

The Advertising
Research Foundation
presents

RE:THINK



Talking Social TV 2



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@The_ARF #ARFRETHINK14

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



Study Methodology

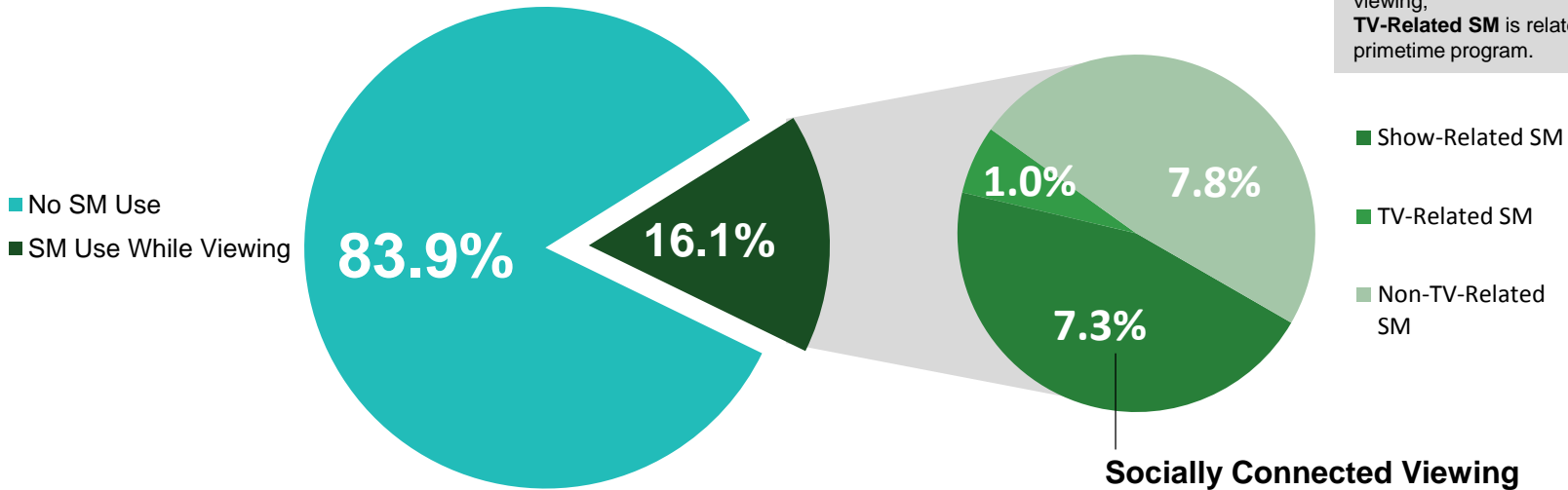


- 1,665 respondents representative sample of the online population, ages 15-54.
- Respondents used a mobile app to report any time they saw, heard, or communicated something about primetime TV shows over the course of 21 days.
 - Diaries dates: September 16 – October 6, 2013.
- 78,310 diary entries about 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.



