

Living Social

Examining The Relationship
Between TV & Social Media

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Check-In

Social media is ubiquitous in today's society with almost 9 out of 10 adults in the U.S. actively using at least one platform. Women are a driving force behind usage, logging over two hours more per week than men across multiple devices, while Generation X now spends even more time on social than Millennials.

Social networks are a popular way for people to express themselves while connecting with friends, family, brands and people with similar interests. One of the biggest topics of on-going conversation in the social sphere revolves around Television content.

In fact, there is a strong symbiotic relationship between social media and TV. Social increasingly influences what viewers sometimes watch on TV while, in turn, TV programming generates countless conversations, interactions and activities on the second screen which increases engagement and “time spent” across social platforms.

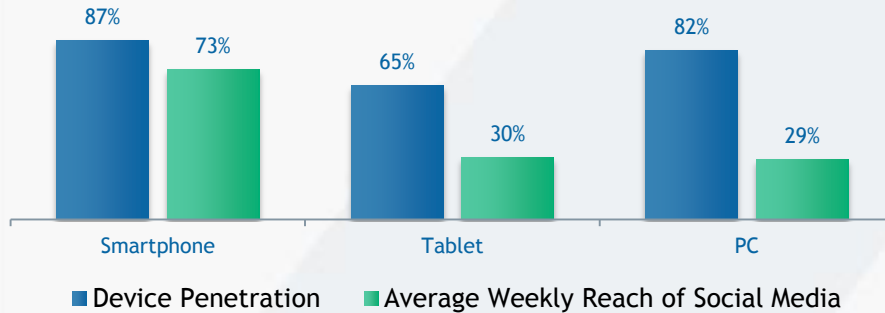
This report examines social media usage then delves into the continued trend of “social TV” and how users interact with television by device, gender, age and day. To get a better sense of how people are interacting with TV, we also explore how engagement differs across genre (sports, drama, comedy & reality) over the course of a program's airing.



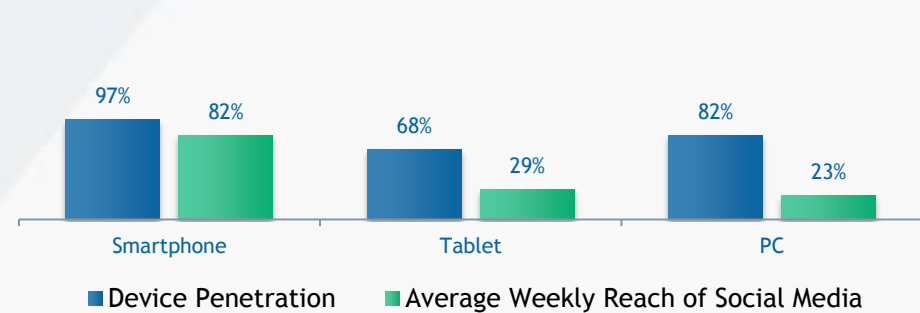
Social Media Usage

Smartphones Are The Most Common Devices For Social Media Use Across Age Demos

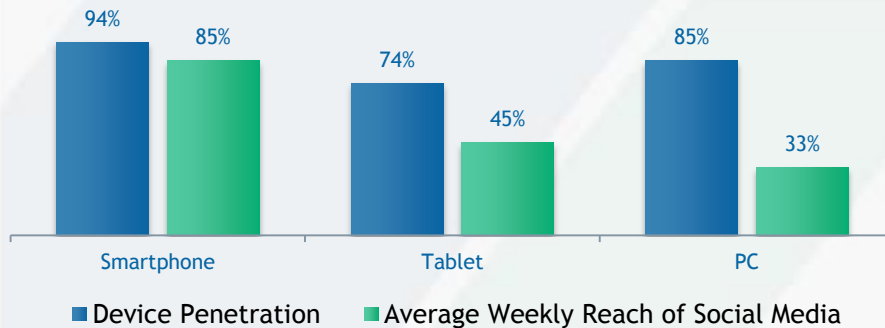
Adults 18+



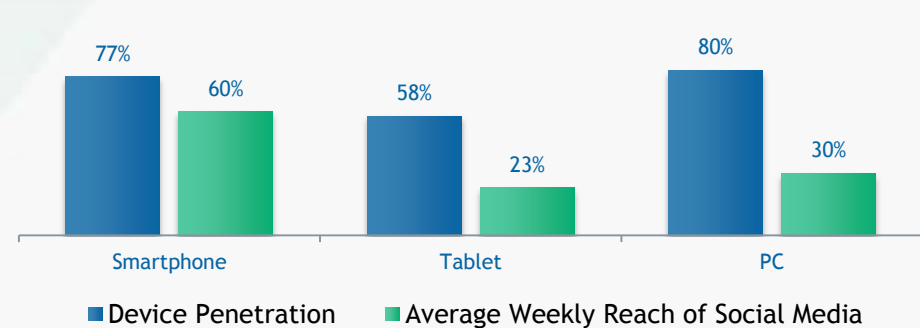
Adults 18-34



Adults 35-49

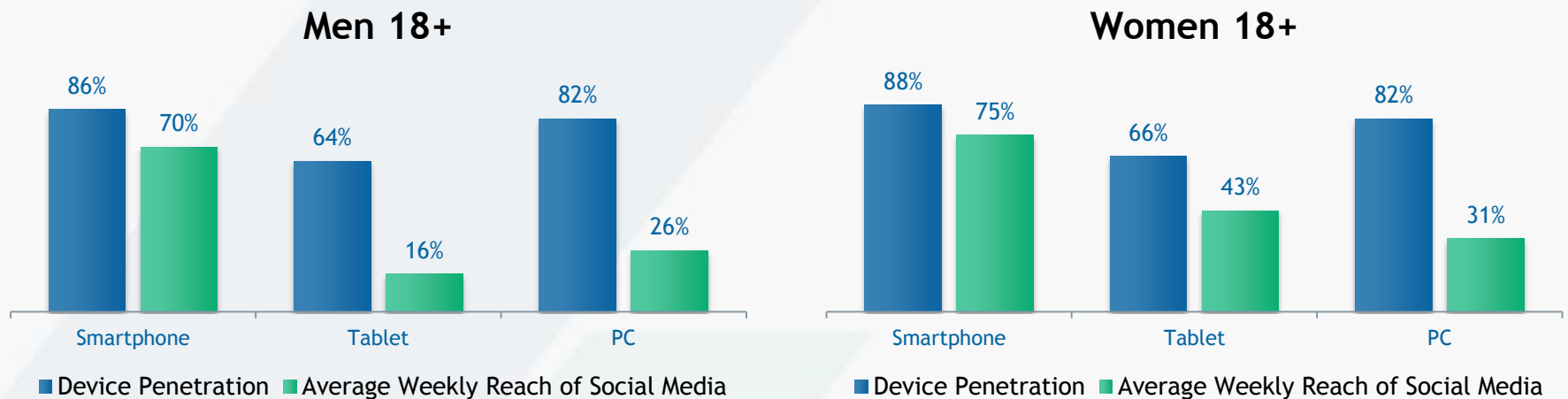


Adults 50+



Women Are Much More Likely Than Men To Access Social Media Through Multiple Devices, Especially Tablets

Although tablet penetration is very similar by gender, women are much more likely to access social media through that device than men



