



# State of Social TV

Tuesday, February 9, 2016



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# Shareablee collects and transforms the world's social data into actionable business intelligence for marketers

Collect, analyze and store a census of over 100,000 brands, publishers, public figures daily since Jan 2013



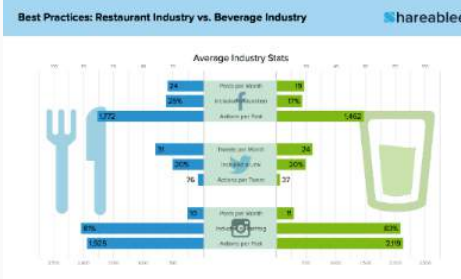
# In the marketplace



THE OFFICIAL SOCIAL ANALYTICS  
PARTNER OF COMSCORE



LOCAL MEDIA  
RANKINGS



INDUSTRY  
WEBINARS



SOCIAL THOUGHT-LEADERSHIP  
EVENTS



DATA  
PARTNERSHIPS



PUBLISHER  
RANKINGS

**CYNOPSIS MEDIA** EDITIONS UPFRONTS AWARDS EVENTS WEBINARS

**SHAREABLE SOCIAL TV RATINGS: Top U.S. Shows Overall by Engagement for the week of December 29**

Program, Date, Total Actions (000), % Facebook, % Twitter, % Instagram
The Ellen DeGeneres Show (Warner Bros.), 2781, 50.62, 4.22, 0.46
Good Morning America (ABC), 1382, 15.0, 4.98, 7.42
Fox & Friends (FOX), 1223, 10.81, 0.8, 1.1
The Simpsons (FOX), 862, 0.05, 35, 0
Today Show (NBC), 848, 83.21, 3.29, 13.17
Steve Harvey (NBCU), 775, 87.26, 1.26, 11.36
The Little Couple (TLC), 517, 1.0, 0, 0
Entertainment Tonight (CBS/Synd), 525, 58.45, 52, 63
On the Record with Greta Van Susteren (FOX), 460, 96.47, 3.53, 0
Family Guy (FOX), 405, 83.48, 1.11, 15.42

Source: Shareable Inc. The total actions metric includes post-level likes, shares, favorites, retweets and comments. % actions metric rates the portion of actions (likes, shares, favorites, retweets and comments) attributable to a platform.

SOCIAL TV  
RANKINGS

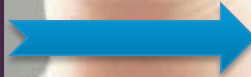


AWARDS



## Then

Social Media to Drive Tune In  
(aka Keeping the Lights On...)



## Now

Social media empowers fans to  
dive deeper into the story world

Social media fuels program  
discovery, audience retention

Social media is monetized in itself  
(what???)

# All of these are hurled at you when you mention social media success

Fans, followers, media posts, pins, tweets, repins, favorites, reblogs, retweets, buzz, mentions, actions, consumptions, clicks, impressions, community shares, comments, likes, growth in likes, recommends, follows, links, statuses, quotes, replies, more...



# Measuring What Matters in Television: 3 Key Concepts

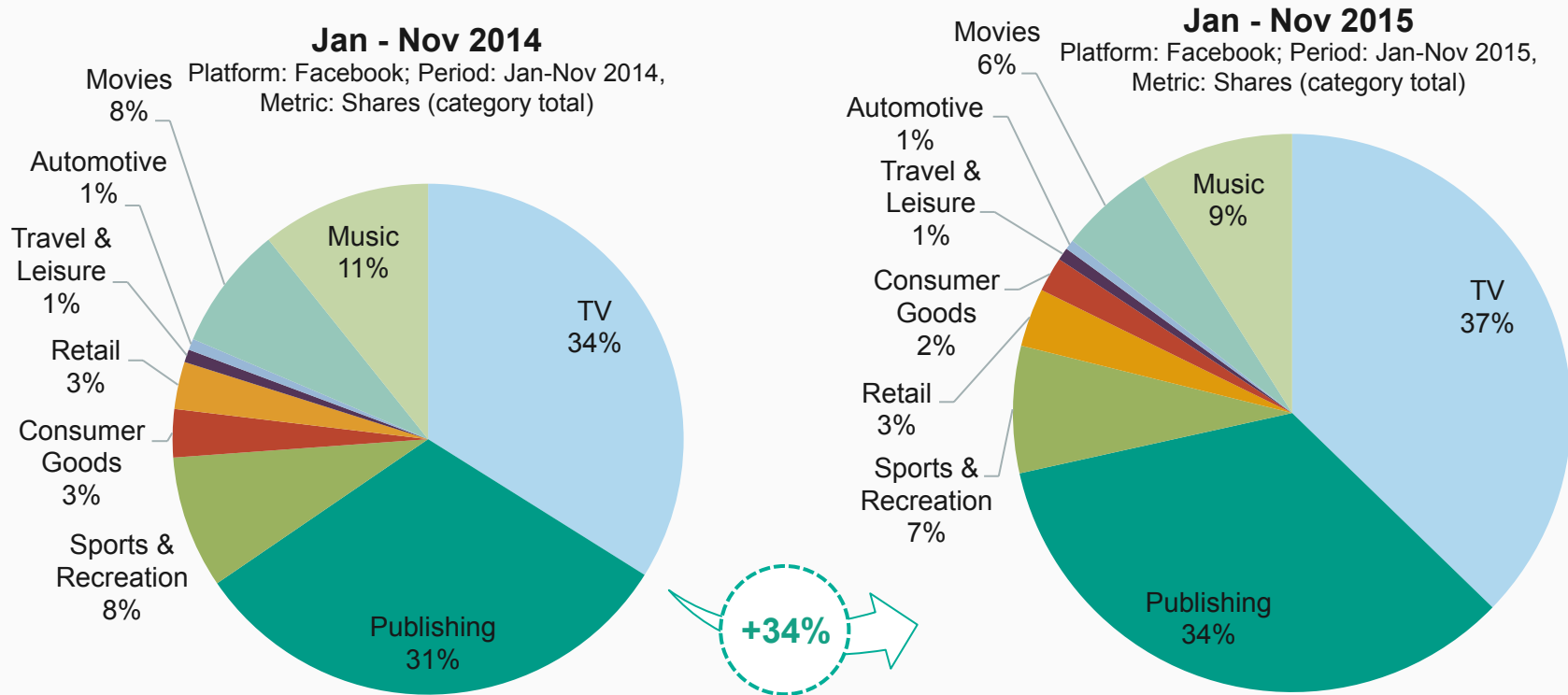
- Driving Awareness, and Word of Mouth Across New, Existing (and Potentially Elusive) TV and Video Viewers
- Getting to Know Your Audience Better  
(Better content, better advertising ROI)
- Monetization: Tune-in and online extensions

# 7 Billion

The **number of times people engaged** with TV Programmer content across Facebook, Twitter, Instagram, YouTube and Tumblr in Jan – Nov 2015 in the U.S.