1-in-6 Viewing Occasions involve Social Media; ~HALF IS Related to Television



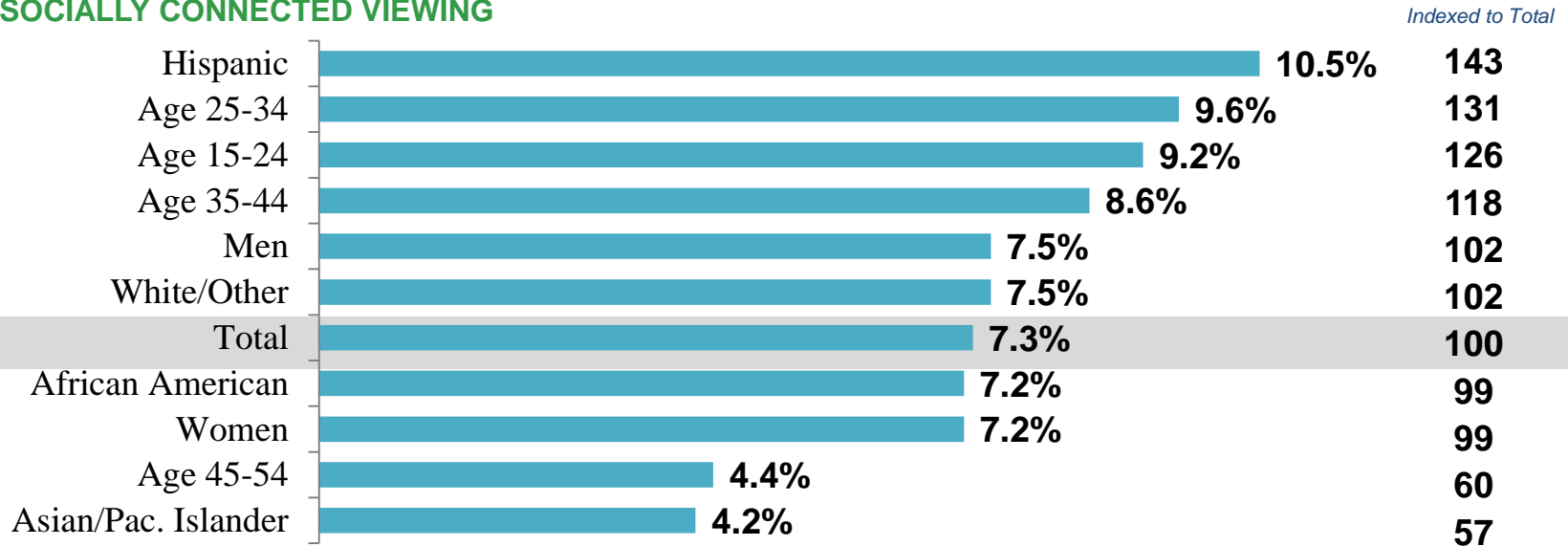
Source: CRE Social Media and TV Mobile Diary Study September – October 2013