74% of U.S. adults that engaged in social media on tablets were women

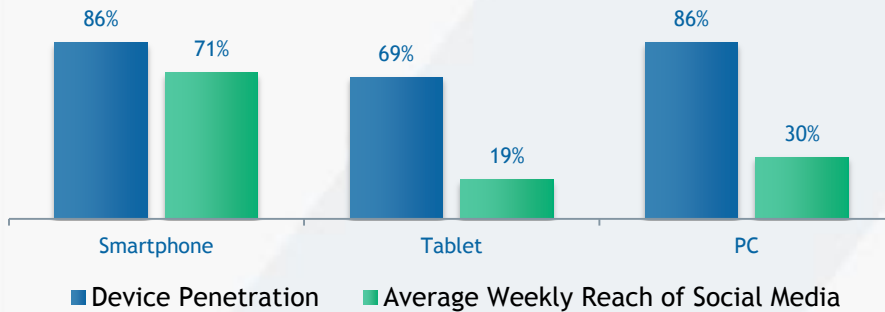
TIME PERIOD: Q3 2016

Source: 2016 Nielsen Social Media Report; Based on the scaled installed counts within the quarter via Nielsen NPOWER/National Panel; Device Penetration for Smartphones was based on Nielsen Mobile Insights, Q3 2016; Average Weekly Reach: PC Social Networking Q3 2016 via Nielsen Netview; Smartphone (App/Web) and Tablet (iOS and Android) Social Networking Q3 2016 via Nielsen Electronic Mobile Measurement.

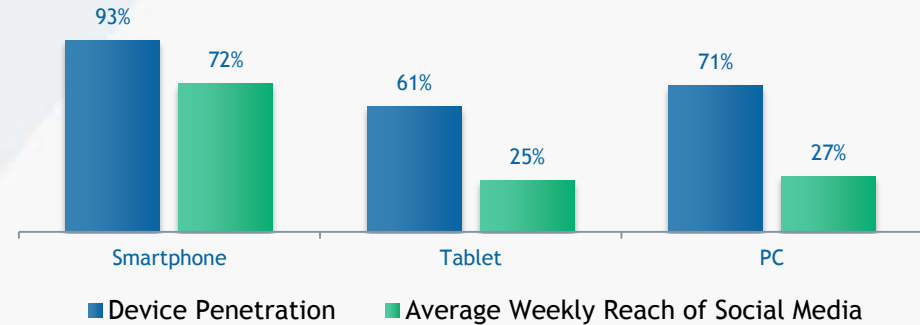


Blacks & Hispanics Have The Highest Social Media Reach On Smartphones, Due In Part To Their Greater Penetration

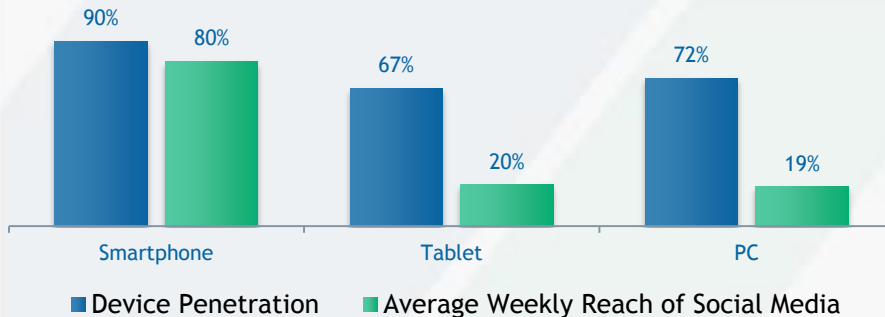
White Non-Hispanic 18+



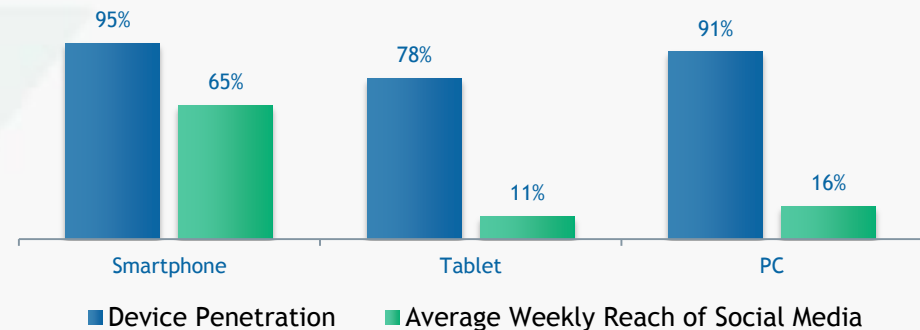
African-American 18+



Hispanic 18+



Asian-American 18+



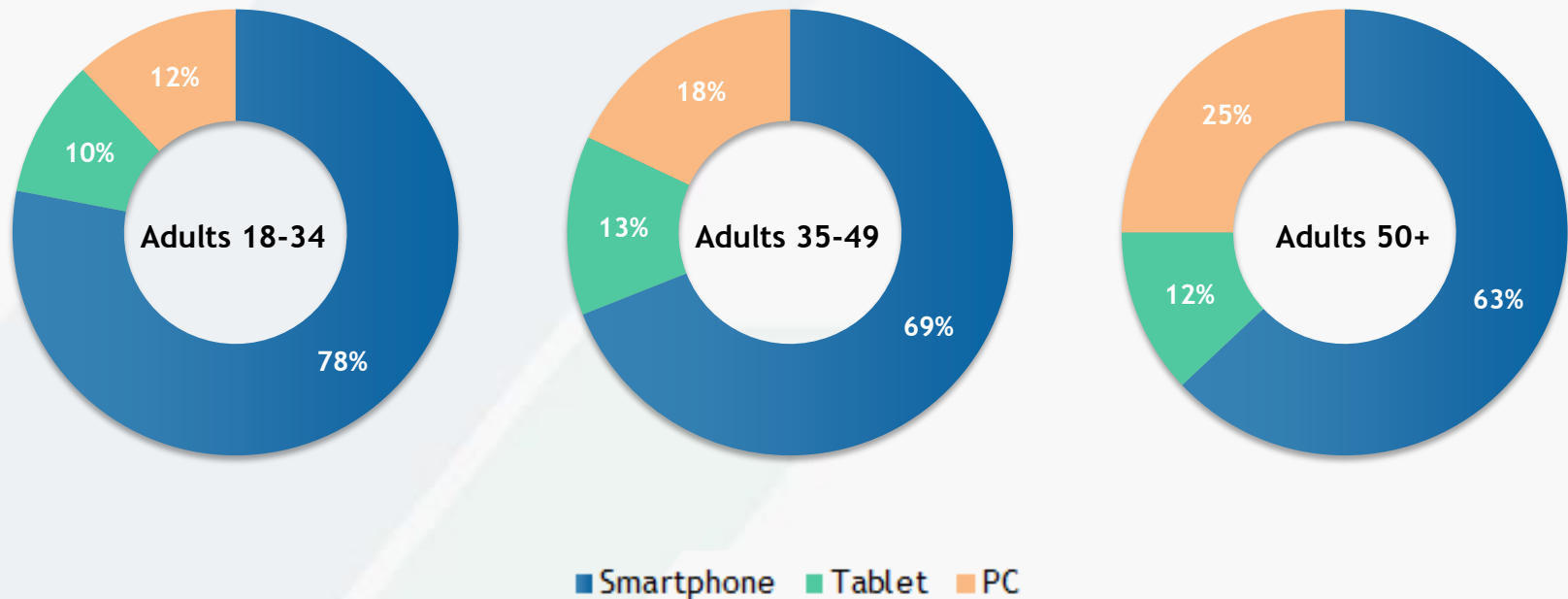
TIME PERIOD: Q3 2016

Source: 2016 Nielsen Social Media Report; Based on the scaled installed counts within the quarter via Nielsen NPOWER/National Panel; Device Penetration for Smartphones was based on Nielsen Mobile Insights, Q3 2016; Average Weekly Reach: PC Social Networking Q3 2016 via Nielsen Netview; Smartphone (App/Web) and Tablet (iOS and Android) Social Networking Q3 2016 via Nielsen Electronic Mobile Measurement.