# “Content guys produce good content”

## Publishing and TV account for over 70% of all shares



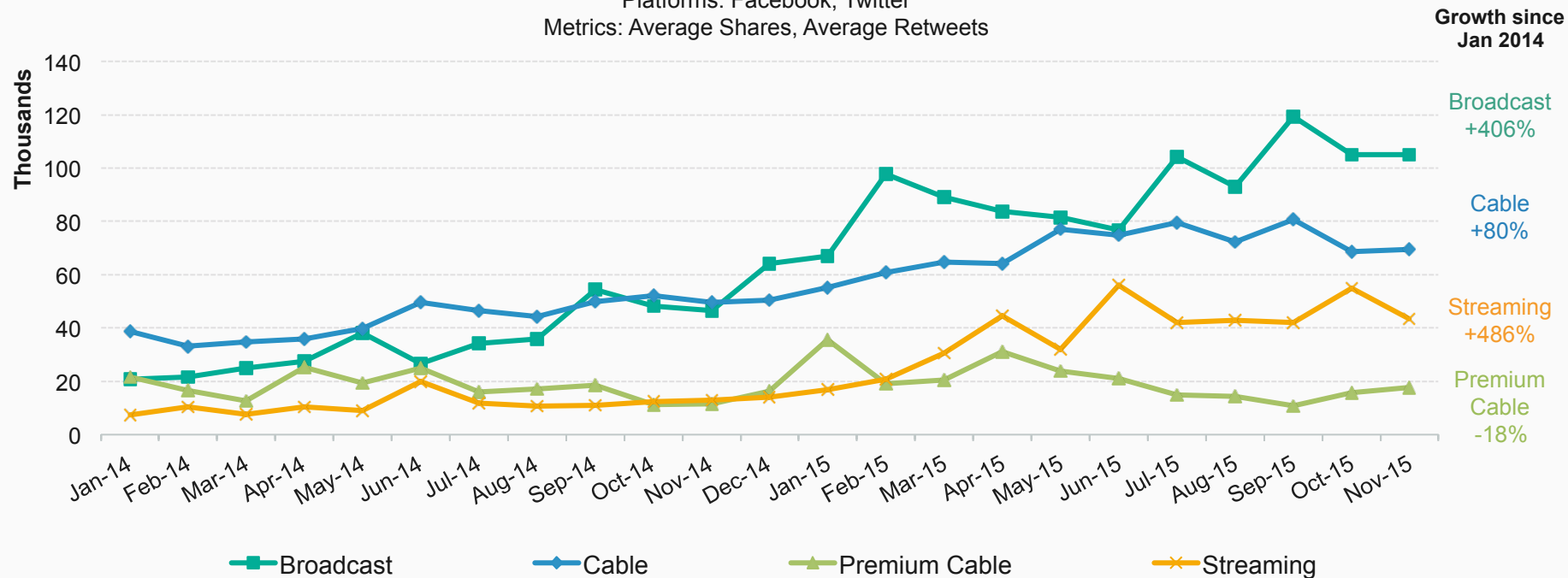
# While Broadcast has grown 406% in amplification, Streaming has outpaced Premium Cable in content shares

## Cross Platform Amplification

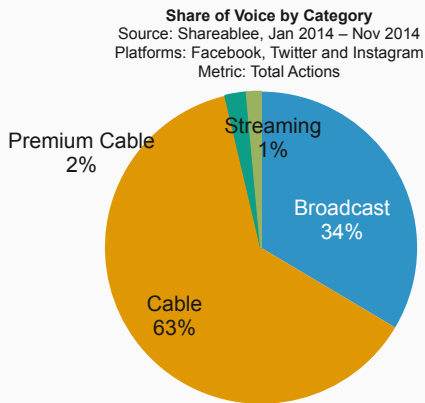
Source: Shareablee, Jan 2014 – Nov 2015

Platforms: Facebook, Twitter

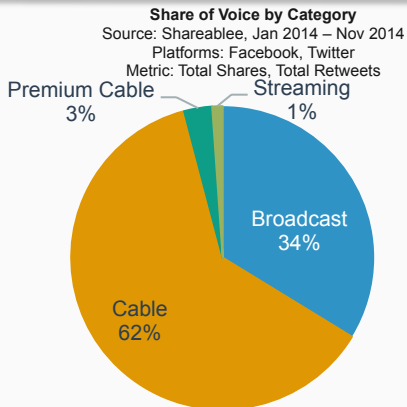
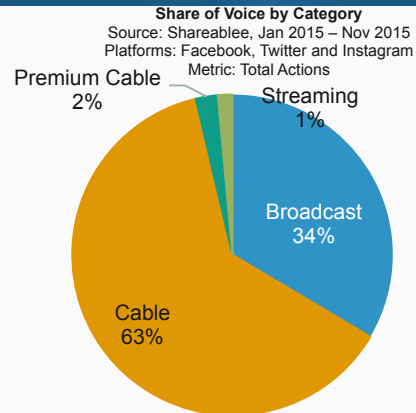
Metrics: Average Shares, Average Retweets



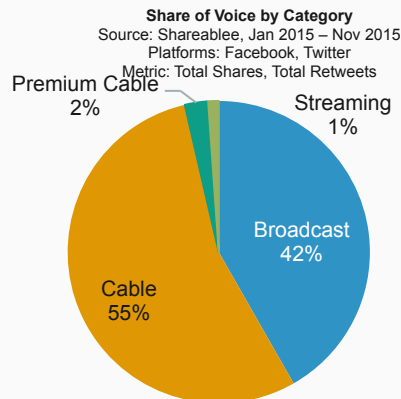
# While cable captures the highest share of voice, broadcast programs win in both average interactions, and share-ability



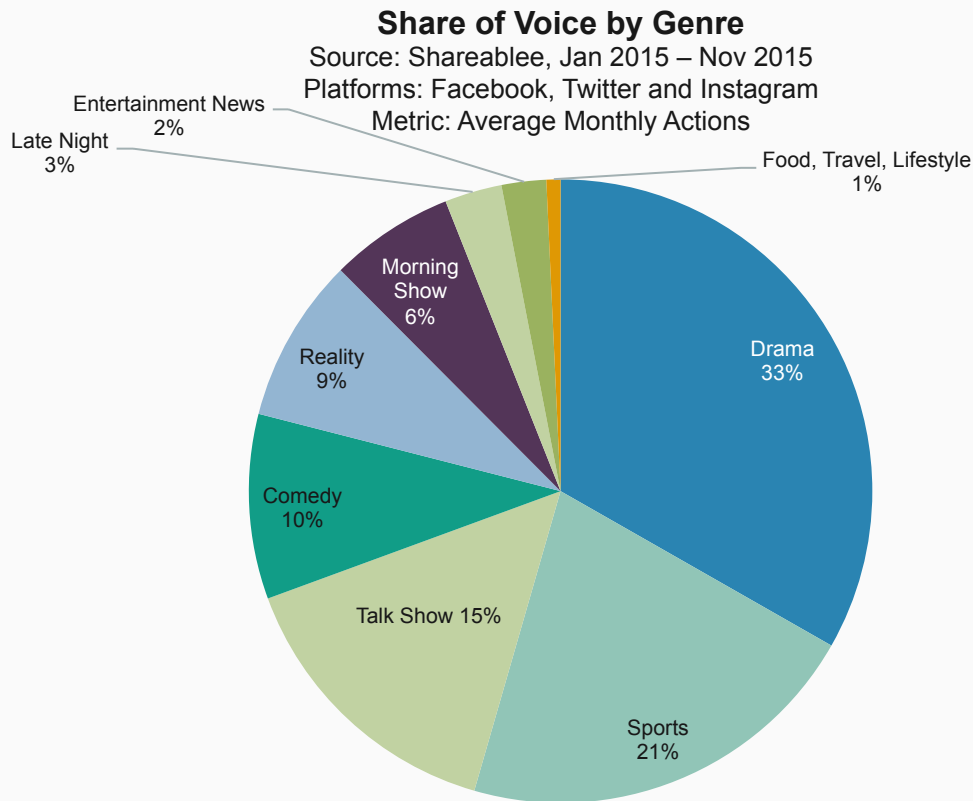
+32%



+55%



# Drama / Sports / Talk Shows combine for more than 60% of total actions



# TV Industry: Total actions grew 32% Y/Y; while video grew more than 3x faster

U.S. TV Industry 2015	Y/Y Growth
Overall	+32%
Facebook	+21%
Twitter	+41%
Instagram	+114%
YouTube	+50%
Tumblr	-23%
<small>*Total Actions metric includes likes, comments, shares, favorites, retweets, dislikes and reblogs on content posted by the brands on Facebook, Twitter, Instagram, YouTube and Tumblr. (excludes YouTube Views).</small>	