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

DEMOGRAPHIC DIFFERENCES



SOCIALLY CONNECTED VIEWING

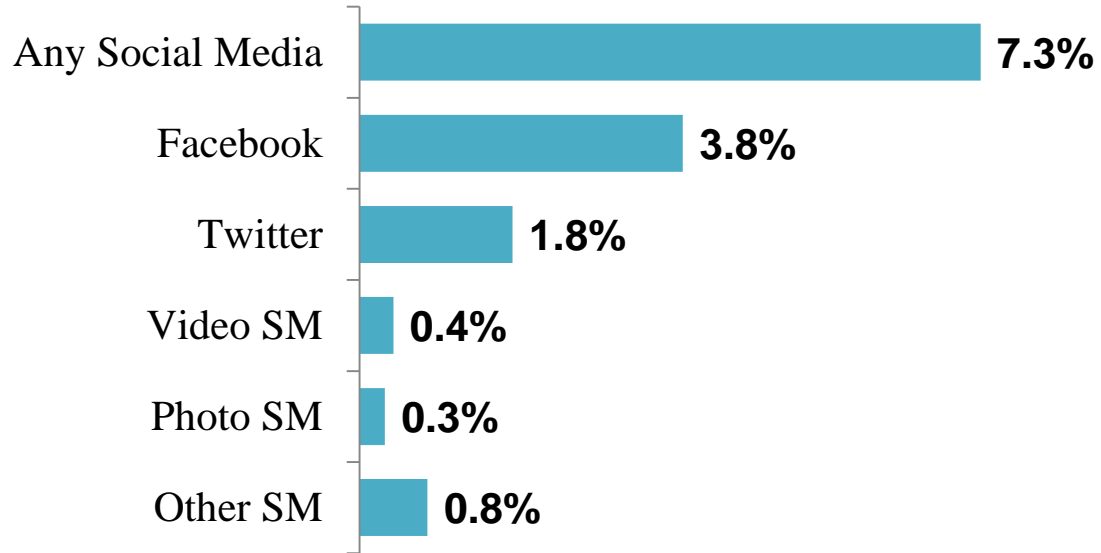


Source: CRE Social Media and TV Mobile Diary Study September – October 2013

SM Usage by Social Network



SOCIALLY CONNECTED VIEWING



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%

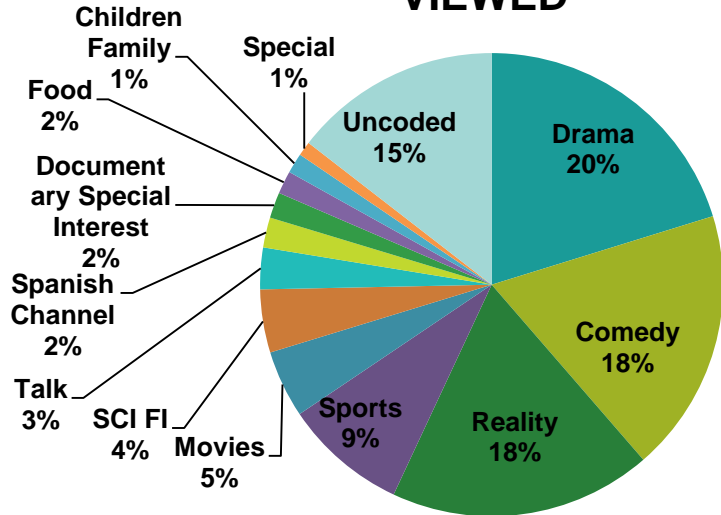
Source: CRE Talking Social TV 2: September – October 2013