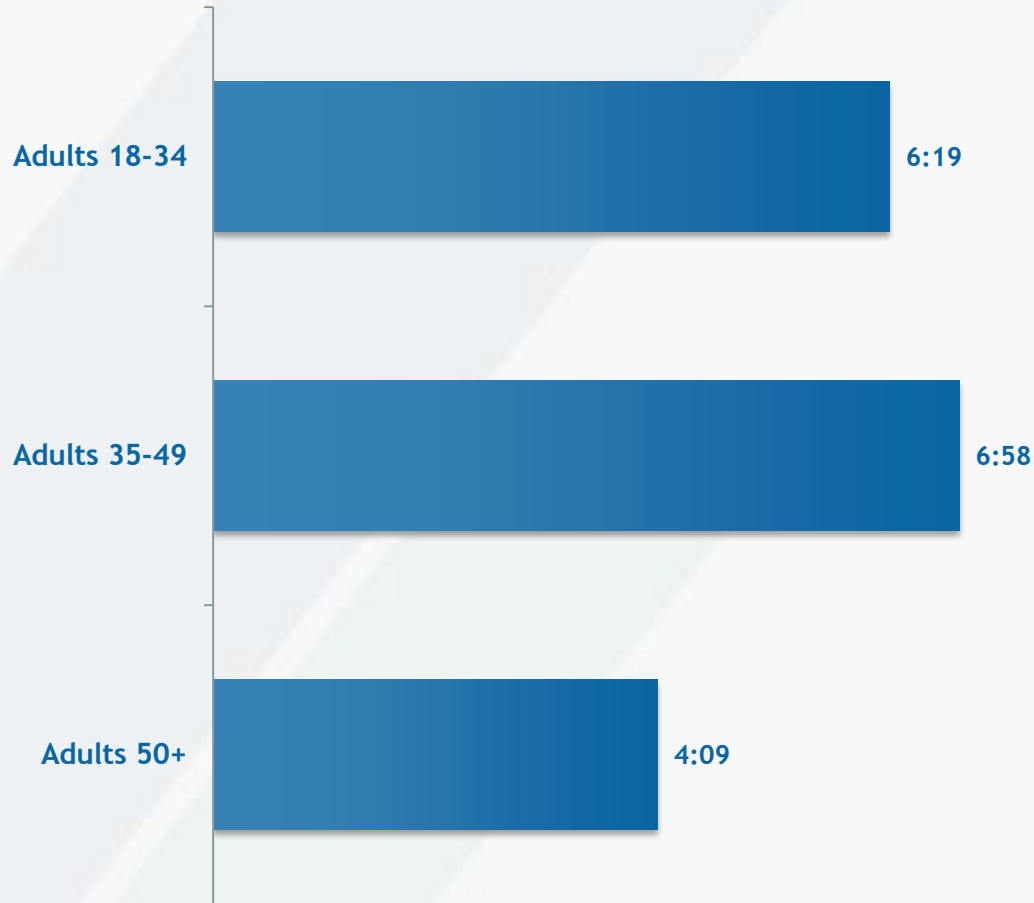
In Addition To Having A Higher Penetration, The Majority Of Time Spent With Social Media Is On Smartphones

Share of Weekly Social Minutes Across Devices
(3Q 2016)



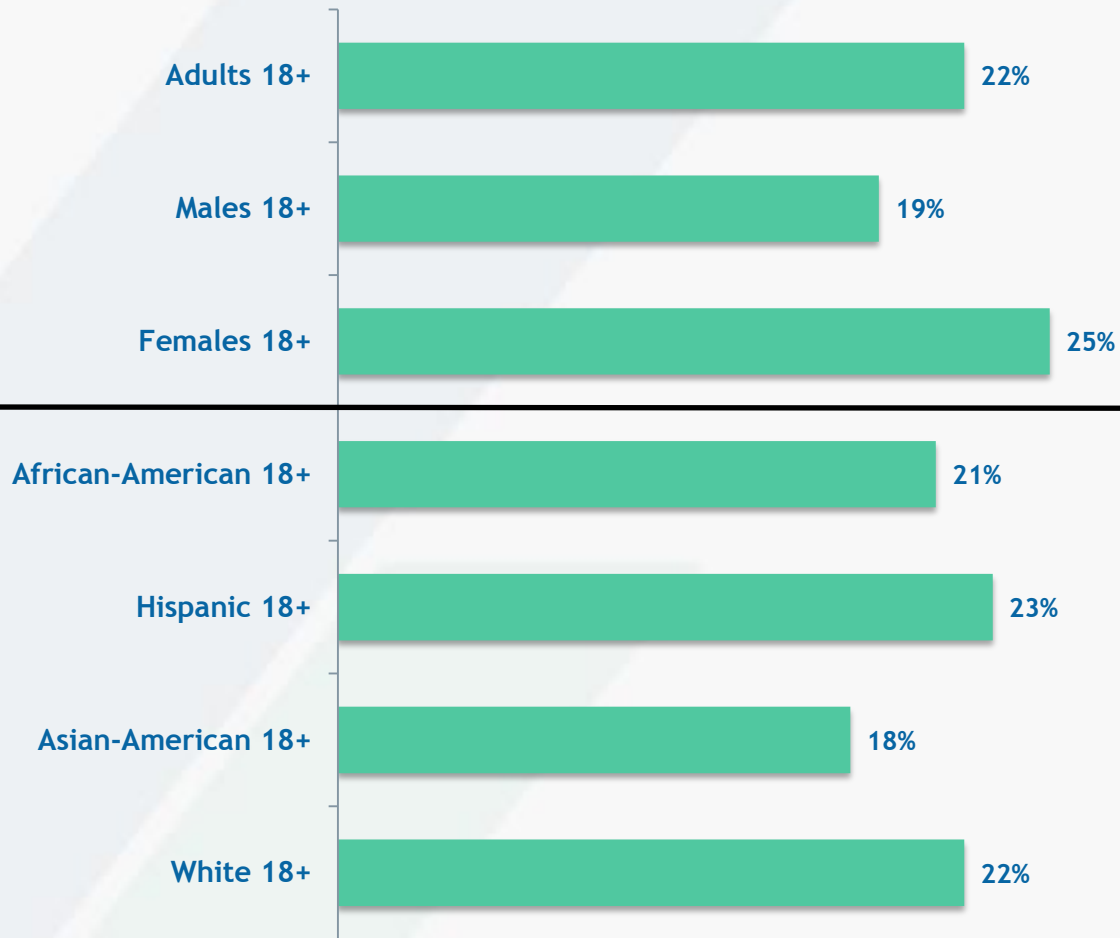
During An Average Week, Generation X Spends More Time On Social Media Than Millennials

Average Overall Weekly Time Spent On Social Media
(HH:MM)



