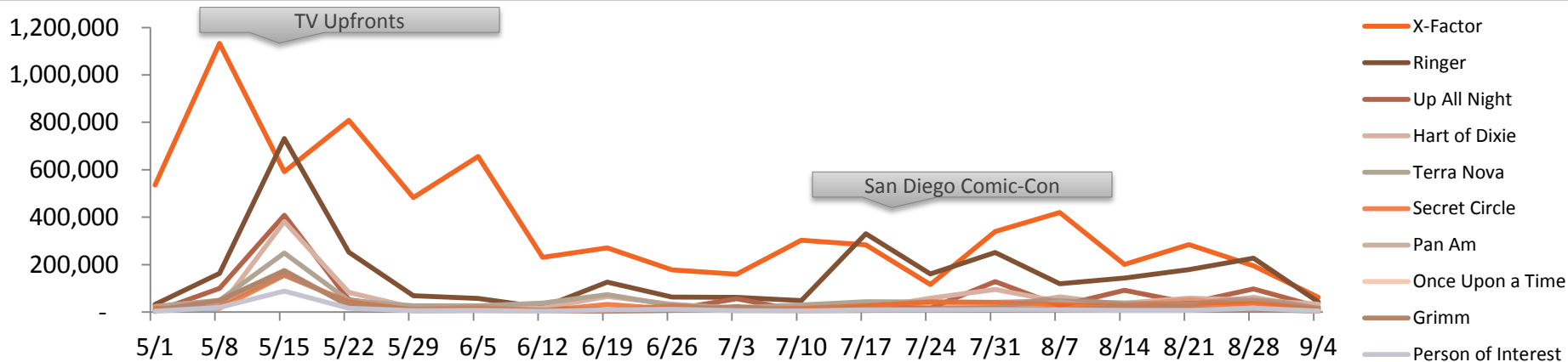
A complex network diagram with numerous nodes and connecting lines in shades of blue, orange, and pink. The nodes vary in size and color, with a prominent large pink node in the center. The lines are thin and crisscross the upper left portion of the slide.

# Fall TV Premieres Top 10 Social TV Shows



# New Fall Shows

## Top 10 Broadcast Network Shows Premiering Fall 2011



Network	Show	Genre	Impressions	Sentiment		
				Positive	Negative	Neutral
FOX	X-Factor	Unscripted	7,250,075	23%	3%	74%
CW	Ringer	Drama	3,079,408	19%	0%	81%
NBC	Up All Night	Comedy	1,132,791	17%	2%	81%
CW	Hart of Dixie	Drama	1,074,101	26%	2%	72%
FOX	Terra Nova	Drama	918,267	16%	4%	80%
CW	Secret Circle	Drama	559,109	14%	0%	86%
ABC	Pan Am	Drama	590,591	26%	6%	68%
ABC	Once Upon a Time	Drama	535,901	18%	3%	79%
NBC	Grimm	Drama	408,130	39%	16%	45%
CBS	Person of Interest	Drama	249,569	19%	3%	78%

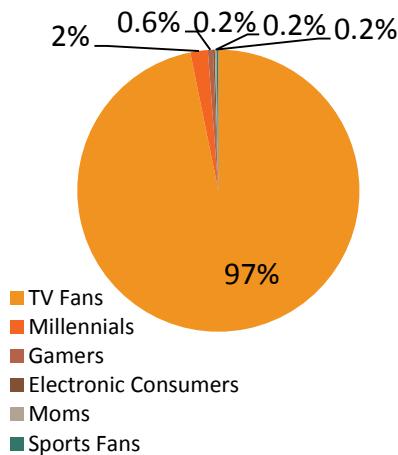
# X-Factor: Audience Discovery

## Summary

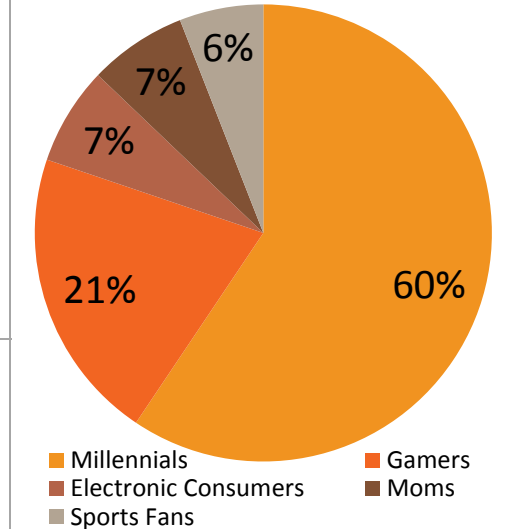
- ✓ The “TV Fans” segment dominates 97% of all American *X-Factor* related conversation
- ✓ TV Fans love talking about how *X-Factor* will compare with *Idol* and the other talent shows
- ✓ They also love all judge-related gossip, which consequently has kept the conversation highly active
- ✓ Overall all the segments are well aware of who Simon Cowell is and for the most part love his persona
- ✓ Cheryl Cole being “fired” as a judge, and then her possible return to the show has also been the focus of many *X-Factor* conversations.