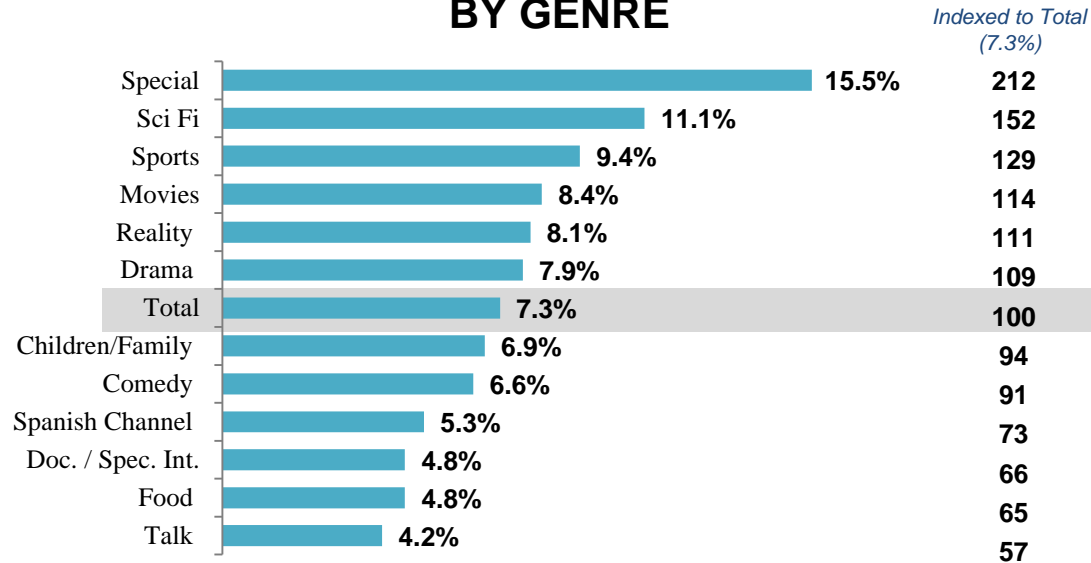


Genres Most Influenced by SM: Specials, Sci-Fi

% OF ALL GENRES VIEWED



SOCIALLY CONNECTED VIEWING, BY GENRE

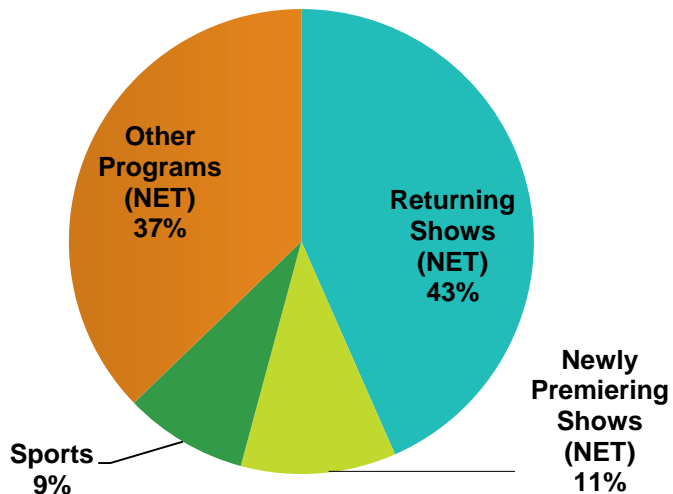


Source: CRE Talking Social TV 2: September – October 2013

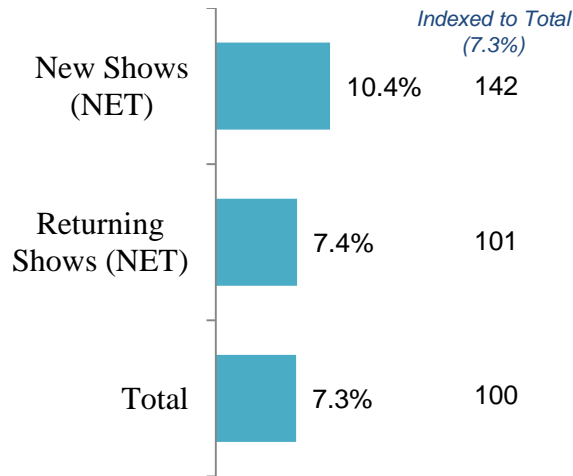


Viewers of Newly Premiering Shows are the Most Socially Connected

% OF SHOWS VIEWED



SOCIALLY CONNECTED VIEWING



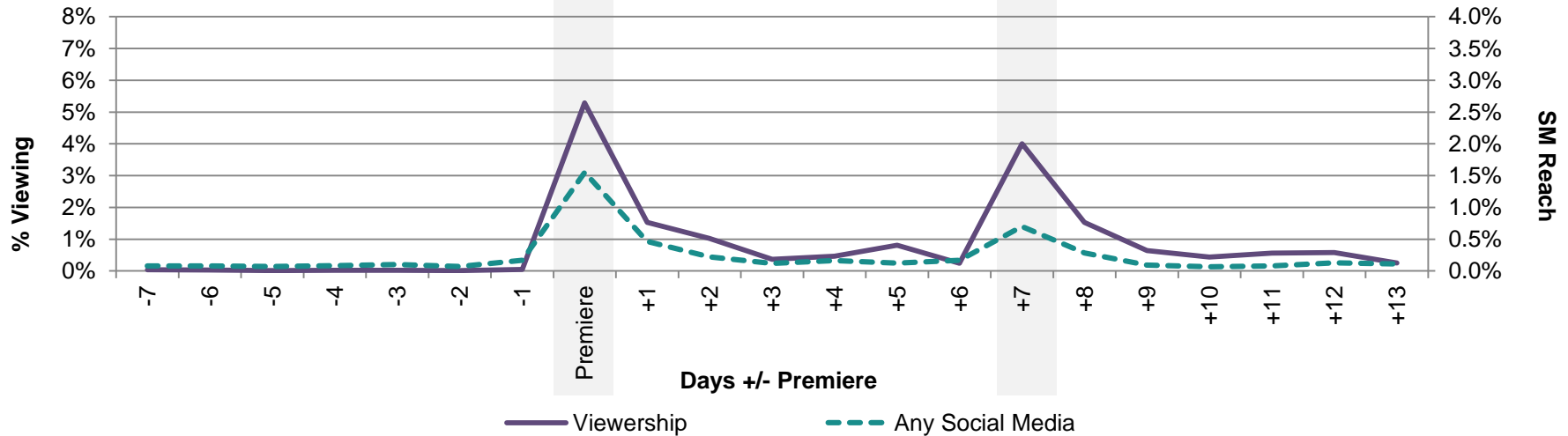
Source: CRE Talking Social TV 2: September – October 2013



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.