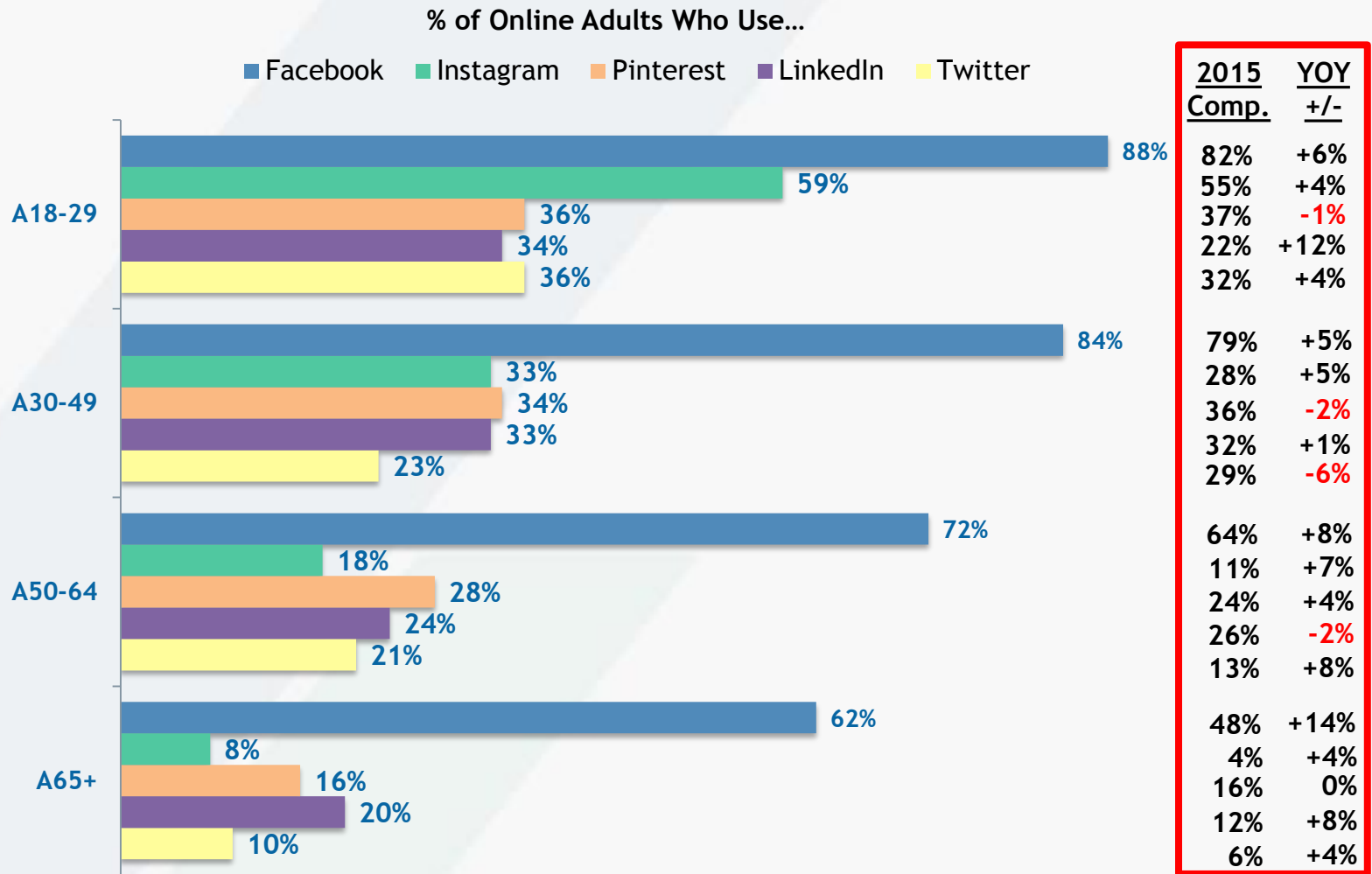
Women Spend A Greater Share Of Their Online Time With Social Media Than The Average Adult

% of Total Online Time Spent on Social Media



Source: 2016 Nielsen Social Media Report; Nielsen NPOWER/National Panel; RADAR; Nielsen Netview; Nielsen VideoCensus and Nielsen Electronic Mobile Measurement; "All Media" is total app/web usage on a PC, Smartphone, or tablet. PC = Home and work PC measurement of URLs and Internet Applications such as instant messengers, media players, and web phones. Smartphone / Tablet = Android: all app/web activity, measured passively iOS: all activity routed through an http and https proxy for both app and browser URLs

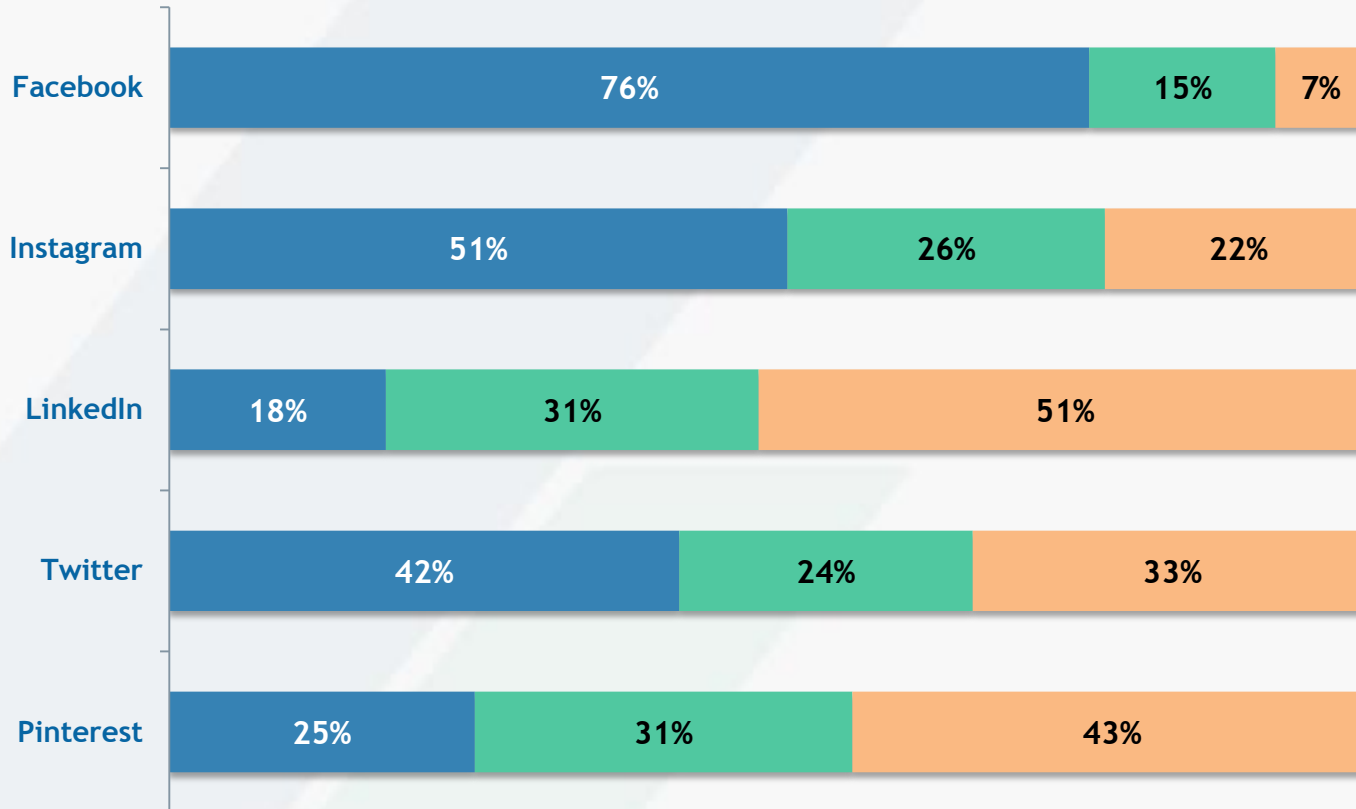
Although Facebook Is Most Popular With Adults 18-49, Growth Is Now Greatest Among Adults 65+