Overall U.S. Brand 2015	Y/Y Growth
Overall	+100%
Facebook	+91%
Twitter	+55%
Instagram	+147%
YouTube	+21%
Tumblr	+18%
<small>*Total Actions metric includes likes, comments, shares, favorites, retweets, dislikes and reblogs on video content posted by the brands on Facebook, Twitter, Instagram, YouTube and Tumblr. (excludes YouTube Views).</small>	

# U.S TV: Total amplification grew 49% in 2015 Y/Y outpacing overall brands which grew at 27%

U.S. TV Industry 2015	Y/Y Growth
Amplification	+49%
Shares	+54%
Retweets	+22%

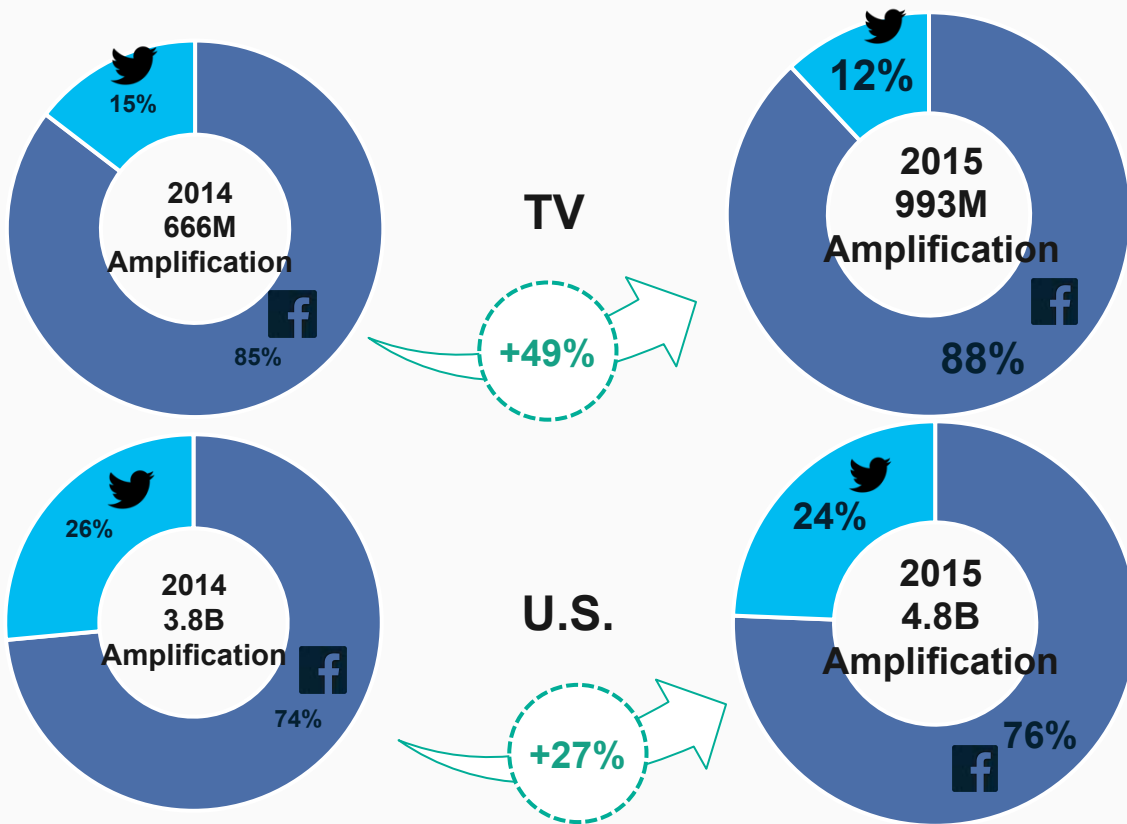
\***Amplification** metric includes shares and retweets on content posted by the brands on Facebook and Twitter.

Source: Shareablee

Platforms: Facebook, Twitter

Metrics: Total Shares, Total Retweets

Period: Jan – Nov 2014, Jan - Nov 2015



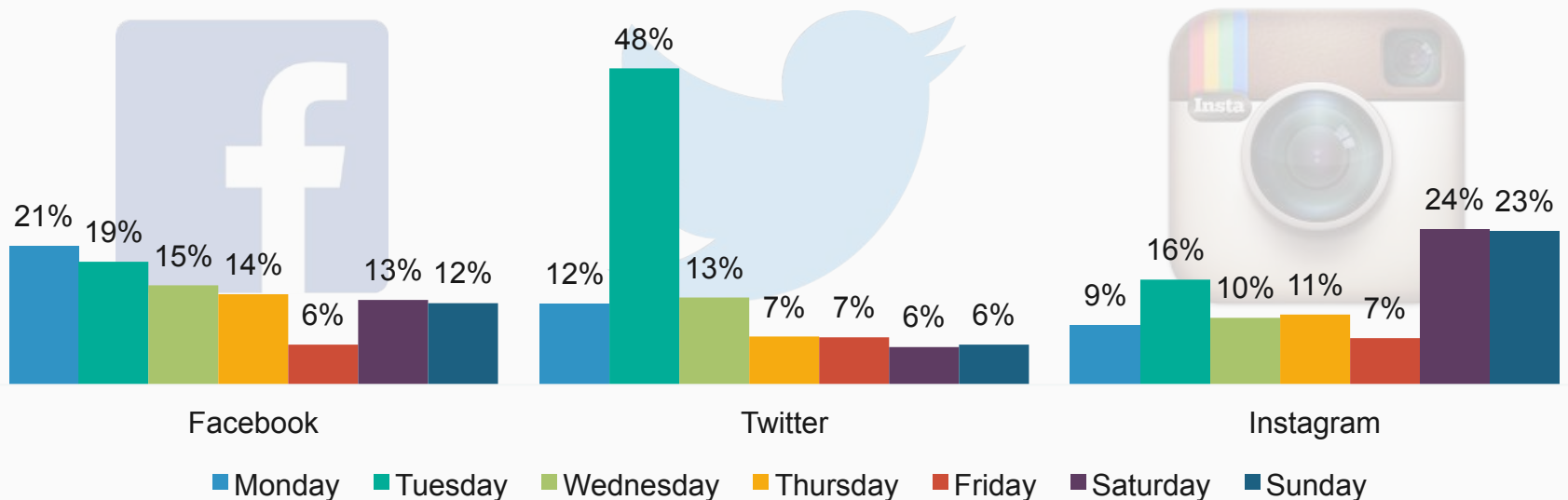
# Case Example: Program activity happens throughout the week... not just on the day of airing