## X-Factor Conversation by Audience

### With the TV Fan Segment



### Without TV Fans



### Millennials (60%)

- ✓ Millennials love gossiping about the judges, particularly Nicole Scherzinger and Cheryl Cole

### Gamers (21%)

- ✓ Gamers think that *X-Factor* is going to crush *Idol*
- ✓ They are also checking out *X-Factor* because of Simon

### Electronic Consumers (7%)

- ✓ Discuss how *X-Factor* is coming to FOX, and how it will better than NBC's *The Voice*
- ✓ Electronic Consumers are also well aware of who Simon is and his previous TV appearances

### Moms (7%)

- ✓ Mom's missed Simon on TV and are happy that Paula's back to join him
- ✓ They're very excited for *X-Factor* to start

### Sports Fans (6%)

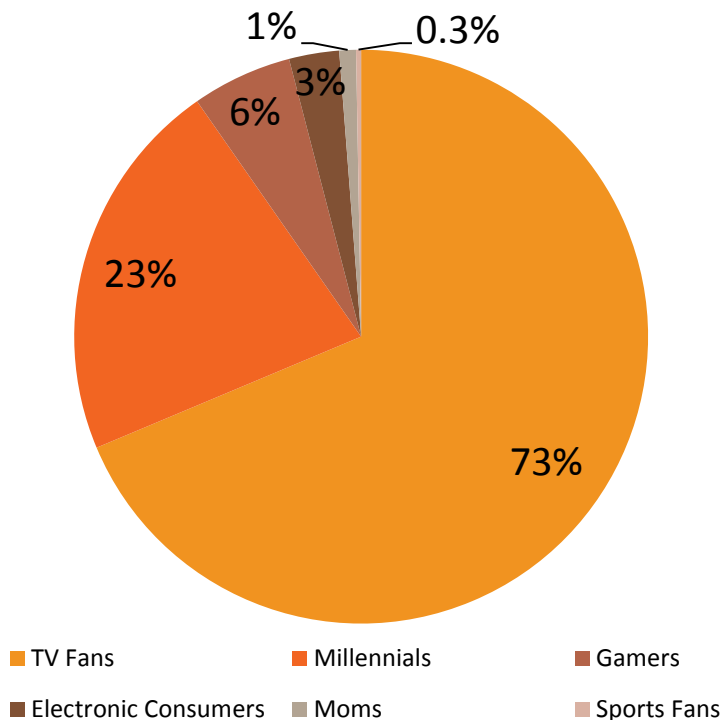
- ✓ Sport's fans are getting tired of *Idol* and are interested in checking out how *X-Factor* is going to be different
- ✓ Overall this segment is the least interested in *X-Factor*

# Ringer: Audience Discovery

## Summary

- ✓ The one theme that the large majority of segments shared, was that they loved Sarah Michelle Gellar (SMG)
- ✓ They also felt overall that this particular vehicle (*Ringer*) appears to be the perfect one to bring her back
- ✓ Two of the largest reasons for this strong fan response is because of people's nostalgia towards the show *Buffy*, and SMG's strong relationship to *Buffy* fan groups and conventions.

