



tv viewers
get social

nielsen

an uncommon sense
of the consumer.™

Television Gets Social

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SVP Nielsen and NM Incite

@radhas2

@nmincitate

@nielsenwire

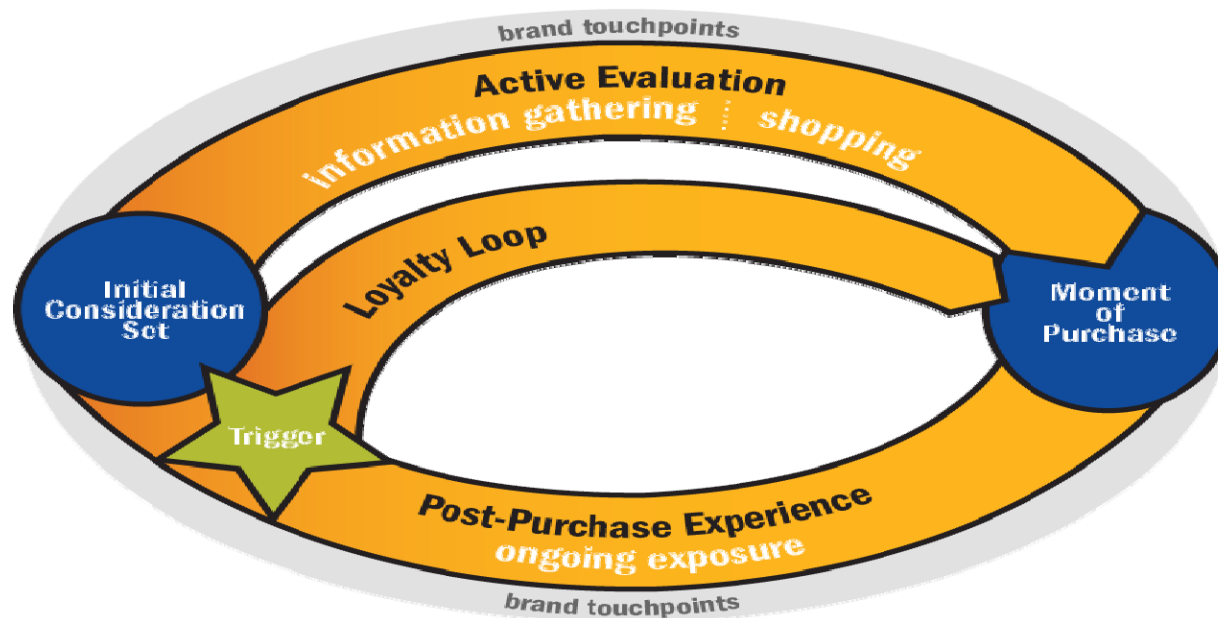
#aw8

#socialTV

nielsen
.....

nmincitate
A Nielsen / McKinsey Company

The consumer decision journey has evolved



Social media use is largely driven by real world connections and the desire to view / contribute reviews of products / services

What is social media used for?
 % Social Media Users Ever Doing Activity

♀ More Females
 ♂ More Males

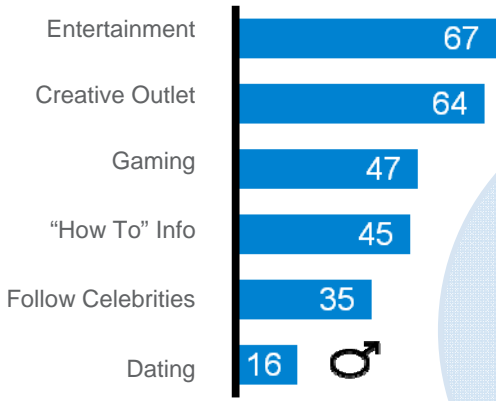
Family / Friends



Products / Services



Lifestyle / Entertainment



Career / Networking

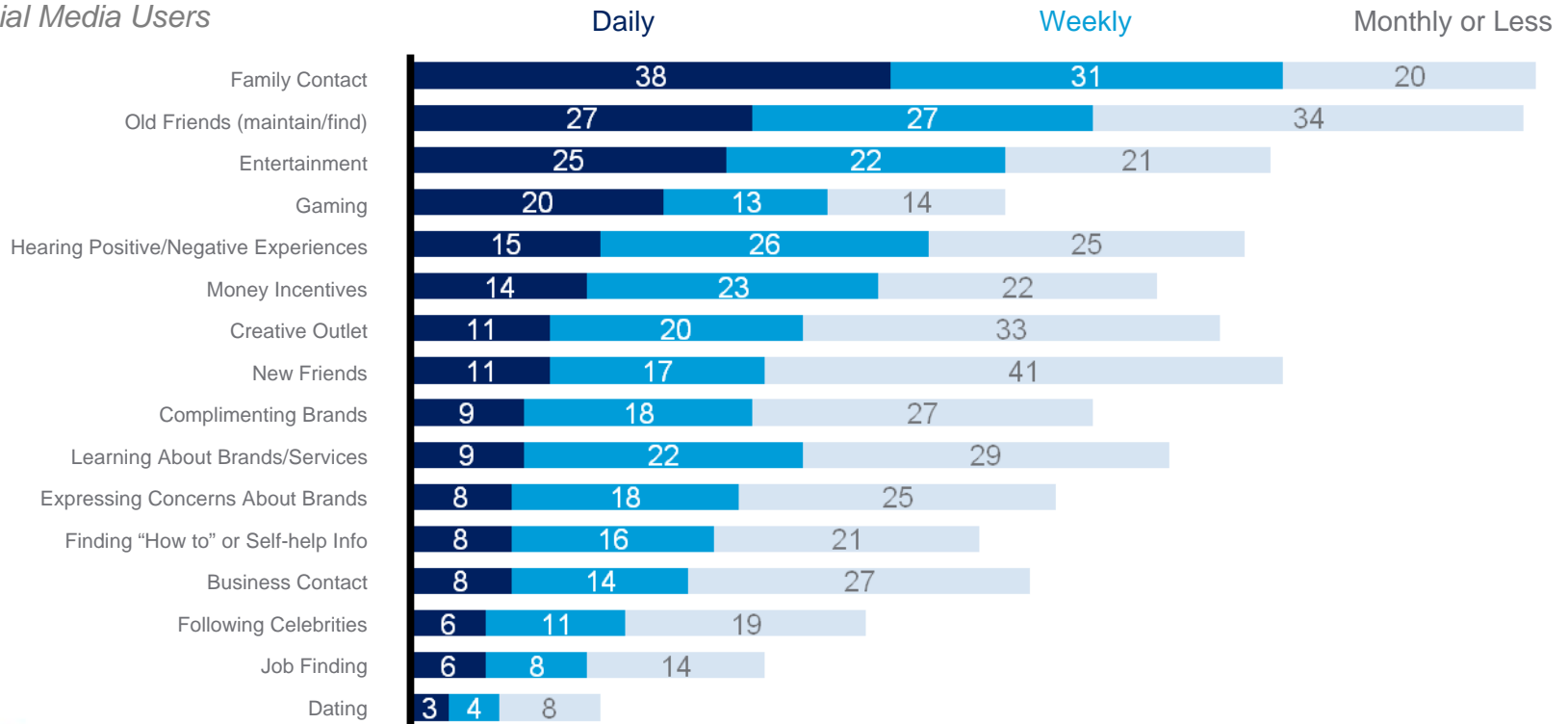


Men are more likely to use social media for careers / networking, and dating – while women use social media for a creative outlet, for coupons/promos and to give positive feedback

For many, social media is a daily activity

How often do consumers engage with social media?