**Day of Week: Tuesday Primetime Show**

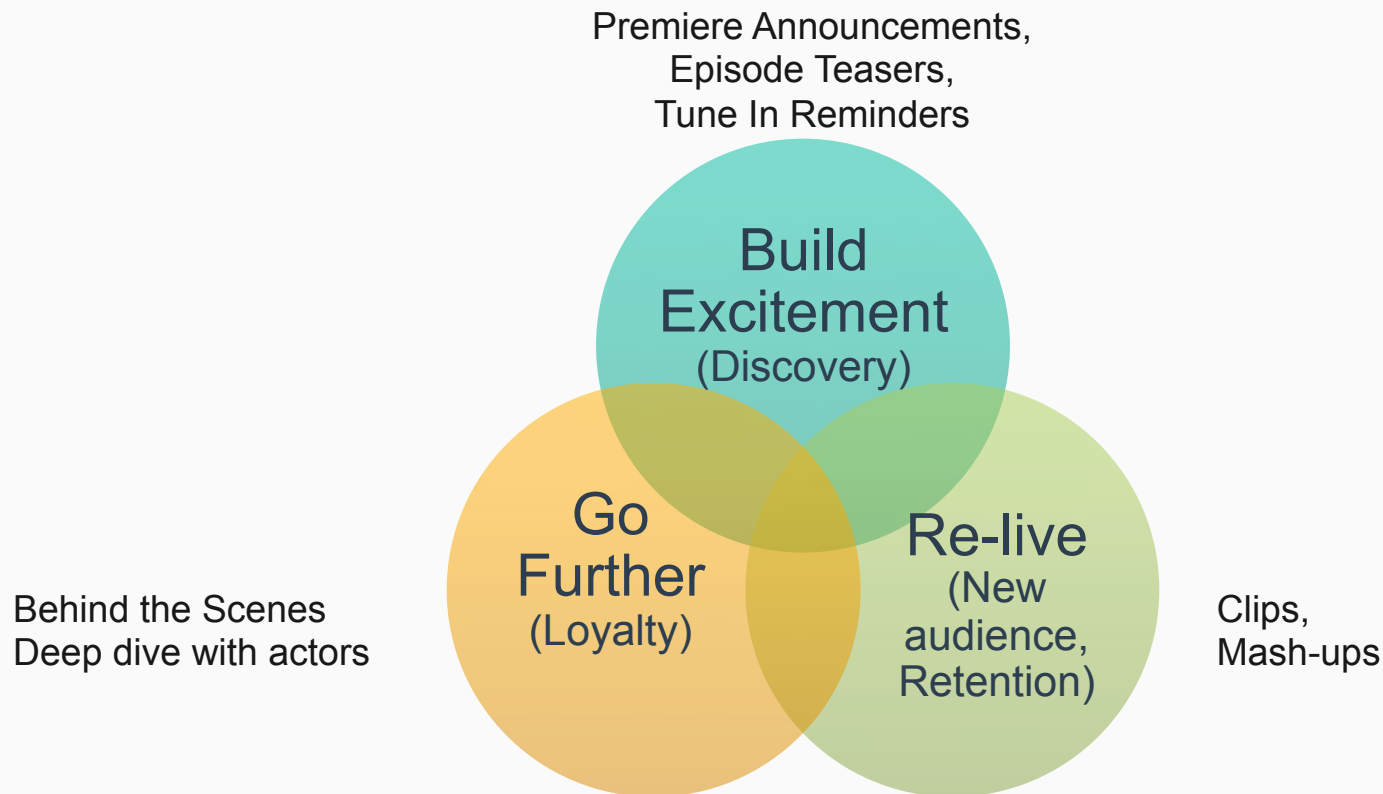
Source: Shareablee, Q3 2015

Platform: Facebook, Twitter, Instagram

Metric: % of Actions



# Unpacking the Social Viewer



# Build Excitement: Heroes Reborn began teasing audiences 6 months before the long-awaited return of the show...



**Heroes**  
Where are the Heroes? Thursdays this Fall on NBC.

Like · Comment · Share · June 22

33,258 people like this. [Top Comments](#)

10,140 shares 2.1k comments

Shared with: Public  
713,671 Views

[Embed Video](#)  
[Embed Post](#)



**Heroes**  
Get your first look at the new series Heroes Reborn, premiering Thursday, Sept. 24 on NBC.

Like · Comment · Share · June 25

81,347 people like this. [Top Comments](#)

44,277 shares 6.9k comments

Shared with: Public  
1,785,108 Views

[Embed Video](#)  
[Embed Post](#)  
[Report video](#)



**Heroes**  
Ordinary people, extraordinary abilities. Heroes Reborn premieres Thursday, Sept. 24 on NBC.

Like · Comment · Share · July 12 · Edited

91,175 people like this. [Top Comments](#)

66,526 shares 9.4k comments

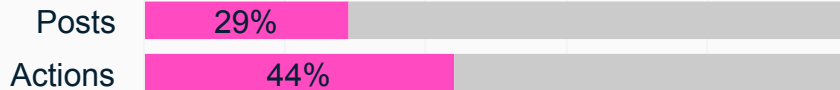
Shared with: Public  
2,848,502 Views

[Embed Video](#)  
[Embed Post](#)  
[Report video](#)



## Posts vs Actions

Period: Q1-Q3 2015



■ Campaign Content ■ Other

# Build Excitement: Scream Queens uses immediacy, and day-of teasers that perform twice as well as regular posts



**Scream Queens**  
Tonight's the night for an all NEW episode of Scream Queens at 9/8c on FOX! Are you ready for the show everyone's talking about?

Shared with: Public  
2,564,118 Views

**Scream Queens**  
September 22 · 🌐

Ready for Hell Week? Scream Queens premieres TONIGHT at 8/7c on FOX!



9.2m Views



**Scream Queens**  
Even evil needs a #2. Meet Ariana Grande as Chanel #2 on Scream Queens Tuesday, Sept 22 at 8/7c on FOX.

Shared with: Public  
1,462,796 Views

## Posts vs Actions

Period: Q1-Q3 2015



# Build Excitement: Quantico's trailers and sneak peek video clips promoting its season premiere drove engagement

**Finding:** From September 1 – December 14, 2015, video posts accounted for 29% of **Quantico**'s total content on Facebook, and drove 44% of the show's engagement on the platform. Furthermore, these posts represented 68% of the show's total shares and on average, garnered 424% more shares than any other type of post.



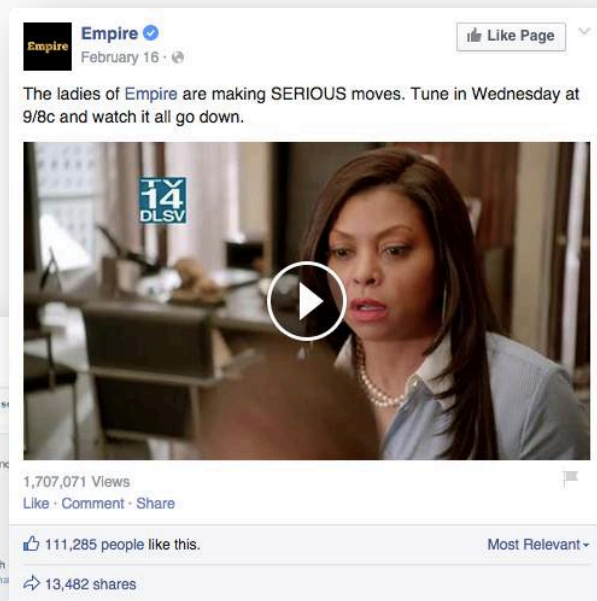
# Re-live: Orange is the New Black engaged audiences by posting memorable quotes