## Ringer Conversation by Audience



### TV Fans (73%)

- ✓ TV fans love the fact that SMG is coming back to TV
- ✓ They also love discussing the proposed plot as well talking about the show's lead-in and daypart

### Millennials (23%)

- ✓ Many of the CW's fans are Millennials, and the concept of *Ringer* definitely has grabbed their attention in a positive way
- ✓ As the popularity of Millennials becoming nostalgic for the '90s increases (i.e. the popularity of Nickelodeon's bring back the '90s shows), SMG's return to TV makes them think about growing up with *Buffy*

### Gamers (6%)

- ✓ Gamers were huge *Buffy* fans, and still think that SMG is very attractive
- ✓ SMG is very popular with con-goers and her recent appearance at the San Diego ComicCon got them all buzzing

### Electronic Consumers (3%)

- ✓ Discuss *Ringer* within the greater Upfronts announcements conversation

### Moms (1%)

- ✓ Mom's were big fans of *Buffy* and are excited to see SMG appear again

### Sports Fans (0.3%)

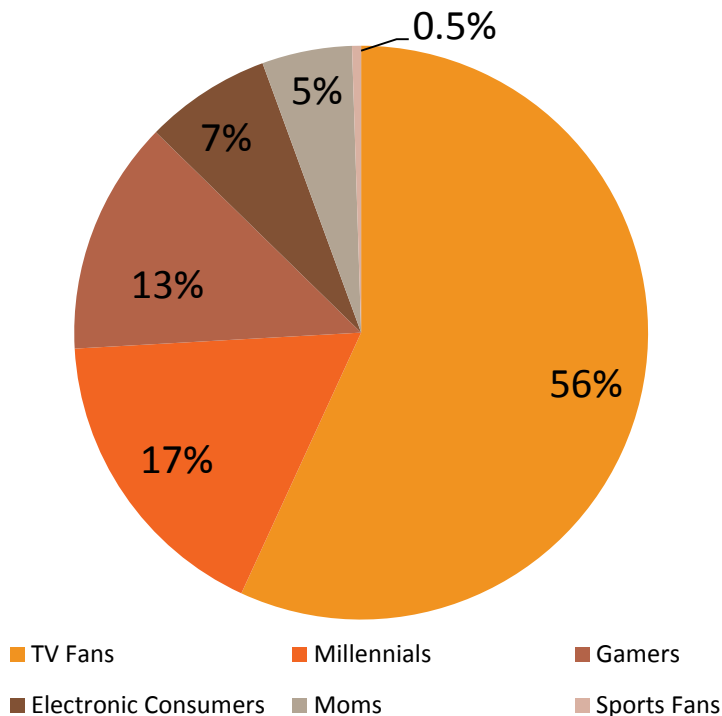
- ✓ Sports Fans like discussing the Upfronts announcements

# Up All Night: Audience Discovery

## Summary

- ✓ The majority of segments still love Will Arnett and Christina Applegate for their original endearing roles
- ✓ Even though several segments found the concept a bit “cheesy,” they’re still going to watch the show because of the proposed cast
- ✓ Christina resonates well with slightly older audiences, but younger segments like the Millennials don’t because the majority of them were too young for her early career
- ✓ Moms are interesting because the show’s content turns some of them off because of the realism

## Up All Night Conversation by Audience



### TV Fans (56%)

- ✓ TV fans are very excited about the proposed cast
- ✓ TV fans were also really hoping that Will Arnett would have taken the role of the new boss on *The Office*, and are disappointed that he’s not

### Millennials (17%)

- ✓ Millennials love Will Arnett, and will watch *Up All Night* just because of him even though the show’s content is targeting a slightly older audience

### Gamers (13%)

- ✓ Gamers like the cast of *Up All Night*, but find the concept a bit cheesy
- ✓ Gamers also like comparing the show to the other upcoming new comedies

### Moms (7%)

- ✓ Mom’s love Will Arnett and Christina Applegate
- ✓ While some Mom’s love the content, others feel that even though they love the actors that they can’t watch the show because it’s too similar to their own lives

### Electronic Consumers (5%)

- ✓ Electronic Consumers liked discussing the proposed plot of the show, and who’s going to play what role