% Social Media Users

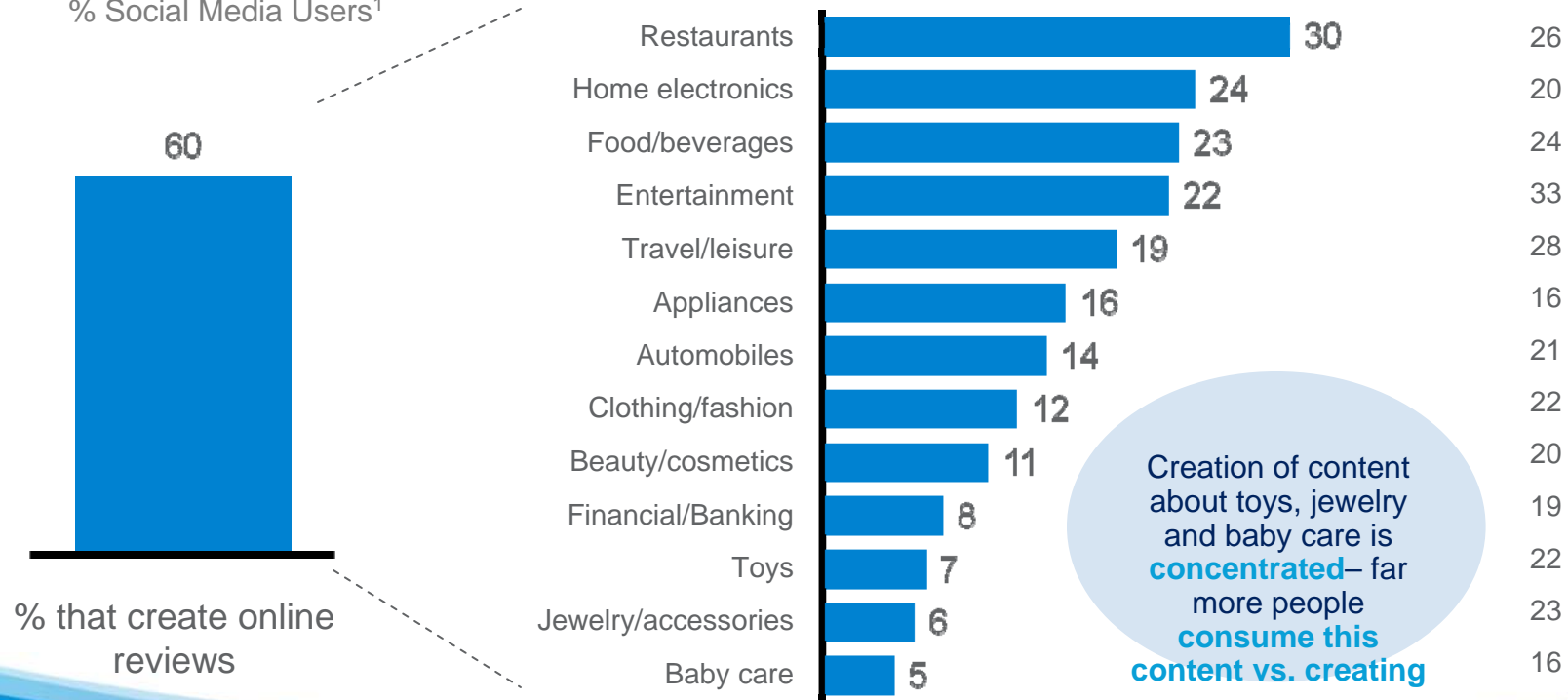


3 in 5 online consumers create review/rating content about products and services online

What type of review / rating content is created online?

Additional % that **consume** online reviews / ratings²

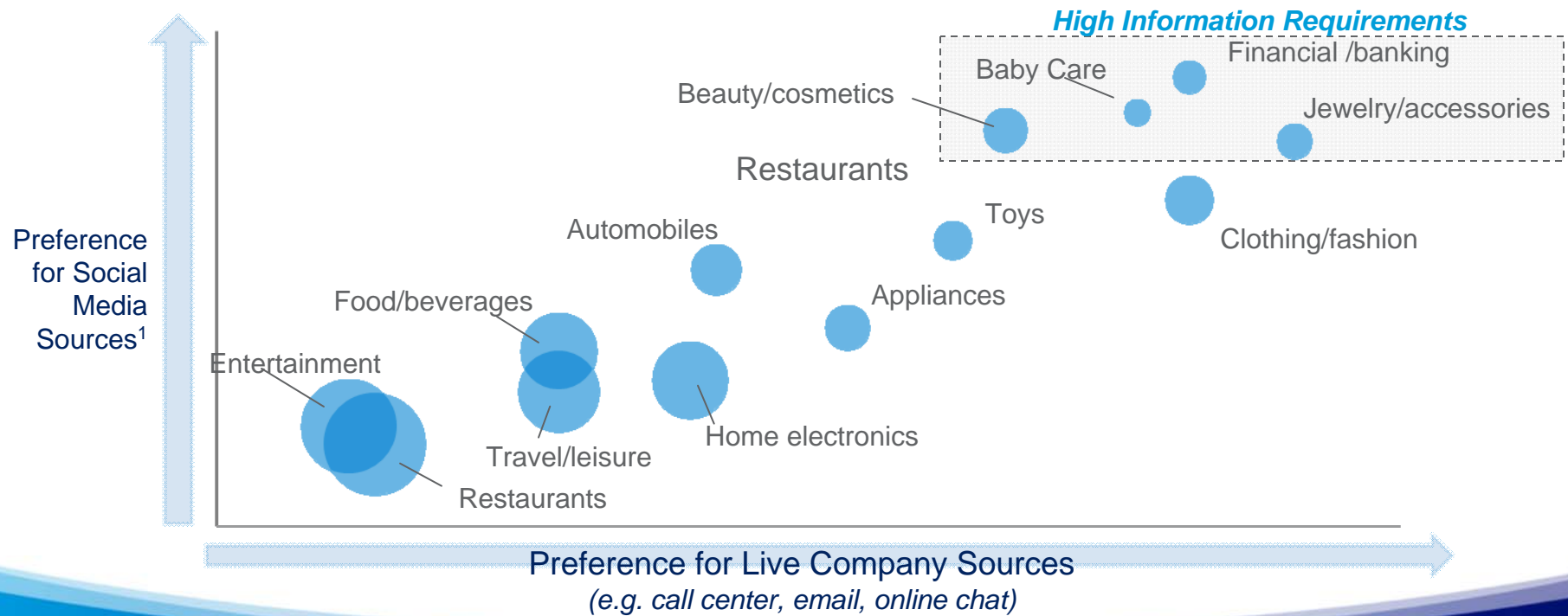
% Social Media Users¹



Platform preferences vary significantly by product / service category

What is the **preferred source** for product & service information by category?

