media

X-axis: Days +/- Premiere
Y-axis (left): % Viewing
Y-axis (right): SM Reach

Source: CRE Talking Social TV 2: September – October 2013

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Promos are the #1 Driver of Decisions to View New Shows

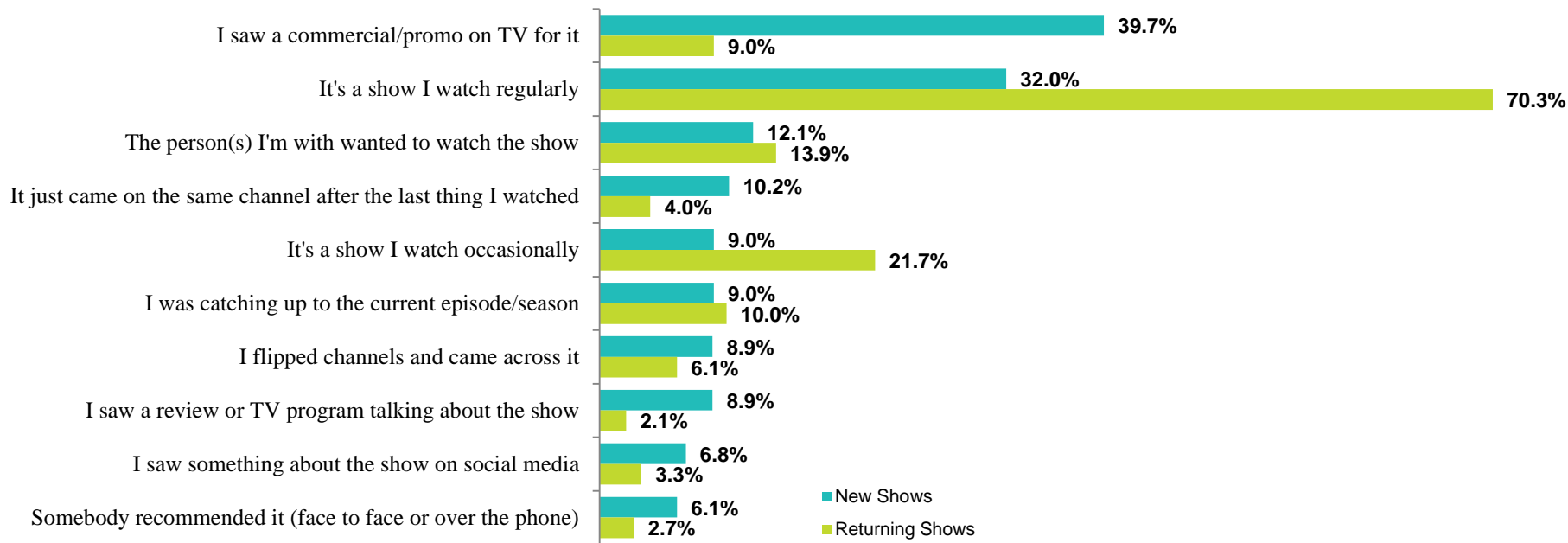| Reason	New Shows
I saw a commercial/promo on TV for it	39.7%
It's a show I watch regularly	32.0%
The person(s) I'm with wanted to watch the show	12.1%
It just came on the same channel after the last thing I watched	10.2%
It's a show I watch occasionally	9.0%
I was catching up to the current episode/season	9.0%
I flipped channels and came across it	8.9%
I saw a review or TV program talking about the show	8.9%
I saw something about the show on social media	6.8%
Somebody recommended it (face to face or over the phone)	6.1%

Note: Ranked by Total.
Source: CRE Talking Social TV 2: September – October 2013

Promos are the #1 Driver of Decisions to View New Shows

Reason	New Shows	Returning Shows
I saw a commercial/promo on TV for it	39.7%	9.0%
It's a show I watch regularly	32.0%	70.3%
The person(s) I'm with wanted to watch the show	12.1%	13.9%
It just came on the same channel after the last thing I watched	10.2%	4.0%
It's a show I watch occasionally	9.0%	21.7%
I was catching up to the current episode/season	9.0%	10.0%
I flipped channels and came across it	8.9%	6.1%
I saw a review or TV program talking about the show	8.9%	2.1%
I saw something about the show on social media	6.8%	3.3%
Somebody recommended it (face to face or over the phone)	6.1%	2.7%

■ New Shows
■ Returning Shows

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And Much More from Talking Social TV 2

- Social Media's influence on TV viewing:
  - Daily and weekly SM reach
  - How has Social TV changed since Spring 2012?

- Further detail
  - By genre, demographics, etc.
  - A deeper dive into new and returning shows

- Who are the Super Connectors?
  - How is their behavior different from others?
  - How have they changed since Spring 2012?
  - Who are the Sports Super Connectors?

- How does time shifting, device usage, and binge viewing relate to Social TV?

- Academic modeling: SM's role in driving tune in