### Sports Fans (0.5%)

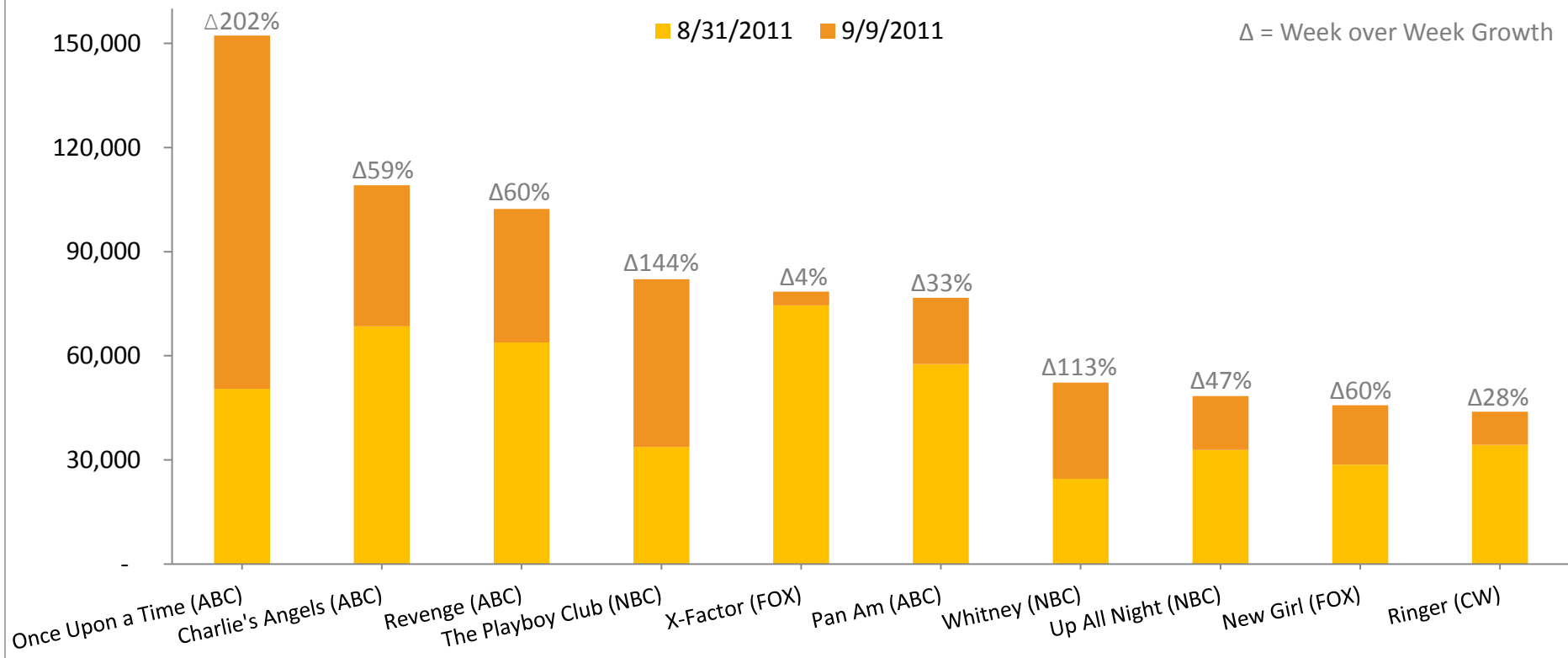
- ✓ Sports Fans like discussing the Upfronts announcements

# New Fall Shows: Facebook Fans

## Summary

- ✓ As the fall premieres rapidly approach there has been a dramatic increase of “Likes” for all shows across the major broadcast networks
- ✓ The shows that had the largest increases in Fans were predominantly on ABC and NBC
- ✓ *New Girl* also appears on this list due to Zooey Deschanel’s large social media presence, and the recent announcement that the premiere will be free on iTunes before the official air date

## Top 10 Facebook Shows: 9/9/2011



# Comparing Top 10 New Shows by Social Channel

9/9/2011



## All Social Channels

1. X-Factor (FOX)
2. Ringer (CW)
3. Up All Night (NBC)
4. Hart of Dixie (CW)
5. Terra Nova (FOX)
6. Secret Circle (CW)
7. Pan Am (ABC)
8. Once Upon a Time (ABC)
9. Grimm (NBC)
10. Person of Interest (CBS)



## Facebook Only

1. Once Upon a Time (ABC)
2. Charlie's Angels (ABC)
3. Revenge (ABC)
4. Playboy Club (NBC)
5. X-Factor (FOX)
6. Pan Am (ABC)
7. Whitney (NBC)
8. Up All Night (NBC)
9. New Girl (FOX)
10. Ringer (CW)