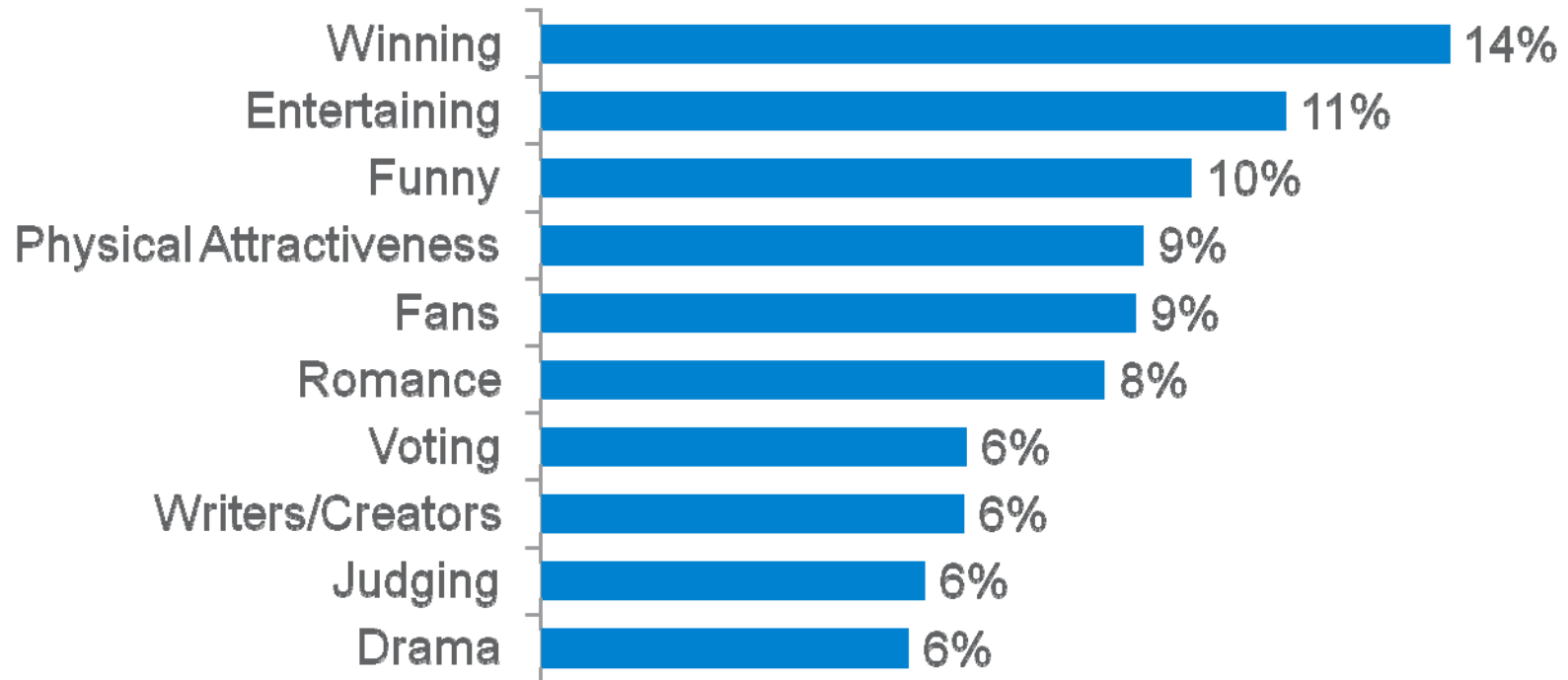
Bubble Size=Relative % of Internet Users Using Social Media for Category Research



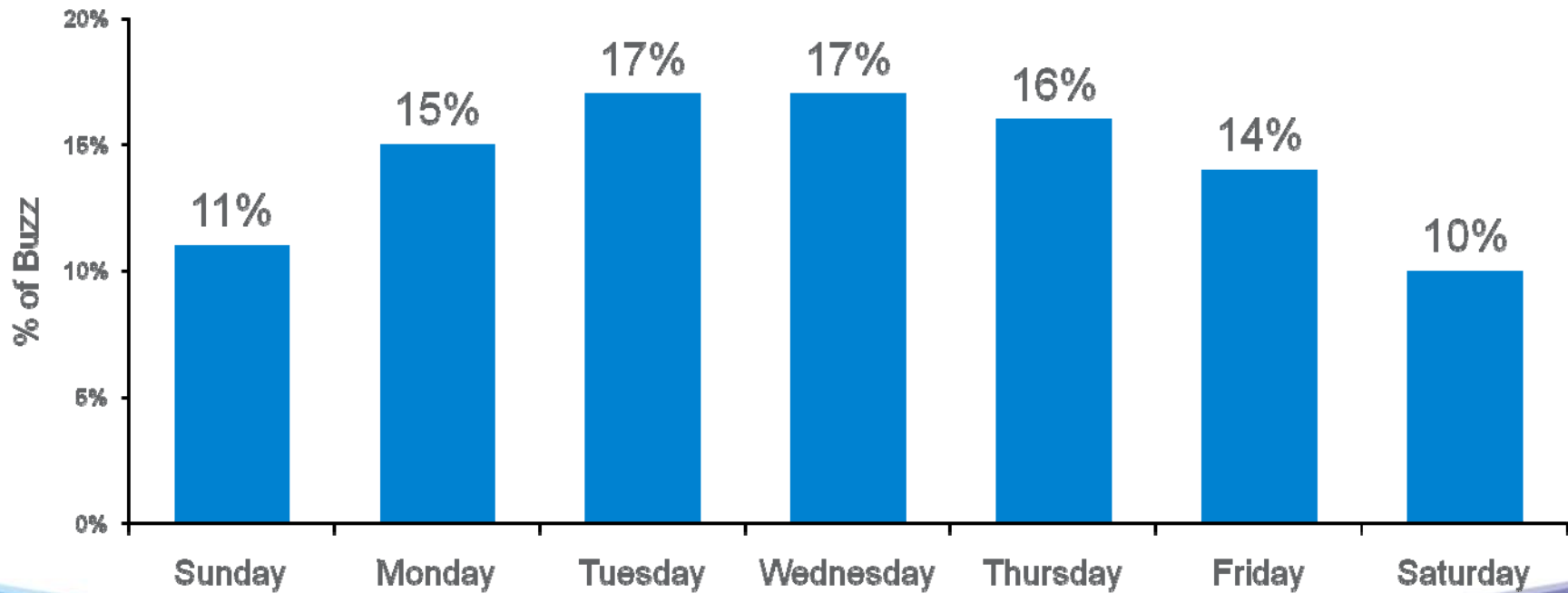
Who is talking about TV?