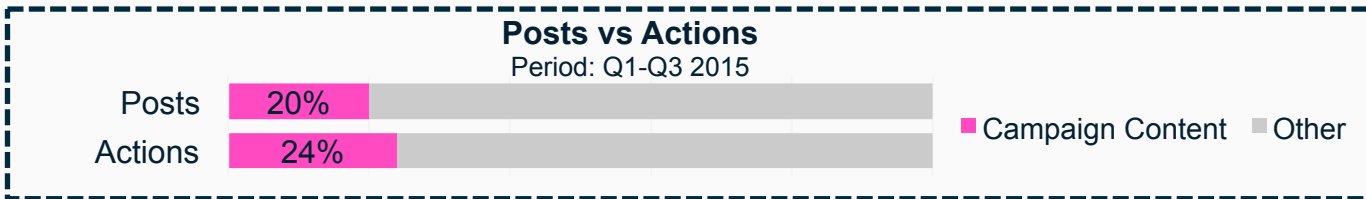
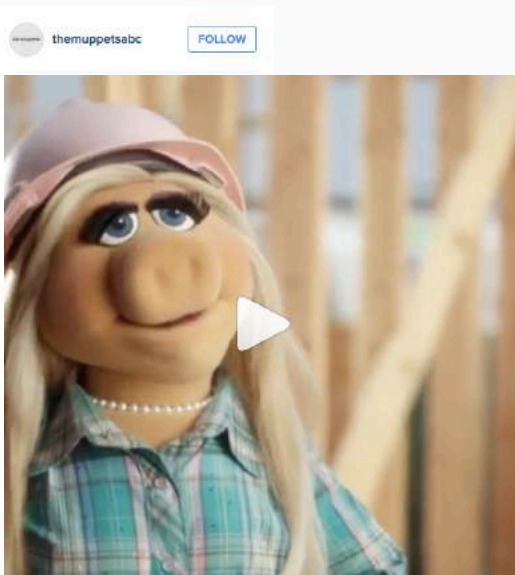
Although **Orange is the New Black** released its newest season in June 2015, the streaming show continued to drive its engagement by re-living iconic quotes on social. These posts produced 60% of the show's total engagement on Facebook.

# Re-live: Trailers and clips led Empire's most amplified posts on Facebook and Twitter, creating the 'water cooler'

Video posts made up 12% of all Empire's content across platforms and 19% of total actions between Dec 1, 2014 and March 22, 2015. Video posts that included "tune in" made up 31% of total video content and 40% of total actions on video posts.



# Go Further: On Instagram, Miss Piggy saw the highest amount of engagement and is definitely a fan favorite



# Go Further: Gatlin Green (Emily Duval) in Heroes Reborn drives the most amount of engagement among the cast



## Posts vs Actions

Period: Q1-Q3 2015

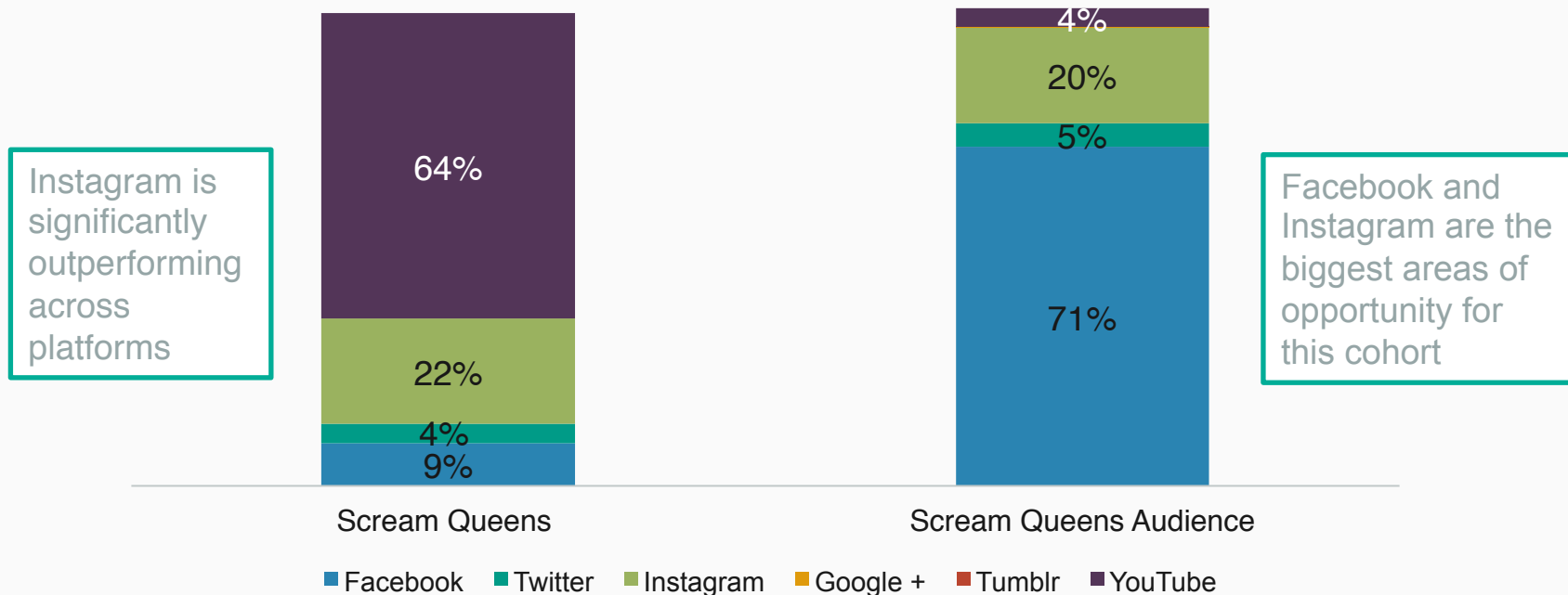
Posts 7%

Actions 11%

■ Campaign Content ■ Other

# YouTube video made up the majority of *Scream Queens*'s social engagement, while its audience engaged most with Facebook and Instagram.

**Scream Queens vs. Scream Queens Audience Cohort  
Actions by Platform**



\*Based on Shareable data – November 1 – November 30, 2015

\*Video views included in YouTube actions

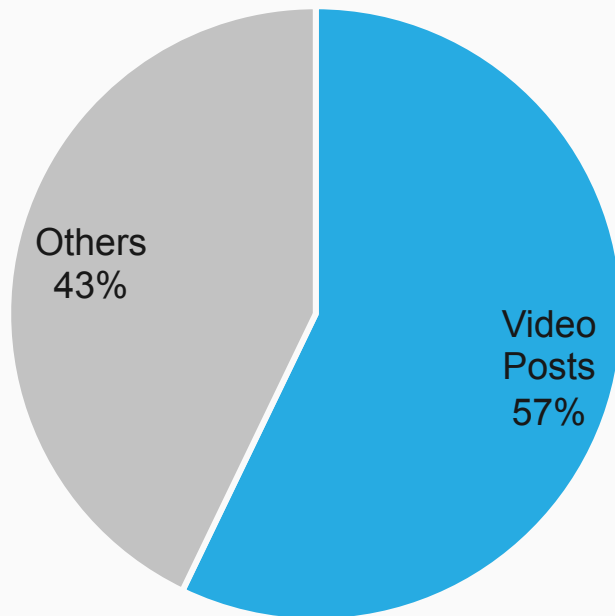
\*\*G+ and Tumblr accounted for less than 1% of actions