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



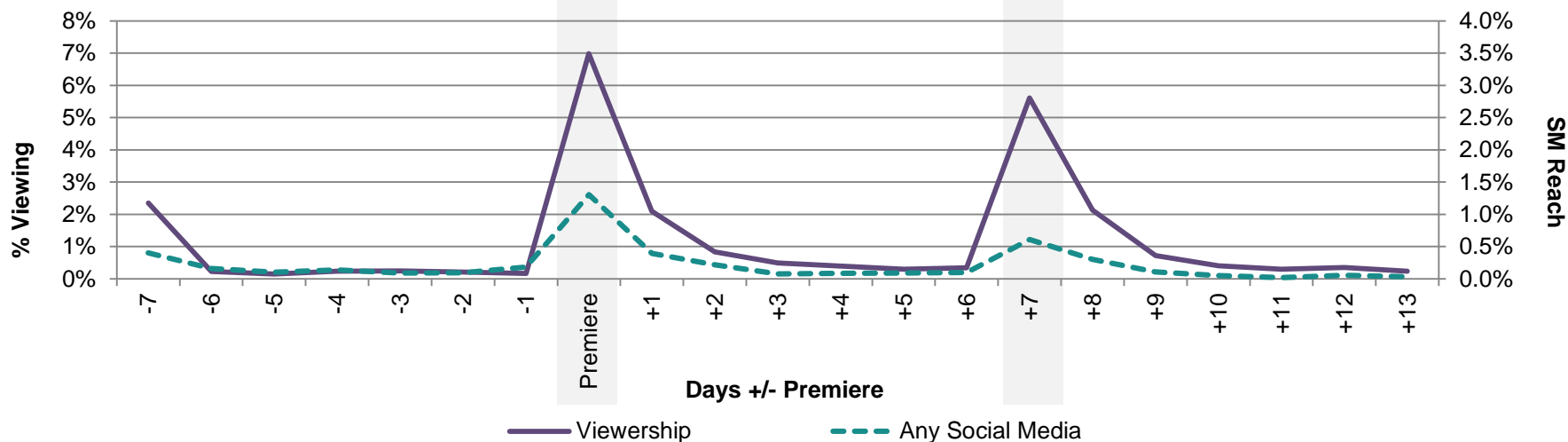


SM Pattern Consistent for Returning Shows

AVERAGE REACH FOR RETURNING SHOWS

N=20 Returning Shows

Note:
SM items shown on a different scale.