	General Online Population (%)	Social Media Population (%)	Population on Sites Talking About TV* (%)
Male	47%	45%	55%
Female	53%	55%	45%
<18	16%	34%	12%
18-24	9%	10%	14%
25-34	16%	17%	29%
35-49	26%	27%	30%
50+	32%	31%	24%
Hispanic	12%	12%	13%
Non-Hispanic	88%	88%	87%
White	78%	78%	76%
Black, or African American	11%	10%	12%
Asian or Pacific Islander	3%	3%	4%
Other	8%	8%	8%

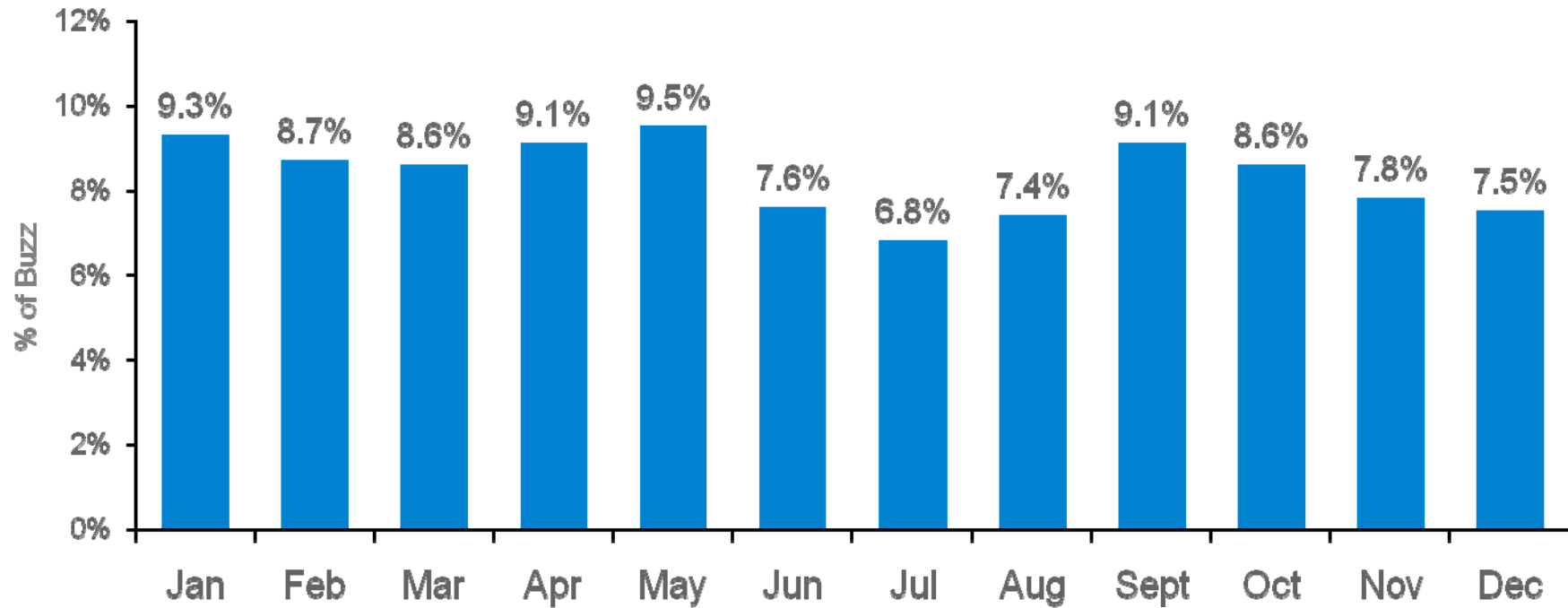
What do viewers talk about?



When does TV buzz happen?



When does TV buzz happen? (cont'd)



23%*

OF SOCIAL MEDIA
MESSAGES INCLUDE
LINKS TO CONTENT

CONTENT:

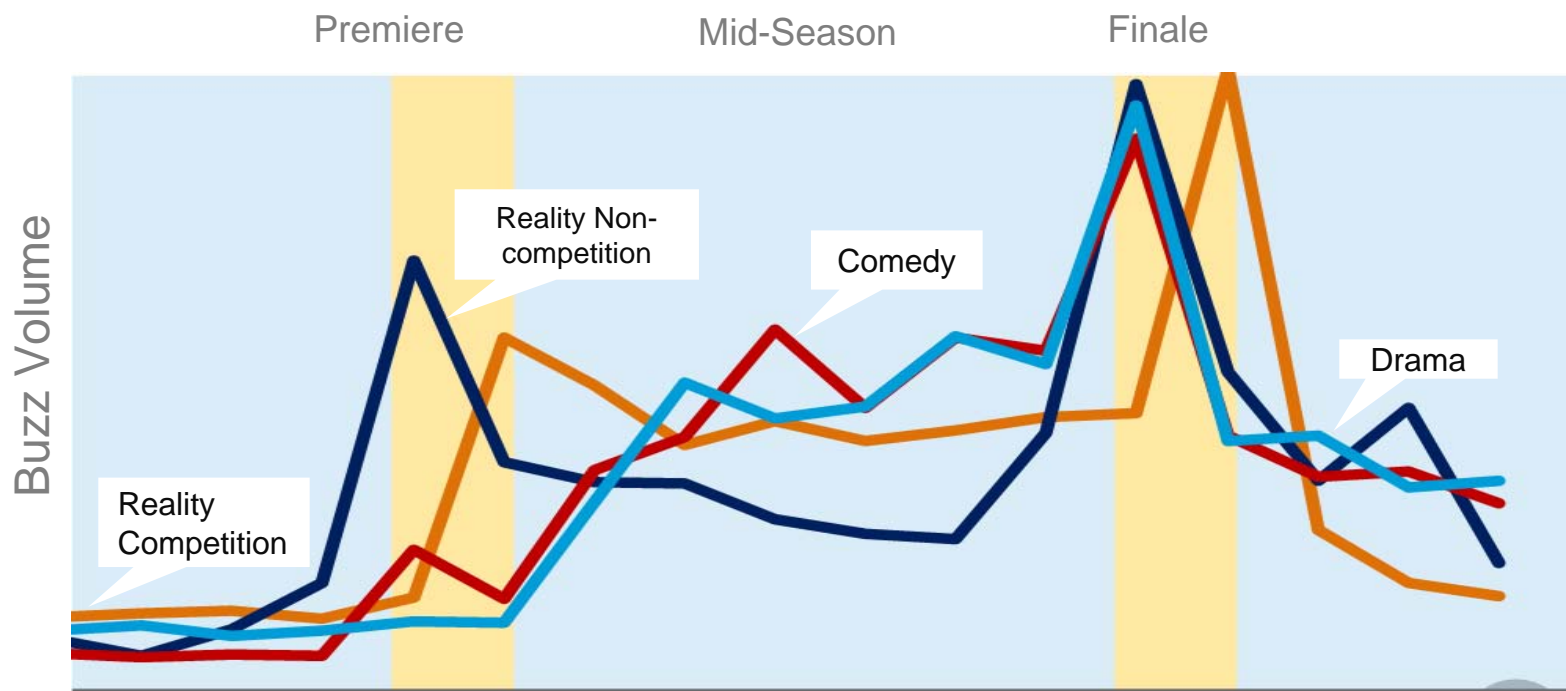
published articles, videos and photos –
not family videos or party pics.