# Video teasers have been the most effective content type in terms of tune-in posts

## Type of Tune in Message Post

Source: Shareablee, Sept 1 – Dec 9, 2015

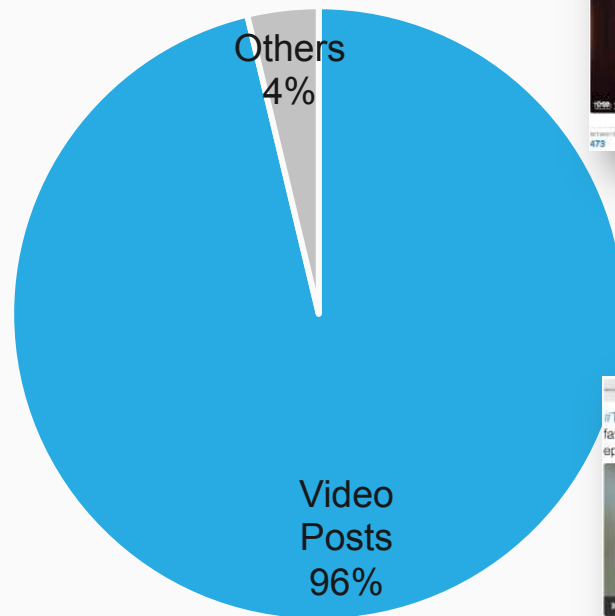
Platform: Facebook

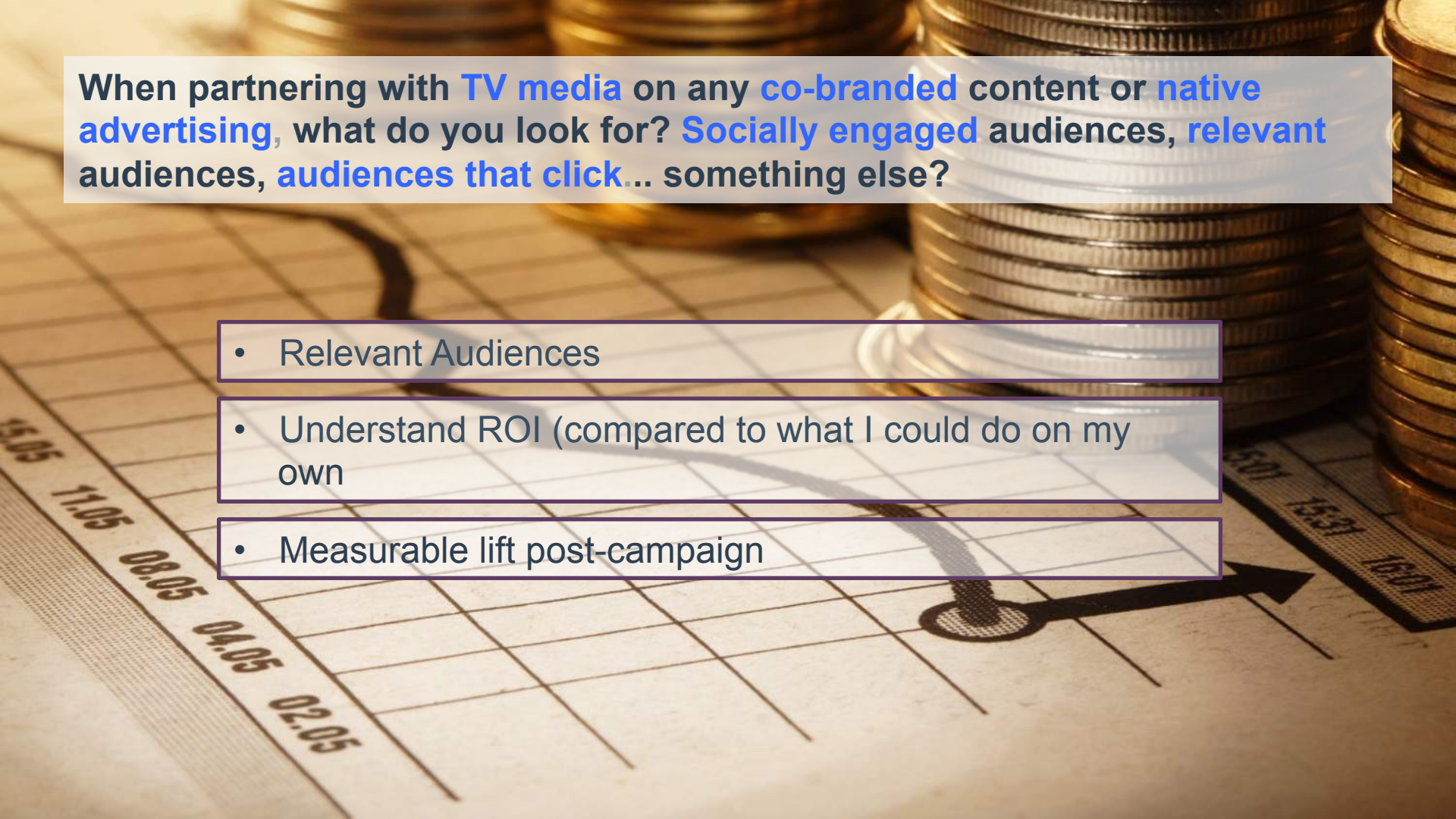


## % of Shares

Source: Shareablee, Sept 1 – Dec 9, 2015

Platform: Facebook





When partnering with **TV media** on any **co-branded** content or **native advertising**, what do you look for? **Socially engaged** audiences, **relevant** audiences, **audiences that click**... something else?

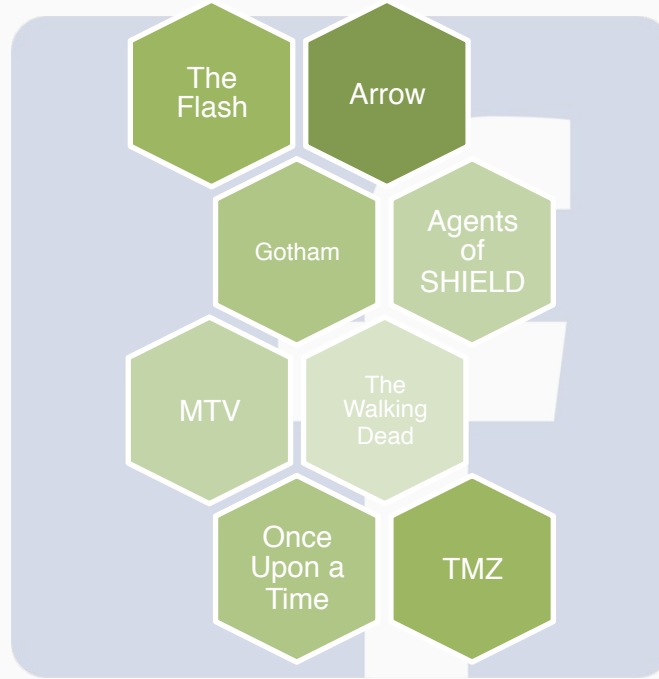
- Relevant Audiences
- Understand ROI (compared to what I could do on my own)
- Measurable lift post-campaign