With The Exception Of LinkedIn, The Larger Social Media Platforms Tend To Have The Higher Frequency Of Visits

Among Users of Each Social Networking Site, % Who Use Sites...
(sorted based on monthly unique visitors)

■ Daily ■ Weekly ■ Less Often



Heavy Social Media Users Are More Likely To Turn Their “Brand Curiosity” Into “Brand Activism”

Social Media is a key platform through which brands can connect with consumers

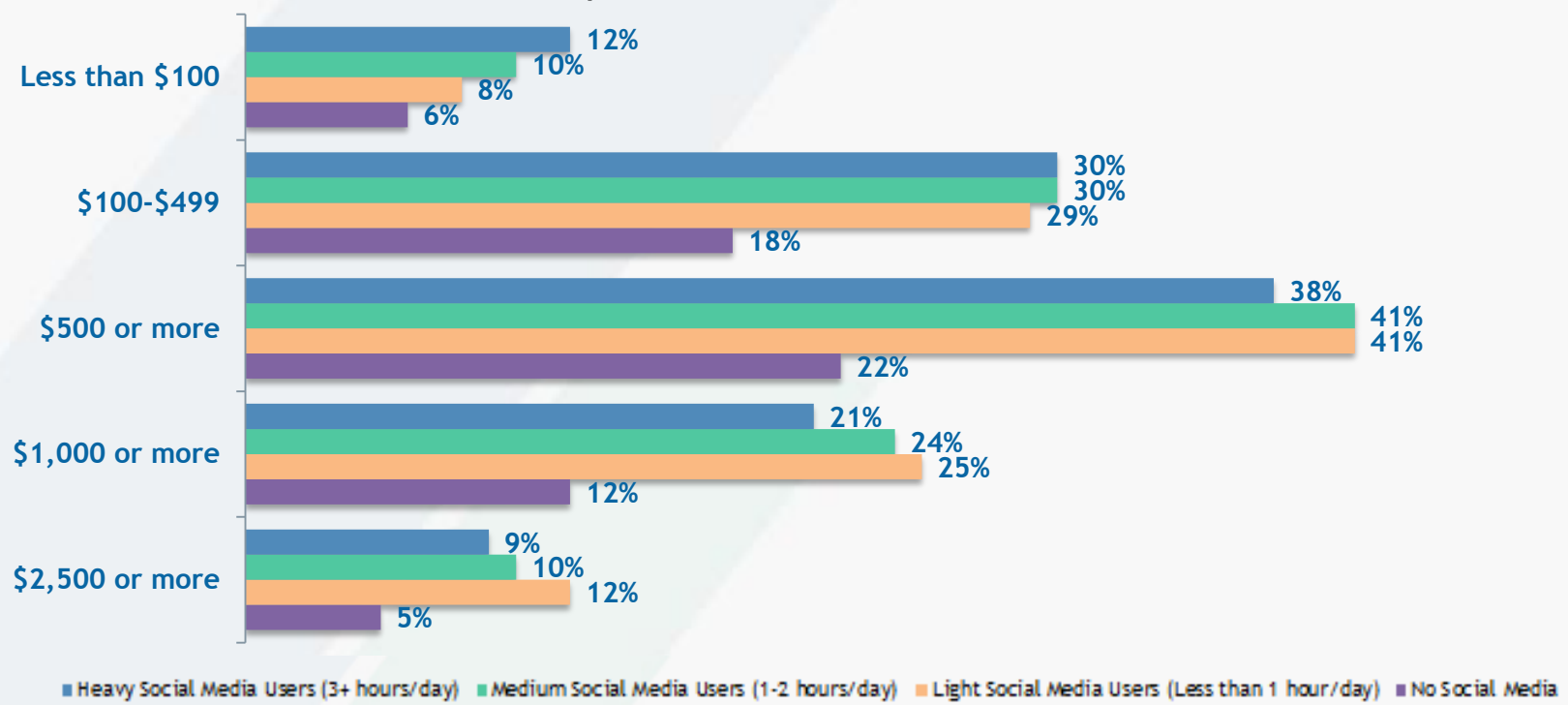
Activity	Light Social Media Users (Less Than 1 Daily Hour of Social Media)	Medium Social Media Users (1-2 Daily Hours of Social Media)	Heavy Social Media Users (3+ Daily Hours of Social Media)
Find out about products and services	36%	36%	39%
Receive exclusive offers, coupons or other discounts	31%	31%	35%
Show support for my favorite companies or brands	24%	25%	29%
Rate or review a product or service	23%	23%	25%
Gain access to VIP or members-only events	16%	17%	20%

Light & Medium Social Media Users Are More Likely Than Heavy Users To Spend Over \$500 Annually On Online Purchases

