



Social Media: An Ever-Increasing Role in TV Landscape

Dr. John Morse of Byron Media has identified some significant marketing challenges for TV executives in promoting programs. "There are accelerating changes and options in how people view TV. These include a decrease in length of tuning and audience share as well as the use of multiple devices while watching TV. The latter has led to lower levels of attentiveness.



However, viewing patterns are not directly affected by the increase in available channels. Rather, that increase brings down the viewer share by providing increased options, making it more difficult to promote programs. It is therefore critical to incorporate social media in marketing TV shows in order to build and hold audiences."

Number of Channels Increase But Viewers Prefer to Stick with Their Favorites

The amount of program content and the devices on which to receive it continue a sharp growth curve. While the American public is offered more and more choices, that fact alone doesn't seem to be having an impact on TV viewing preferences.

An upcoming Nielsen report reveals that the average U.S. TV home now receives 189 TV channels—a record high and significant jump since 2008, when the average home received 129 channels. Despite this increase, however, consumers have consistently tuned in to an average of just 17 channels.

These findings buttress the perception that more content does not automatically lead to the viewing of more channels. And that may well mean that a greater value will need to be placed on quality shows that stand out from their competitors. As simplistic as it may seem, in a world with numerous options for consumers it is most effective to be the best option.

The Nielsen Company, May 6, 2014

Use of Twitter Adds Interactive Dimension to TV Viewing

The dramatic growth of social media has turned watching TV into an interactive experience. The proof: 36 million people sent 990 million tweets about TV in the U.S. in 2013. Who are these viewers that tweet about TV? And, who receives them?

The Nielsen Company recently brought things into sharper focus when it added demographic information to its Twitter TV Ratings service. The additional data will be delivered overnight for 273 U.S. TV broadcast and cable networks. It will provide the age and gender of those who are both tweeting about various TV shows and events, as well as those who are viewing those tweets.

Three major trends have become apparent:

- ε A broad range of age and gender distribution exists across programming.
- ε There are significant differences in the age and gender profiles of Tweeters across programming types.
- ε Most importantly, Twitter enables TV networks and advertisers to reach audiences beyond their core demographics.

Twitter users will be broken down into several "age buckets:

- ε 13-17
- ε 18-24
- ε 25-34
- ε 35-54
- ε 55+
- ε General "adult" range of 18-49

Nielsen had previously reported that not only do more people read tweets about TV rather than create them (viewers outnumber authors by a 50-1 margin), but those tweet viewers tend to represent a more demographically balanced profile than those creating the tweets. In addition, a typical drama finds 14% of the viewers sending tweets and 39% reading them while for a comedy 41% of the viewers author tweets to 60% of the audience.

Also a program that draws a breakdown of 80% male authors may in fact reach an audience that is 60% female. Findings of this type point to the fact that tweets are reaching audiences far beyond a program's core viewership. This broader tweet-viewing demographic could also mean that TV shows whose audience skews older could reach a younger audience by nature of the tweets viewed by Twitter users.

Analysis of a variety of program episodes reveal that Twitter TV Authors (defined as those people who write tweets) ranged from 12% male to 92% male. The program episode skewing oldest counted 85% of its Twitter TV Authors above the age of 35, while 98% of the Twitter Authors for the youngest-skewing program were below the age of 35.

On average, the Twitter TV Authors for sports events skewed 79% male, while reality programs skewed 65% female. Reality program were below the age of 35. On average, the Twitter TV Authors for sports events skewed 79% male, while reality programs skewed 65% female. Reality programs also had a younger mix of Twitter TV Authors: 75% were below the age of 35. Comparatively, just 63% of authors were below 35 for comedy programs.

*The Nielsen Company, May 19, 2014
TechCrunch, May 19, 2014*

Whether its audience measurement, distribution or ad sales, marketing/promotion, multi-platform, or program content and scheduling, Byron Media has made the bottom-line difference for companies like yours. For further information please contact John@ByronMedia.com or call 212-726-1093