# When Supergirl's Facebook audience *isn't* engaging with Supergirl, they are spending time with:

## Top Brands:



## TV:

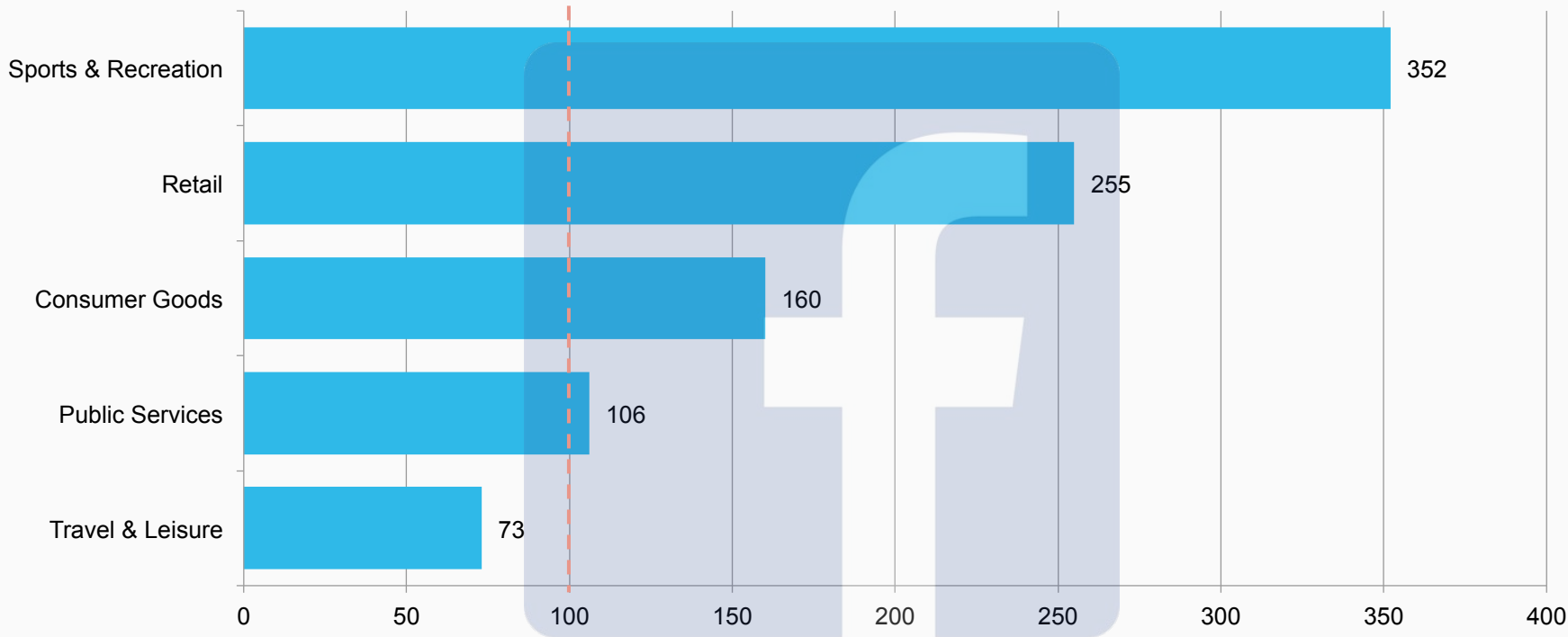


## Media:



Source: Shareable Social Loyalty Platform 2015  
Platforms: Facebook  
Period: Q3 2015

# Supergirl's Audience is 250% more likely to engage with Sports & Recreation than the average industry



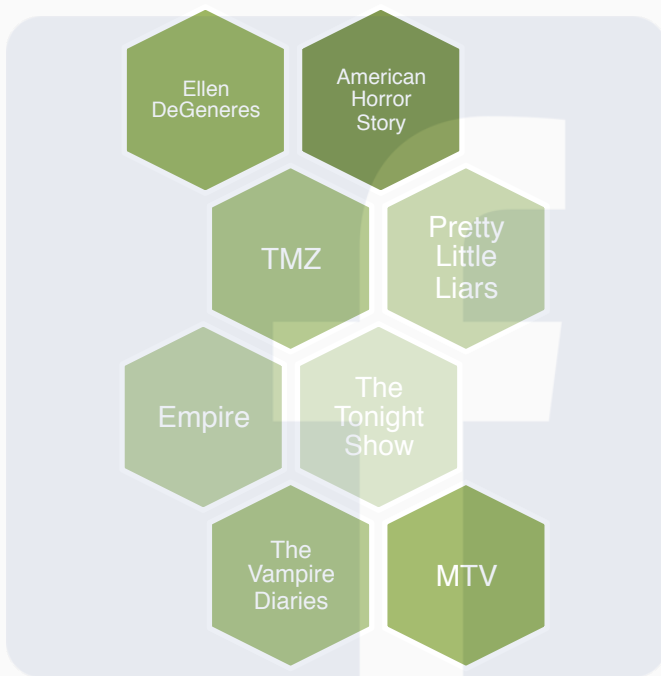
Source: Shareable Social Loyalty Platform 2015  
Platforms: Facebook  
Period: Q3 2015

# What about Scream Queens?

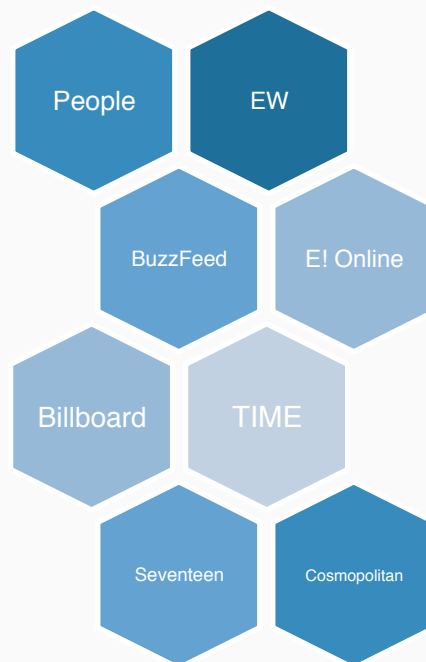
## Top Brands:



## TV:



## Media:

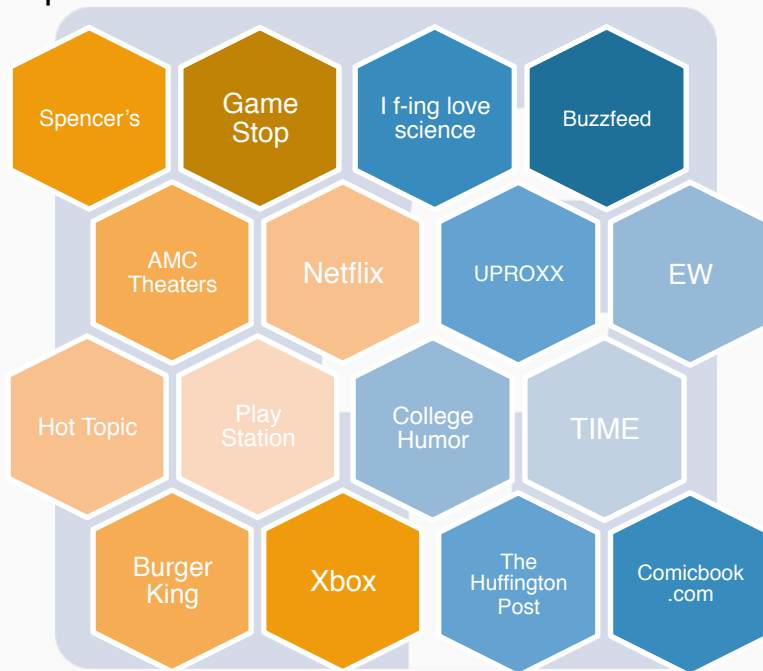


Source: Shareable Social Loyalty Platform 2015  
Platforms: Twitter  
Period: Q3 2015