% Social Media Users Who Made Online Purchase in Past Year

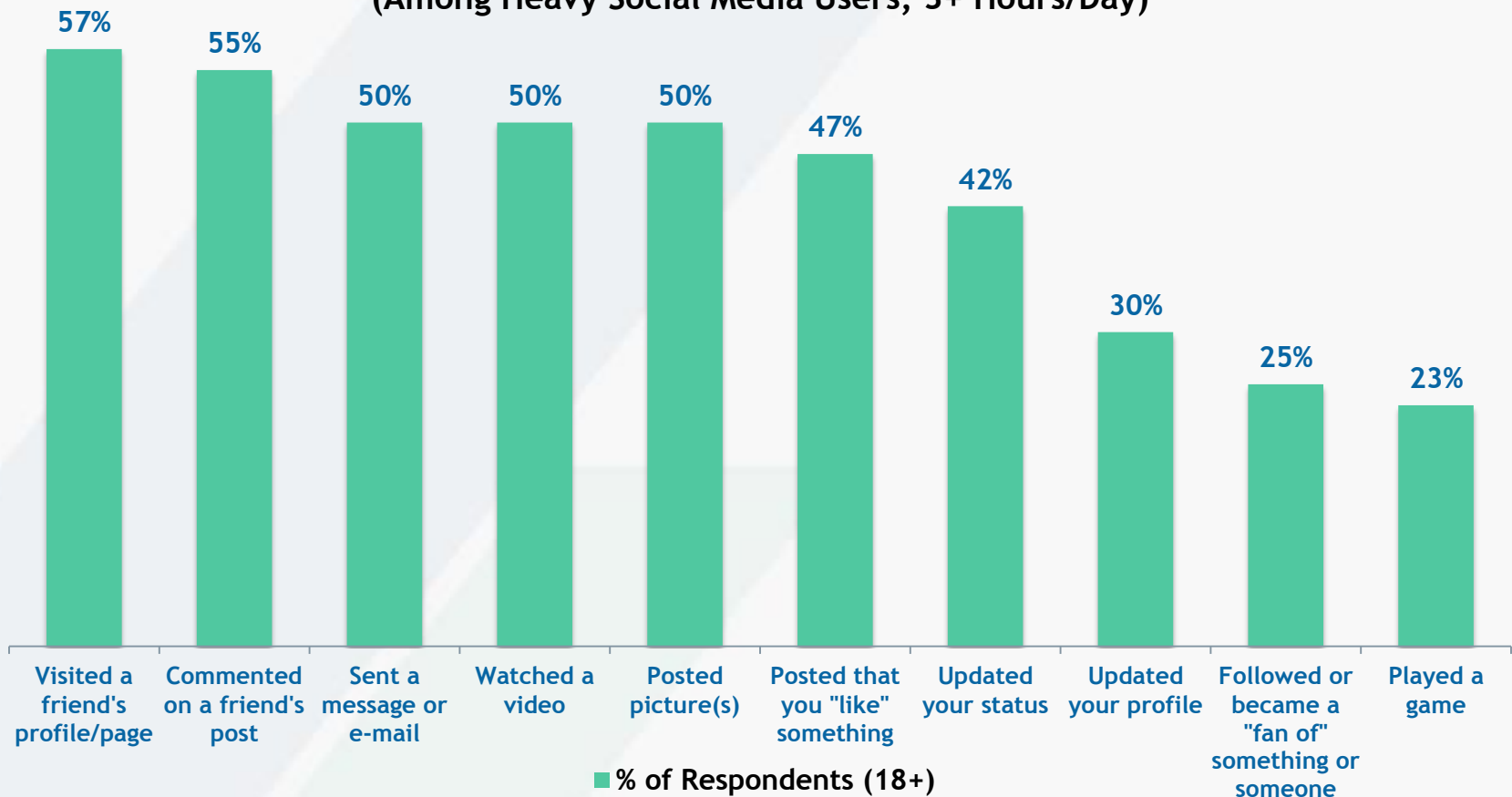
- Heavy Users: 79%
- Medium Users: 80%
- Light Users: 78%
- Non-Social Media Users: 46%

Amount Spent on Online Purchases Last 12 Months



For Heavy Users, Social Platforms Are Most Often Used To Interact With Friends, Watch Videos & Express Themselves

Top Social Networking Activities in Past 30 Days
(Among Heavy Social Media Users, 3+ Hours/Day)



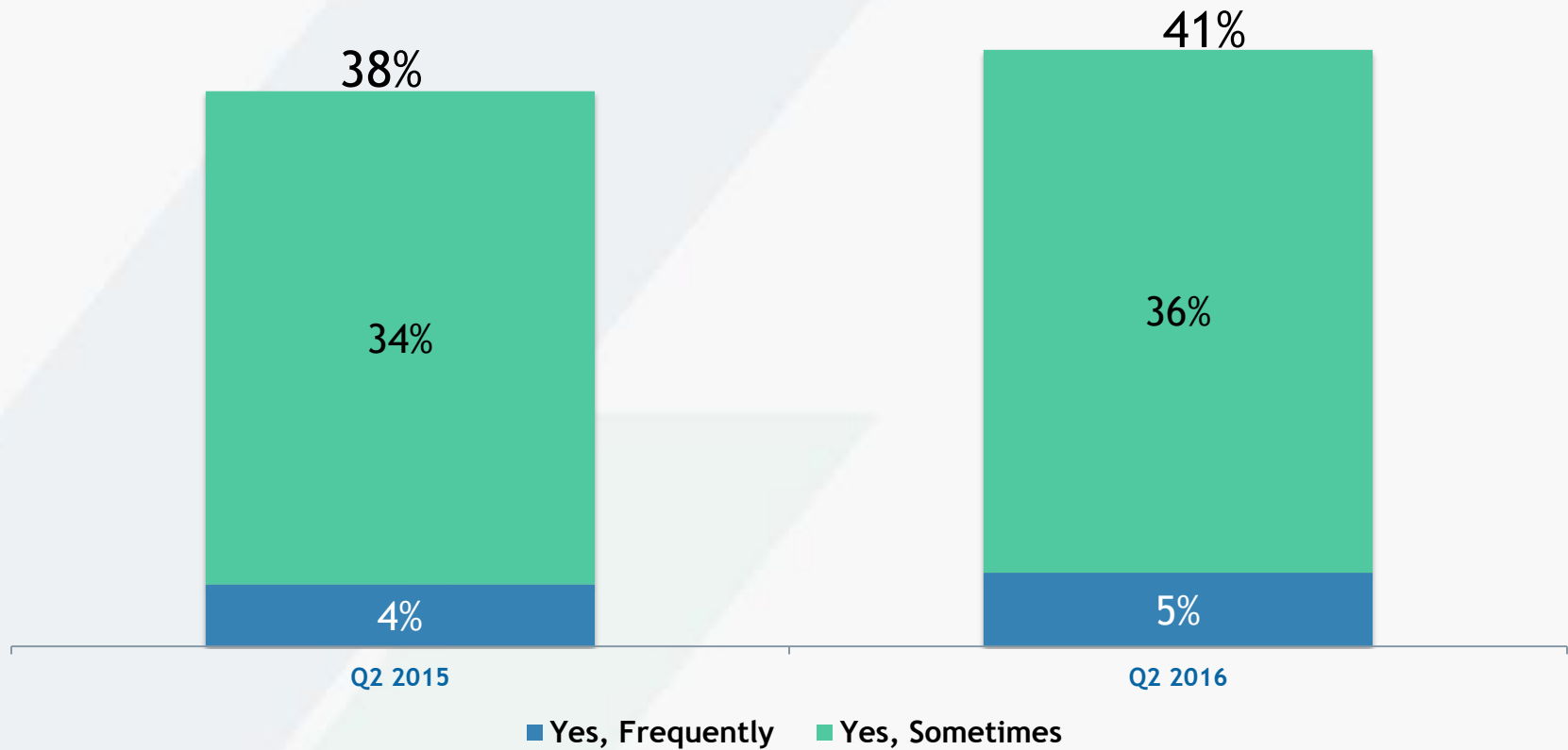


“Social TV”