*27,000,000

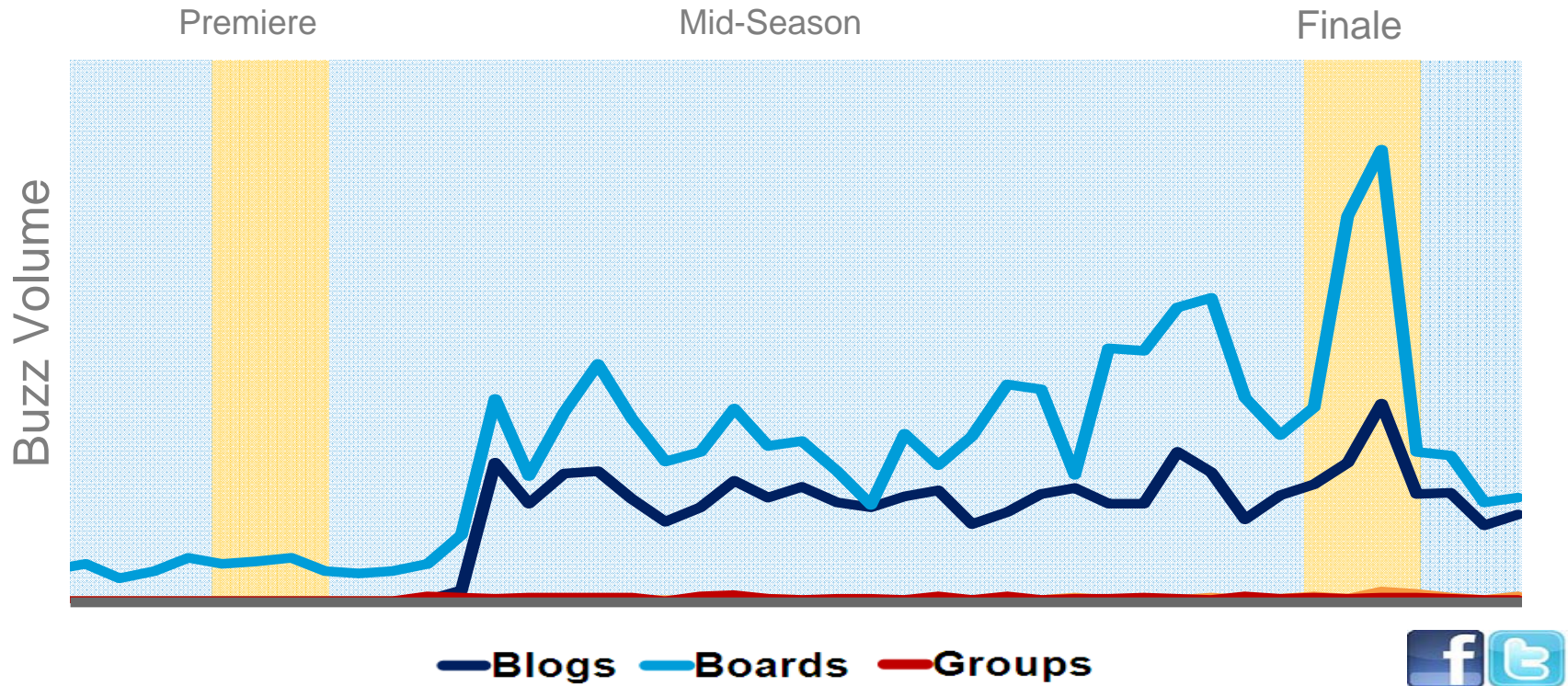
pieces of content
are shared each day.

*These figures don't include messages about
or related to content – only those that share it.
**THE CONVERSATION AROUND
CONTENT IS LIKELY A MUCH
LARGER PERCENTAGE.**