# Whitney: Social Turkey

Over-hyping a Show is Underwhelming Potential Fans

## Fake Ads Appear Across Social

**SARAH SILVERMAN  
WASN'T AVAILABLE**



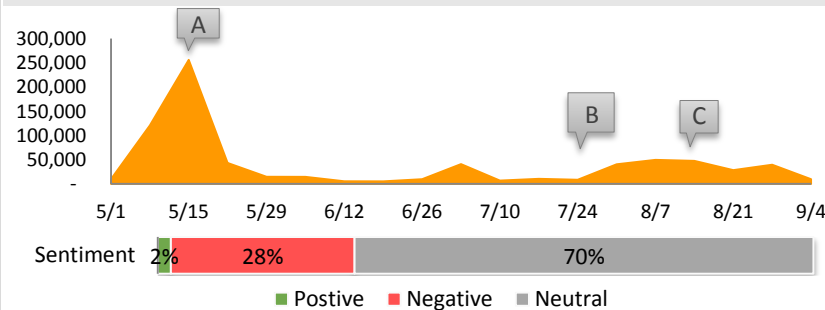
"i don't appreciate NBC playing the promos for this show during daytime sporting events. "Should Whitney watch CSI dressed as a dead hooker?"....nice image for the kids."

- Boards.nbc.com

## Analysis

Overall NBC's massive ad campaign for it's new shows have increased awareness, but *Whitney's* ads have especially attracted attention. The internet remix culture has now re-appropriated these ads to display how they feel about the show and NBC. So what does NBC think about this? Well if one was to just look at just the official Facebook page than one would think people are very excited for the show, however looking across the rest of social tells a much different story.

## Conversation

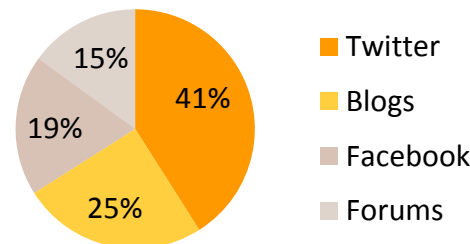


**TOTAL IMPRESSIONS: 763,094**  
**FACEBOOK FANPAGE LIKES: 52,290**

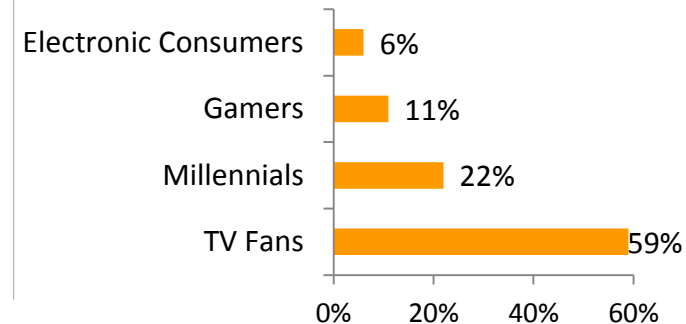
- A. (5/16-5/19/11) – TV Upfronts
- B. (7/24/11) – Anti-*Whitney* promo discussions start picking up
- C. (8/11/11) – Jane Kaczmarek joins the cast; people feel positively about her

## Audience

### Social Share of Voice



### Top 4 Consumer Segments



# Methodology



## Audience Definitions

Audiences are defined by identifying sites that exhibit strong contextual relationships and/or are visited by users with shared affinities. This set of sites consists of locations that most effectively capture the audience engaging around topics within a specified domain. Defining an audience allows Networked Insights to reduce the noise prevalent in social media, including spam and duplicate data, allowing for identification of true insights.

## Conversation Metric

Keywords and phrases are used to categorize topics and themes that appear in social media conversations on blogs, forums, microblogs and social networking sites. Categories are identified by Networked Insights' proprietary Topic Discovery Engine (TDE) in conjunction with analysis from our social media analytics team. Once individual topics have been isolated, TDE is used to discover sub-themes, and various metrics (post volume, impressions, sentiment, etc.) are provided as needed for each topic.

## Impressions

Impressions are a calculation of the number of social mentions of a product/brand that visitors to social networking sites, forums, blogs and microblogs were exposed to. Impressions provide an estimation of how social media are consumed, are a way to account for the vast majority of social media users who do not actually create posts, and enable us to look beyond post counts to gain a better understanding of how much social reach a topic truly has. Impressions are a passive measurement tool and do not necessarily demonstrate engagement. As with other basic metrics, it is important to layer thematic insights upon impressions in order to understand what drives the conversation and what actions are required.

## Sentiment

Keywords are used to describe brands and products. Each keyword is defined by Boolean-search strings tuned to accurately capture volume of conversation. Ratings of positive, negative and neutral are assigned to a random sample of posts in order to gauge the sentiment for a given keyword.

## Topic Discovery

A mathematical approach is used to understand what themes drive engagement. Advanced clustering technology extracts the key sub-themes expressed in the content related to a keyword. A qualitative analysis is included to expose what is really driving the engagement and how different sub-themes interconnect.