A Symbiotic Relationship Between Social & TV

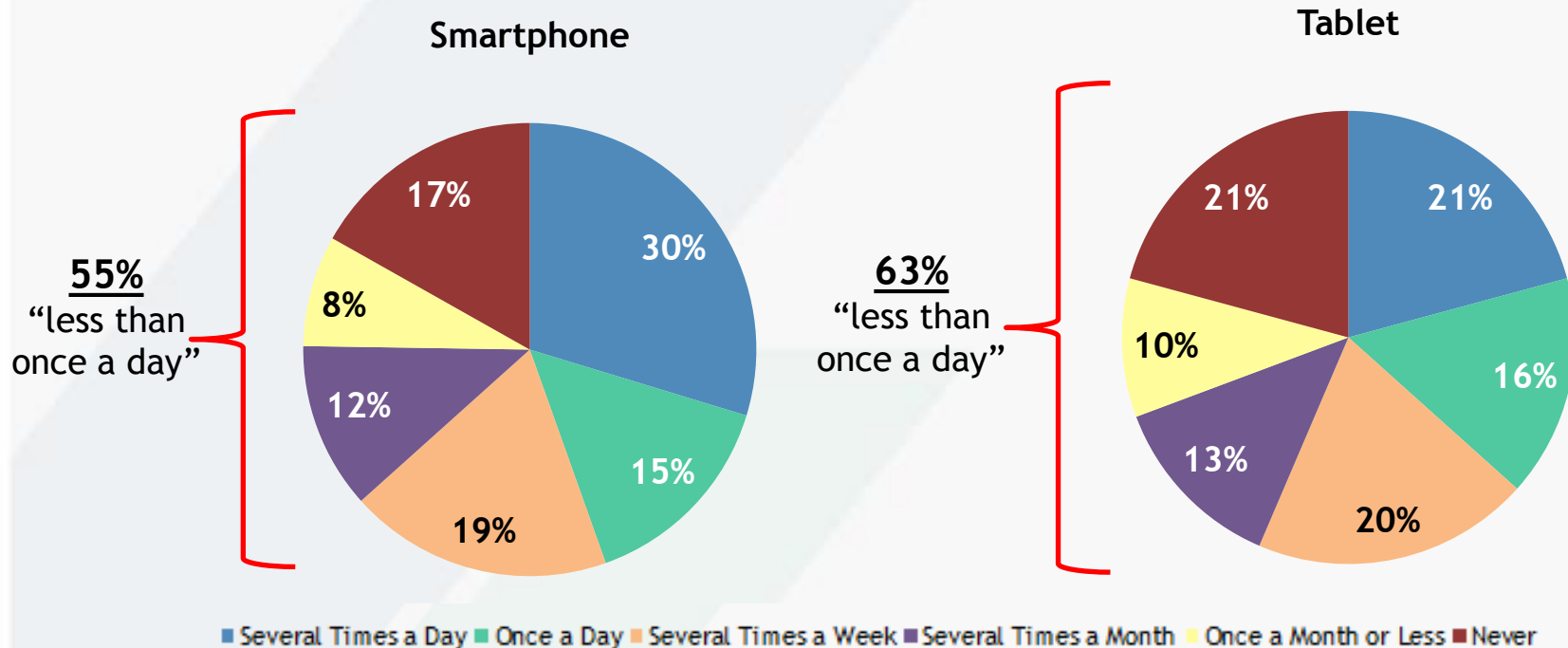
Social Media Is Increasingly Influencing What Viewers' Watch On TV

Do you ever choose to watch a TV show or movie because of Facebook, Twitter, or other social networks?
Adults 18+



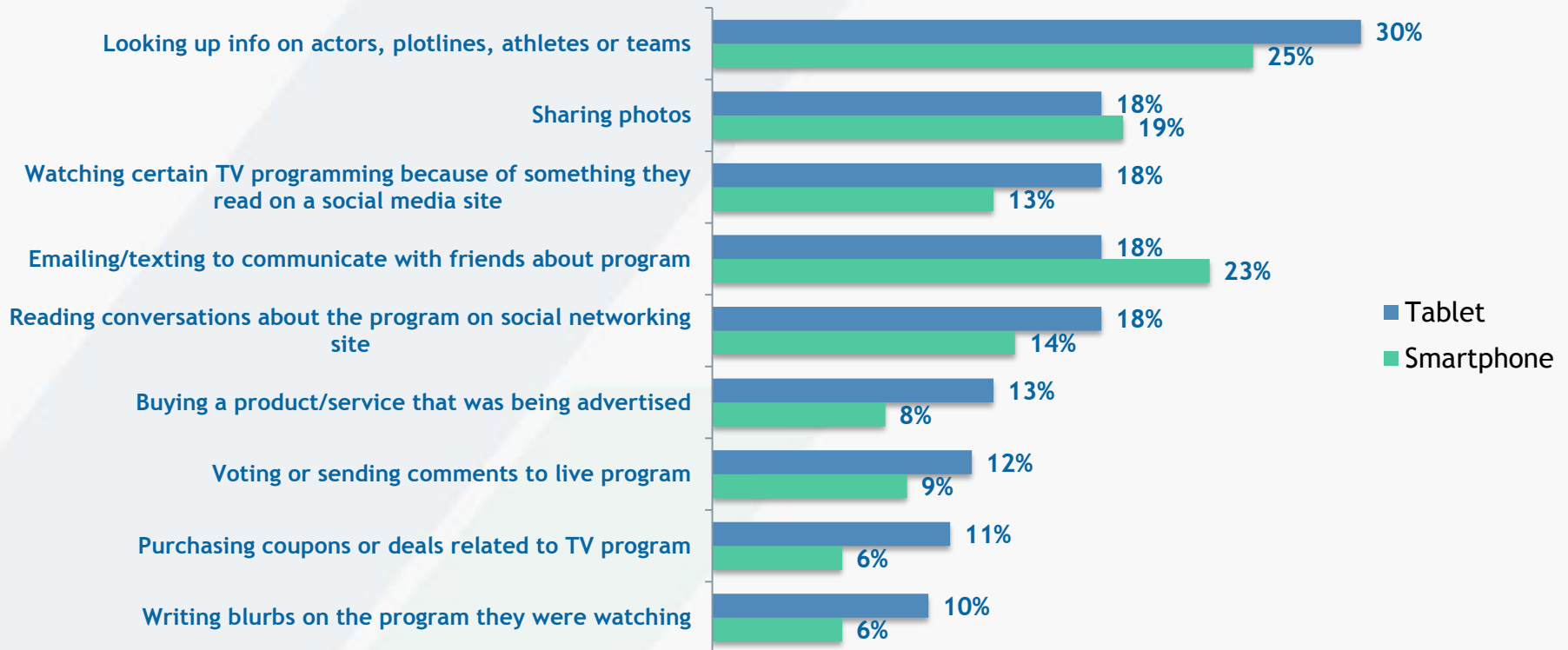
Although Multi-Tasking Exists, Less Than Half Of Mobile Device Owners Use Them Every Day While Watching TV

How Frequently Consumers Use Their Tablet or Smartphone While Watching TV
(% of Consumers Response Based on Device Ownership)



When TV Viewers Do Use Their Devices While Watching TV, Much Of Their Activity Centers Around The Programs They're Watching