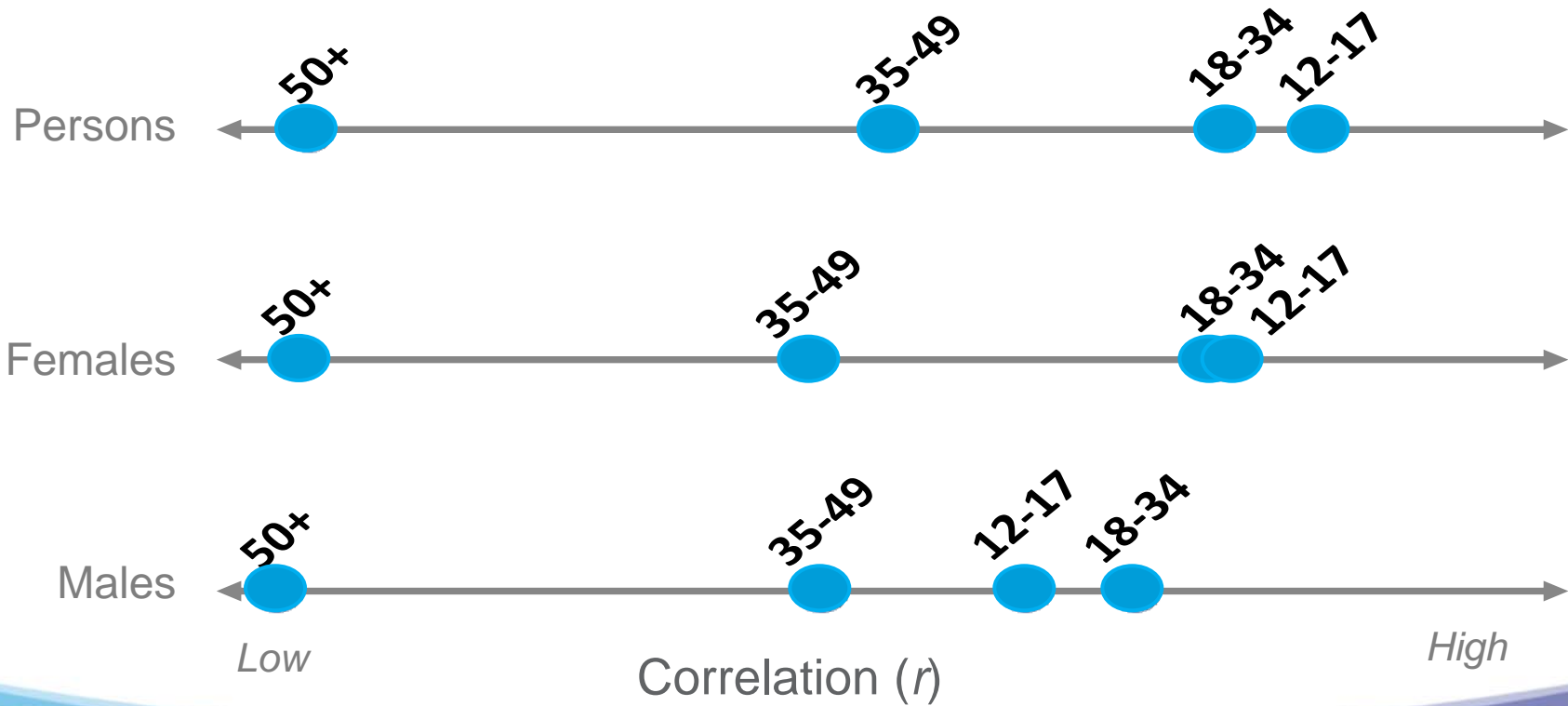
Buzz grows over a show's season



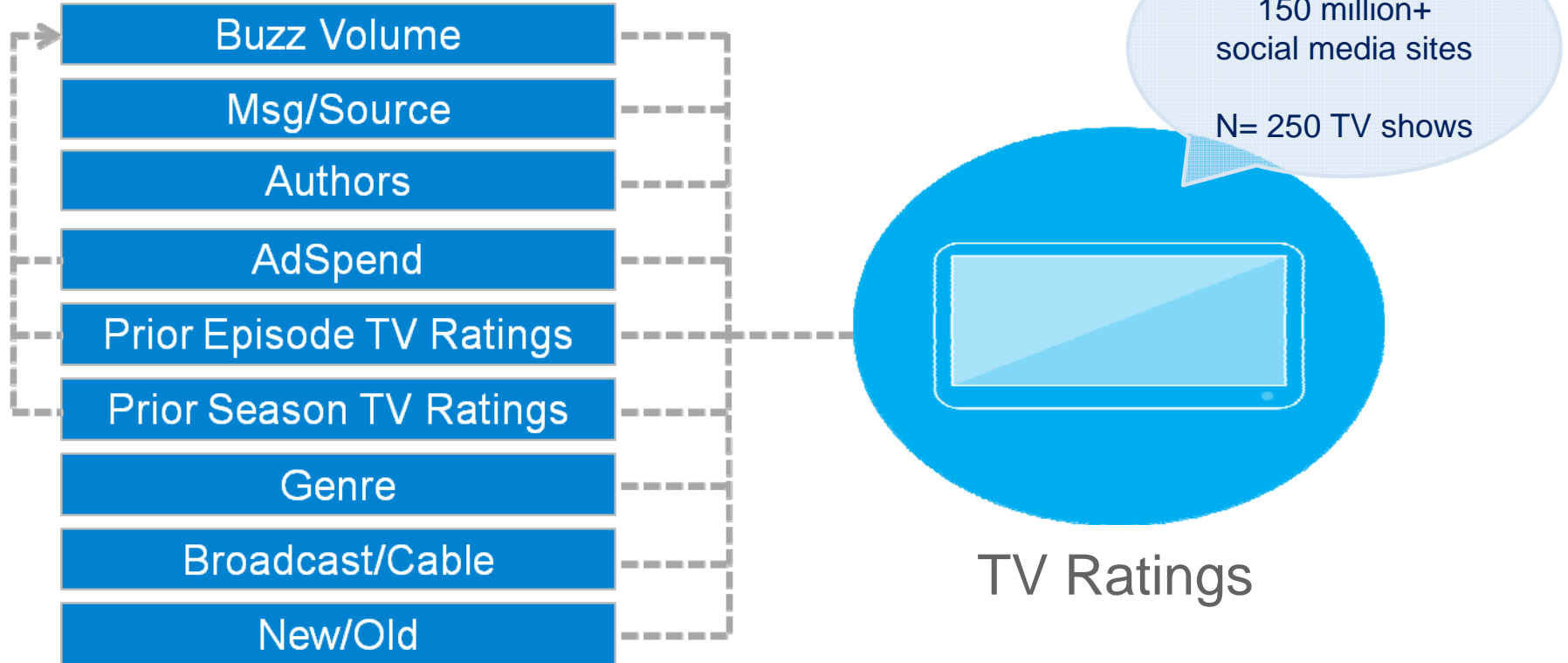
Blogs & boards dominate the conversation





















Buzz and ratings more correlated for younger demos



Model Overview



When is buzz aligned with TV ratings?

	18-34	35-49	50+
PREMIERE			
Males			
Females			
MIDSEASON			
Males			
Females			
FINALE			
Males			
Females			

Buzz is significant at $p \leq 0.05$.
 R^2 ranges between 0.5 and 0.9

Four weeks prior to a show premiere...