# Properties which Comedy Central's Cohort over-index with:

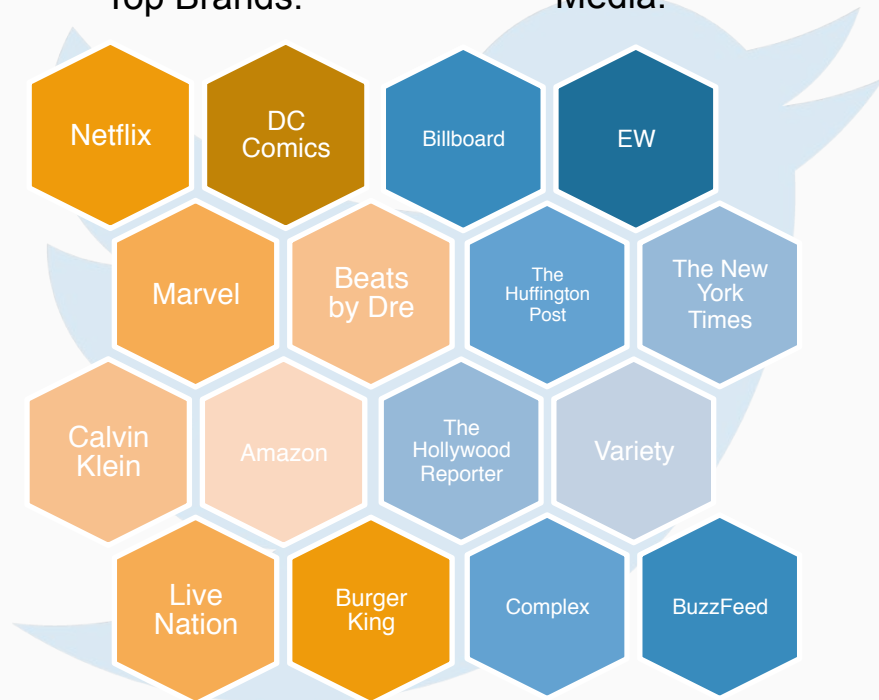
## Top Brands:

## Media:



## Top Brands:

## Media:




Source: Shareable Social Loyalty Platform 2015  
Platforms: Twitter  
Period: Q3 2015

# Case Example: Suits co-branded campaign with Lexus

**Suits** @Suits\_USA

Check out what you said about the Season Premiere last night with the @Lexus social recap. [usanetwork.com/suits/socialre...](http://usanetwork.com/suits/socialre...)




Suits - Lexus #SuitsCritic  
Submit your opinion each episode with #SuitsCritic.

Retweets	Likes
33	55

**Suits** @Suits\_USA

Use #SuitsInspiration and you could see your pics on-air during Suits. Presented by @Lexus [usanetwork.com/suits/inspirat...](http://usanetwork.com/suits/inspirat...)




Suits - #SuitsInspiration Presented by Lexus

Retweets	Likes
37	72

**Graceland TV** @GracelandTV

With the Season 3 Premiere just a few days away, make sure you're up on all of the intense moments from Season 2. Catch up here with Toyota [usanet.tv/GLCatchupHQ](http://usanet.tv/GLCatchupHQ). Catch the Season 3 Premiere this Thursday at 10/9c.



GRACELAND CATCH UP HQ  
PRESENTED BY THE BOLD 2015 CAMRY

Likes	Comments	Shares
11,489	425	1,036

**Graceland** @GracelandTV

Head to the Graceland Catch Up HQ by @Toyota and relive some of Briggs' words of wisdom: [usanet.tv/GLCatchupHQ](http://usanet.tv/GLCatchupHQ).



GRACELAND CATCH UP HQ  
PRESENTED BY THE BOLD 2015 CAMRY

Retweets	Likes
29	67

**Graceland TV's** campaign with **Toyota** accounted for **20%** of total audience engagement for tune-in posts on Facebook. The co-branded post was also the third top post for the show for Q2 2015. Each co-branded post garnered an average of 3.3K total actions. On Twitter, each co-branded tweet received an average of 70 actions per tweet and also represented **20%** of total actions for tune-in tweets.

# Case Examples: The Muppets on ABC co-branded campaign with Target



Retweets	Likes
45	91



Likes	Comments	Shares
1,559	20	22

The video also received 70k+ views, which also included a mention of Target.



Likes	Comments	Shares
8,496	233	1,289

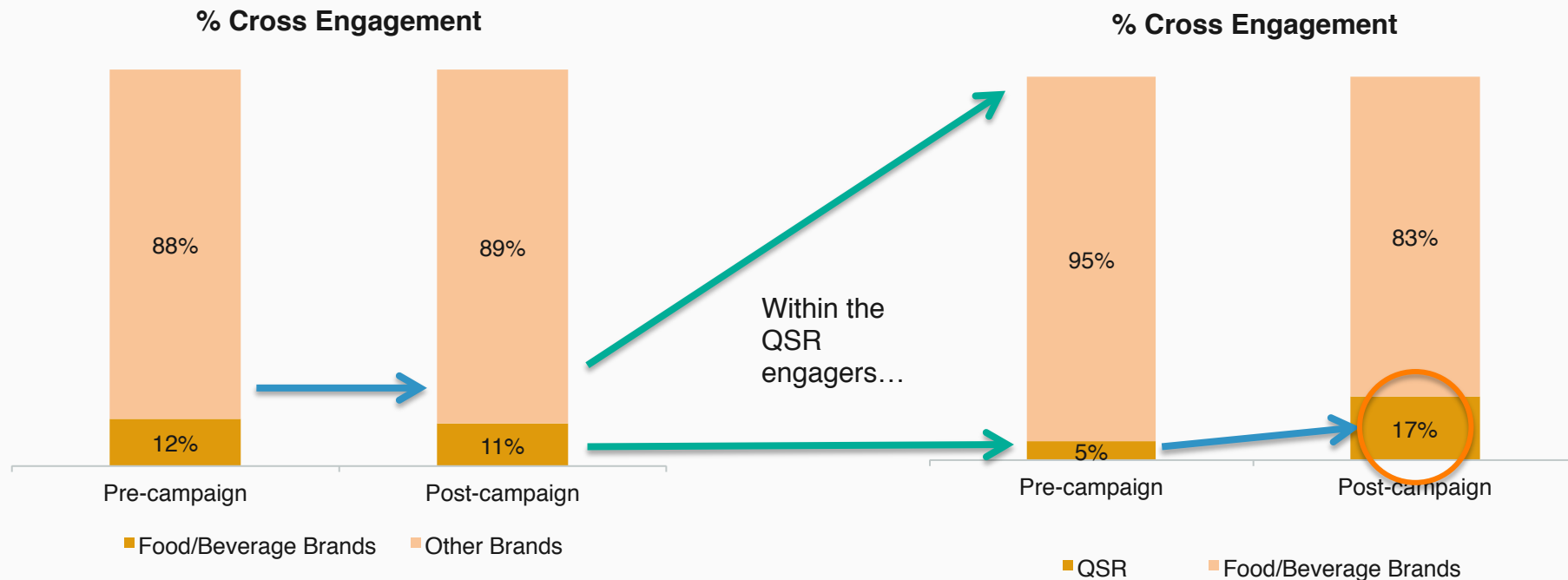
The video also received 5.5M+ views, which also included a mention of Similac



Likes	Comments	Shares
5,327	2,961	169

Similarly, the Today Show co-branded campaign with Similac and Subaru.

# Measuring the impact of co-branded integrations with this TV Show and a QSR:



- This QSR more than tripled their share of audience (following the campaign) compared with other food, beverage and QSR brands

# Key Takeaways

- TV outpaces the overall social web on Facebook (+21%), Twitter (+41%), and Instagram (+114%), especially in terms of **sharing and video**, where **Facebook still dominates**
- TV Marketers (and those working with entertainment content) must combine strategy **across three core objectives**: Build Excitement, Re-living the Episode, Going Further with Cast/Story
- Socially engaged viewers show strong affinities for key brand categories, often engaging more highly with brand content – creating a **huge opportunity in partnerships** as audiences continue to grow



# Thank You

 shareable

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