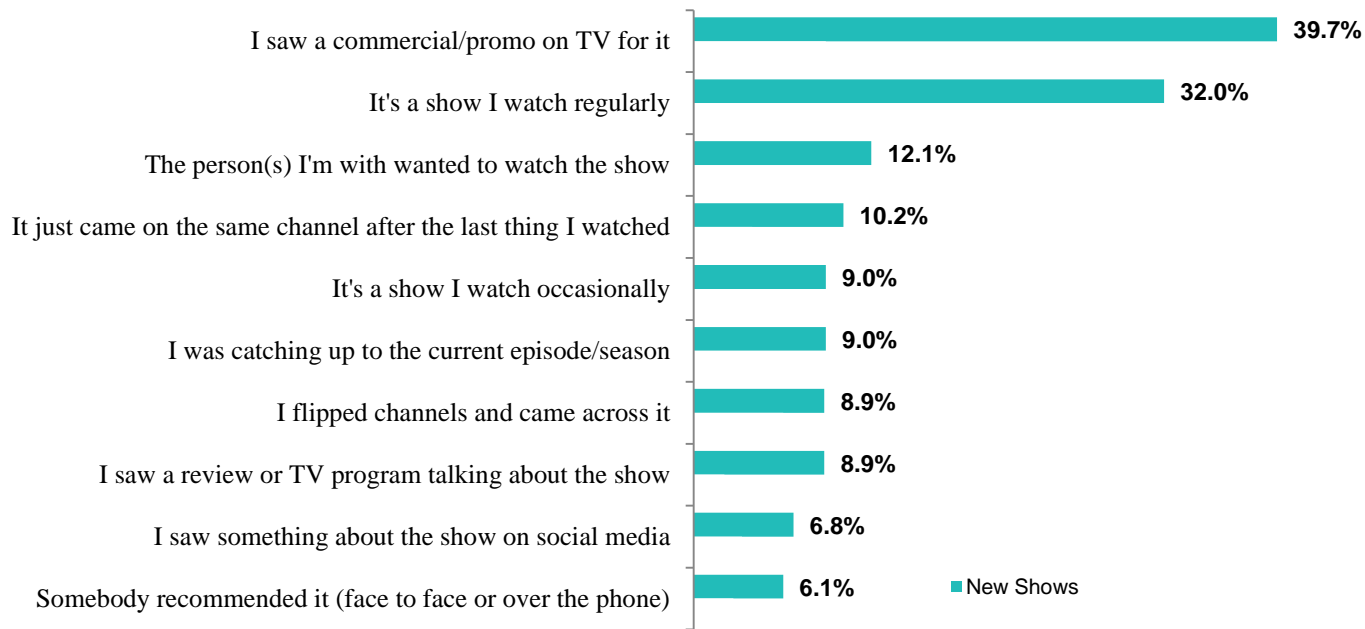


Source: CRE Talking Social TV 2: September – October 2013





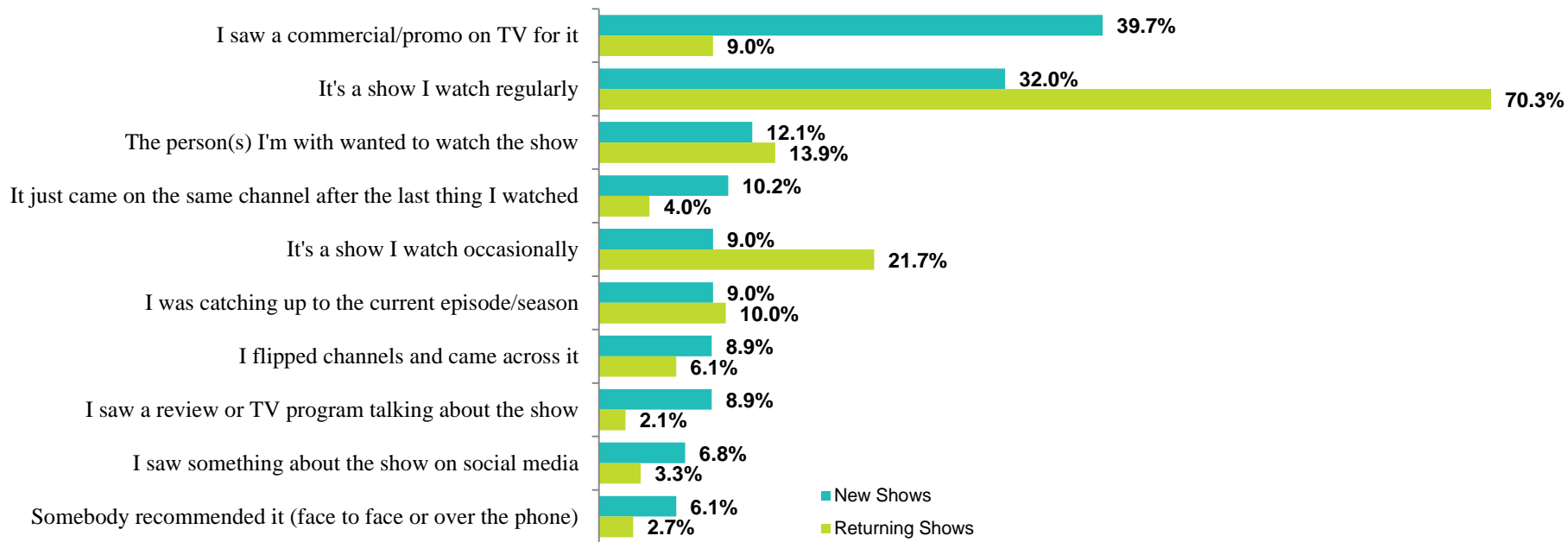
Promos are the #1 Driver of Decisions to View New Shows



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



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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