A **9%**

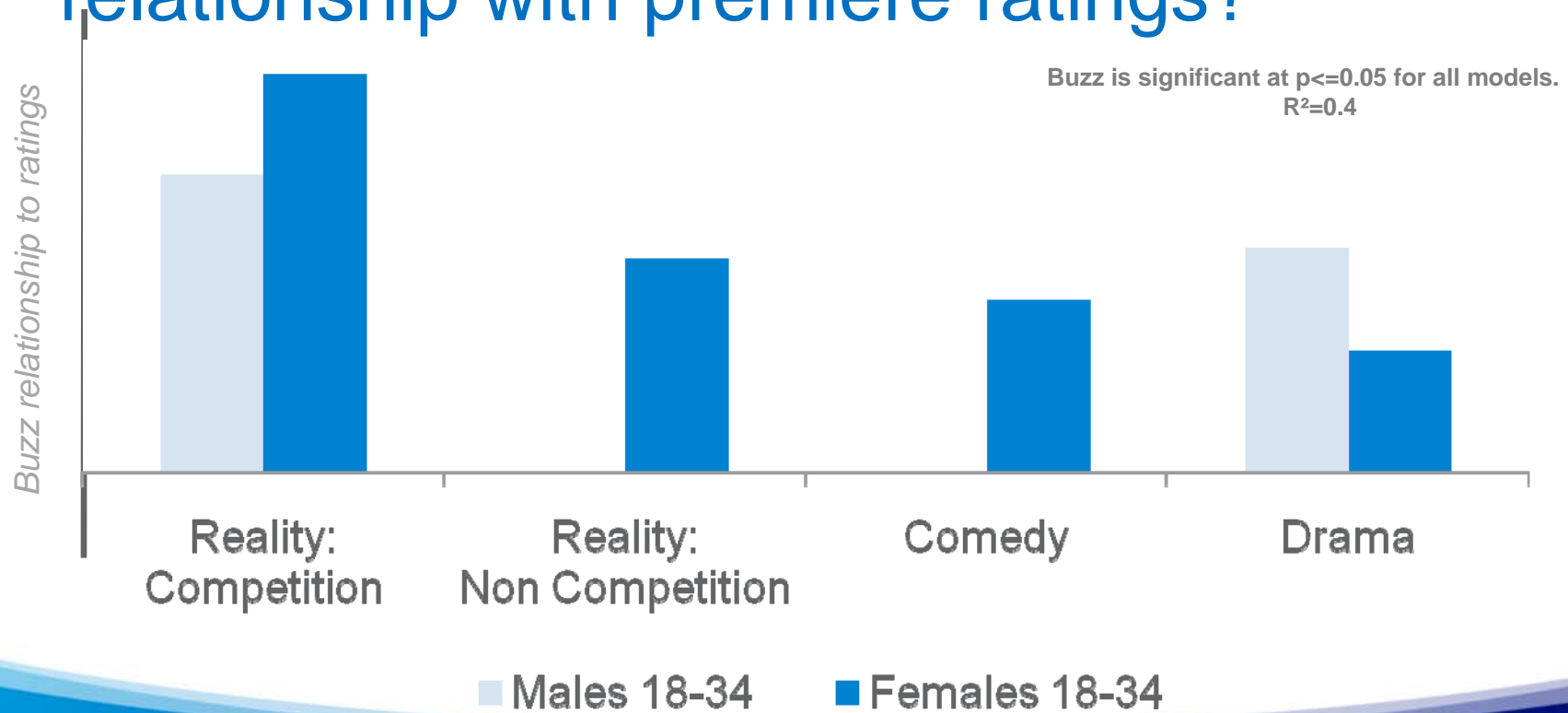
increase IN BUZZ VOLUME

CORRESPONDS TO A **1%**

increase IN RATINGS

Ratings for people 18-34 years old

How does genre change buzz's relationship with premiere ratings?



Two weeks prior to a midseason episode...

A **14%**

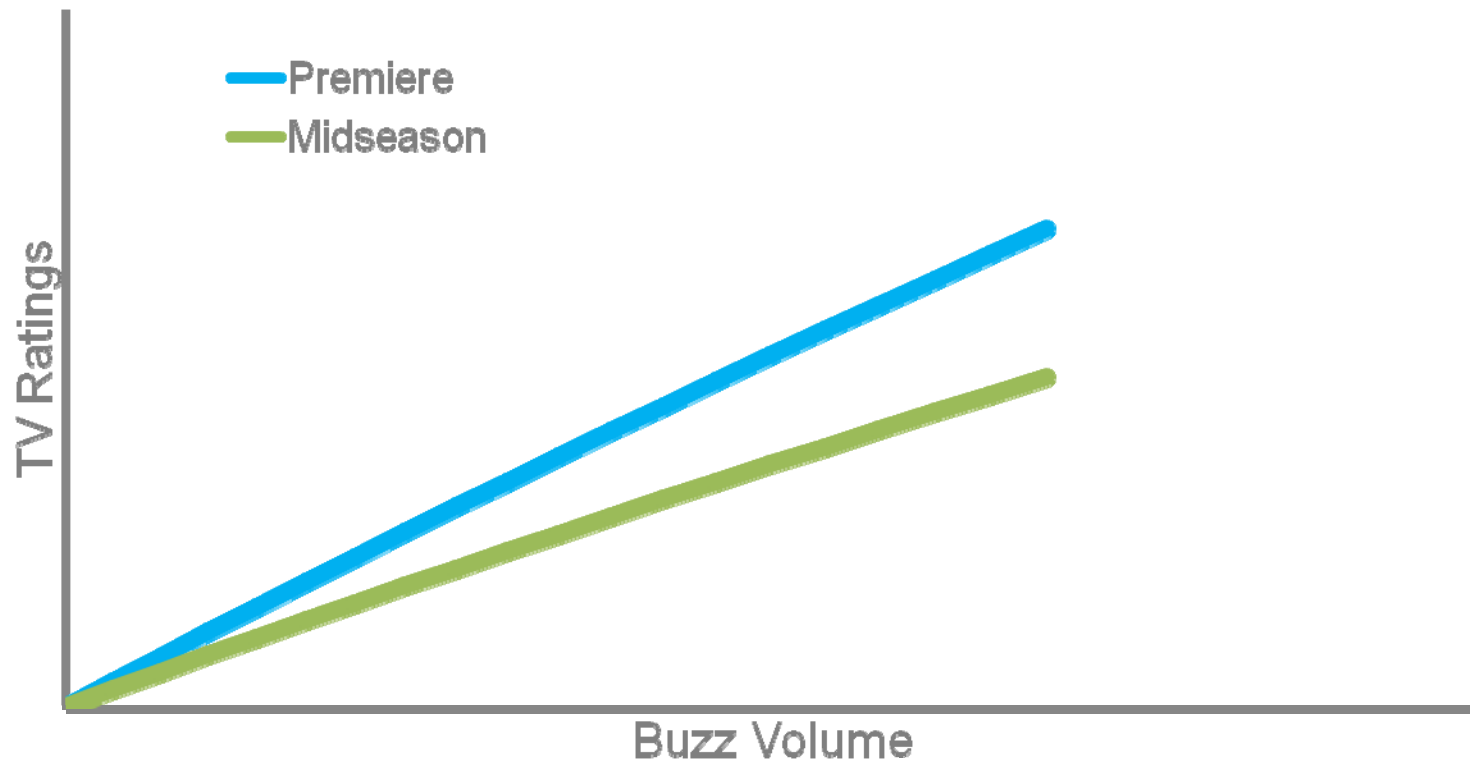
increase IN BUZZ VOLUME

CORRESPONDS TO A **1%**

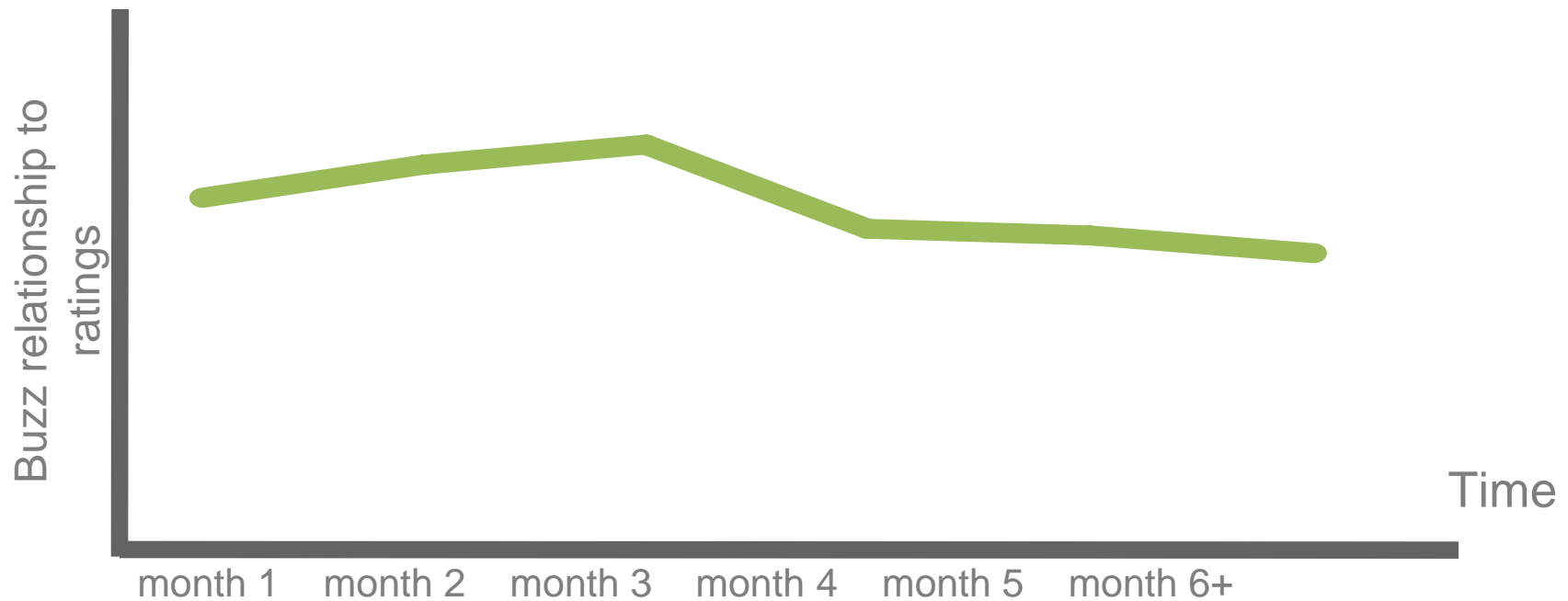
increase IN RATINGS

Ratings for people 18-34 years old

Midseason relationship weaker



How does the impact of buzz vary throughout midseason?



Two weeks prior to a show finale...

A **14%**

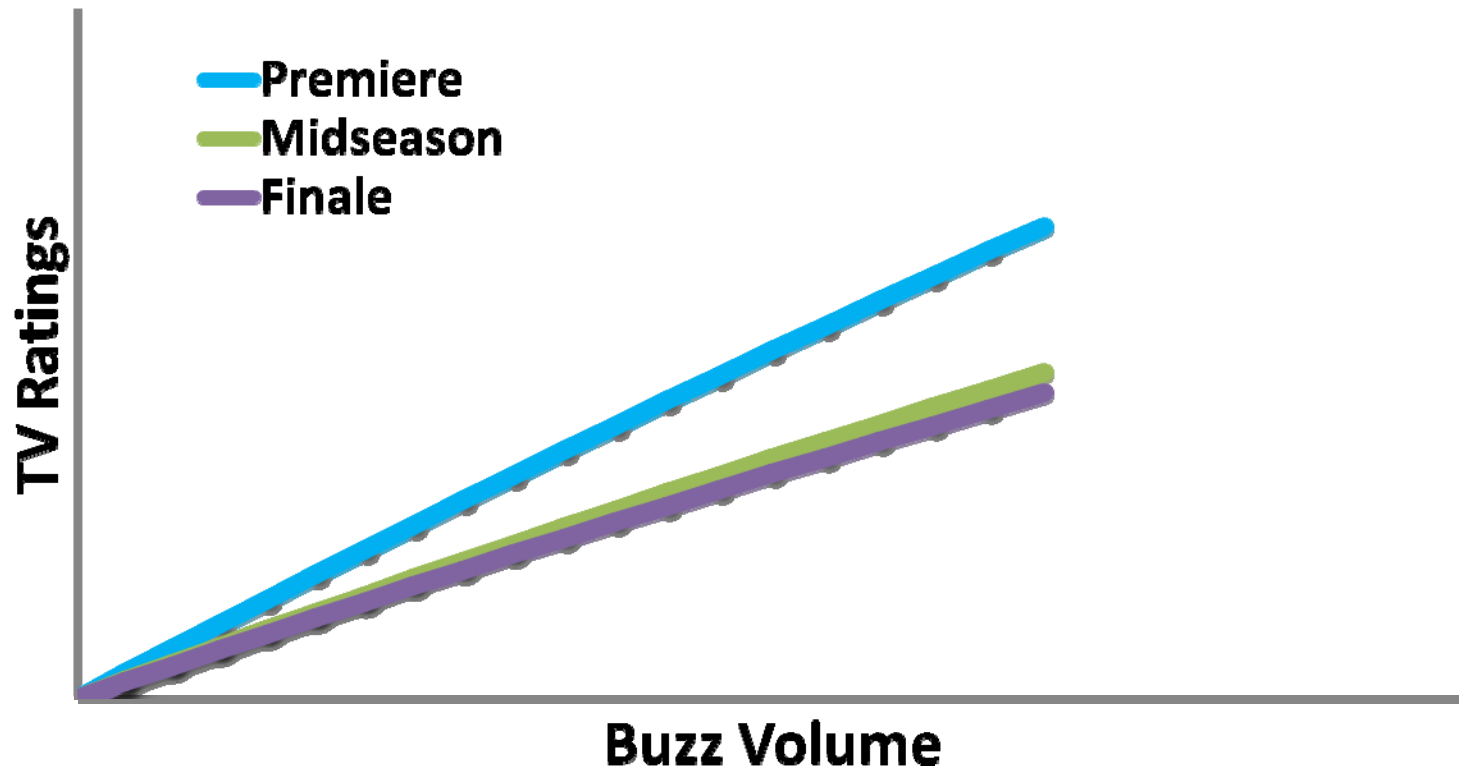
increase IN BUZZ VOLUME

CORRESPONDS TO A **1%**

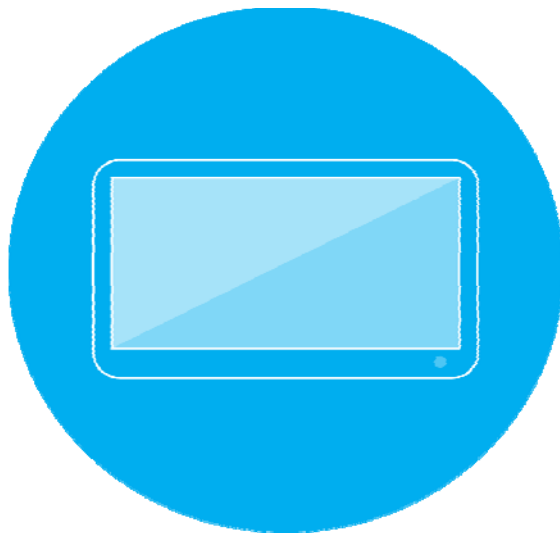
increase IN RATINGS

Ratings for people 18-34 years old

Finale relationship similar to midseason



Looking Forward...



Show Level
Effectiveness of Promos
TV driving Buzz
Cume

Questions?

Thank you!



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State of the Media: The Social Media Report Q3 2011
<http://www.nmincite.com/?p=5412>

How Social Care Impacts your Business
<http://www.nmincite.com/?p=5311>