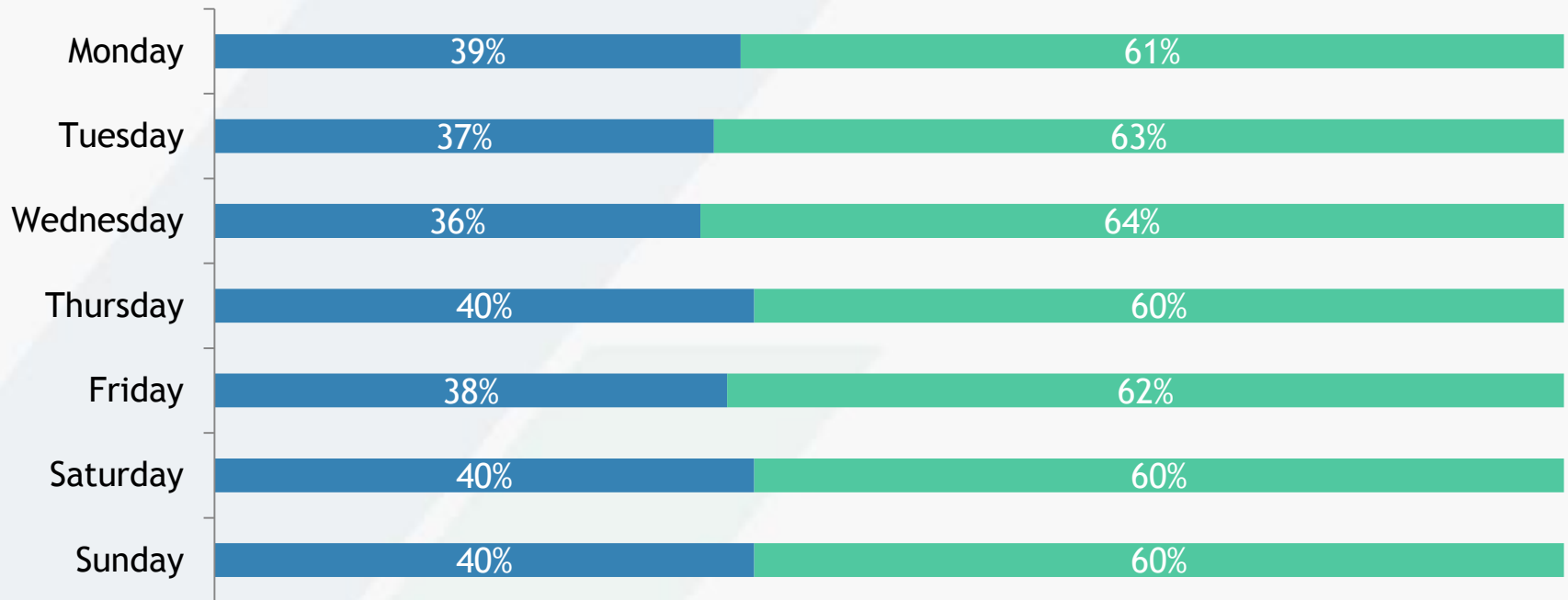
Activities Users Engage in on Smartphone/Tablet While Watching TV
(% of Consumer Response)



On Average, Women Account For 61% Of The Unique Users Who Interact With Something TV-Related On Facebook

Share of Weekly Facebook TV Interactions

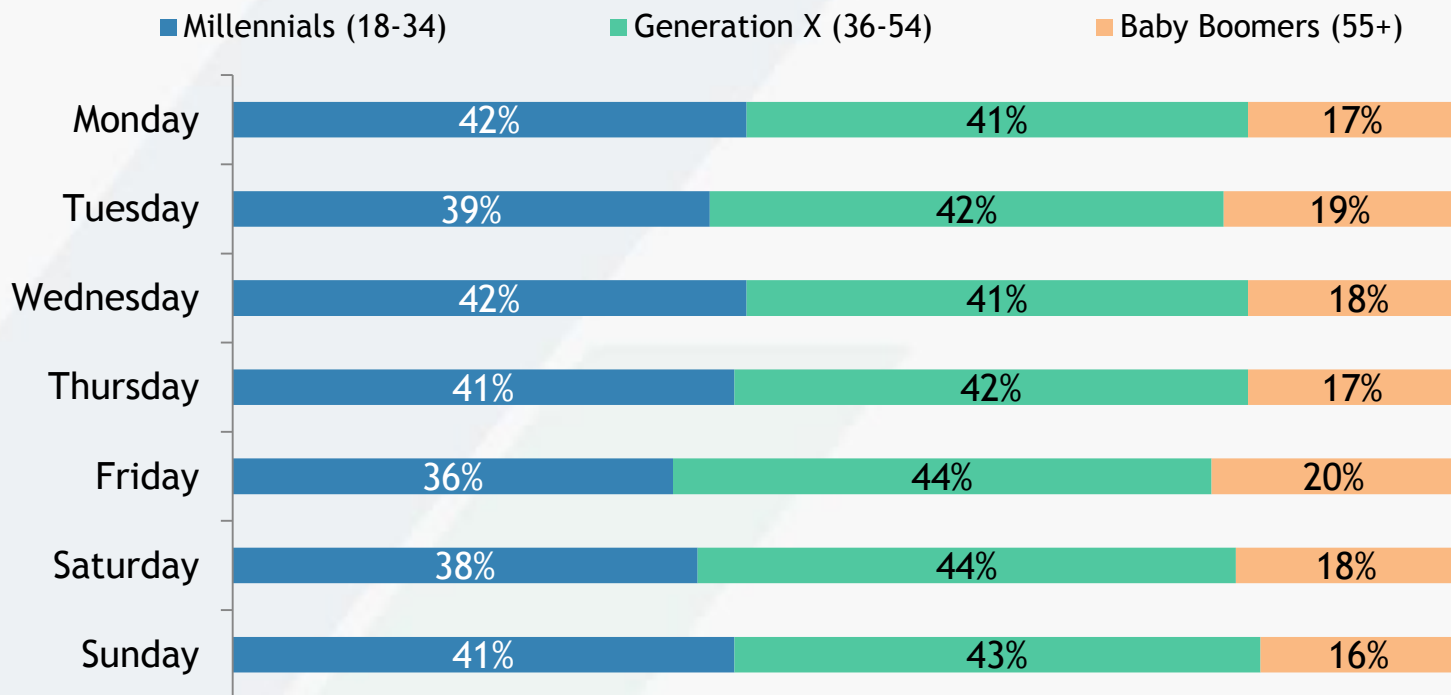
■ Male ■ Female



Generation X & Millennials Reflect An Almost Similar Share Of Total Social TV Interactions On Facebook

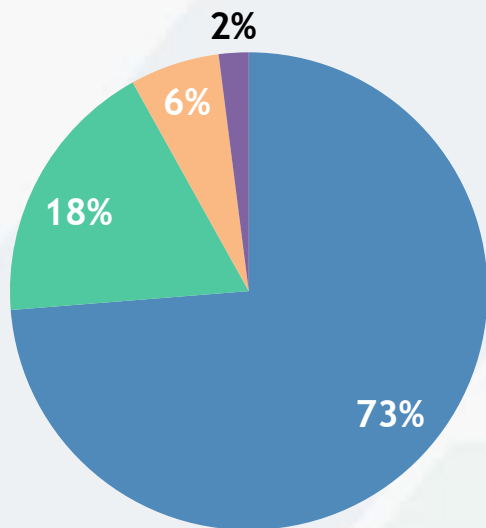
On an average day, 42% of people interacting with TV on Facebook are Generation Xers, followed closely by Millennials (40%) with the remaining 18% attributed to Baby Boomers

Average Share of Daily Facebook TV Uniques by Generation

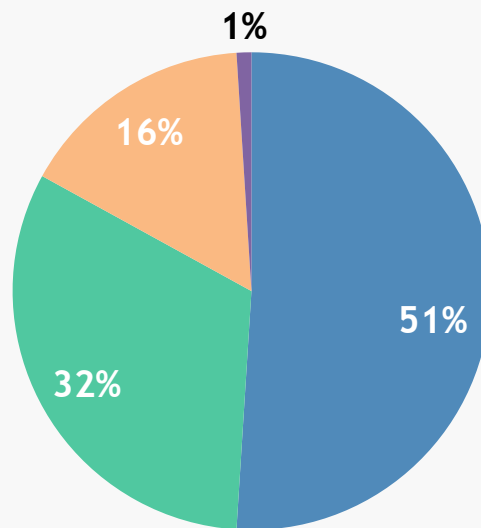


Sports Dominated Social TV Interactions On Both Facebook And Twitter In The 4th Quarter

Facebook Social TV Interactions



Twitter Social TV Interactions



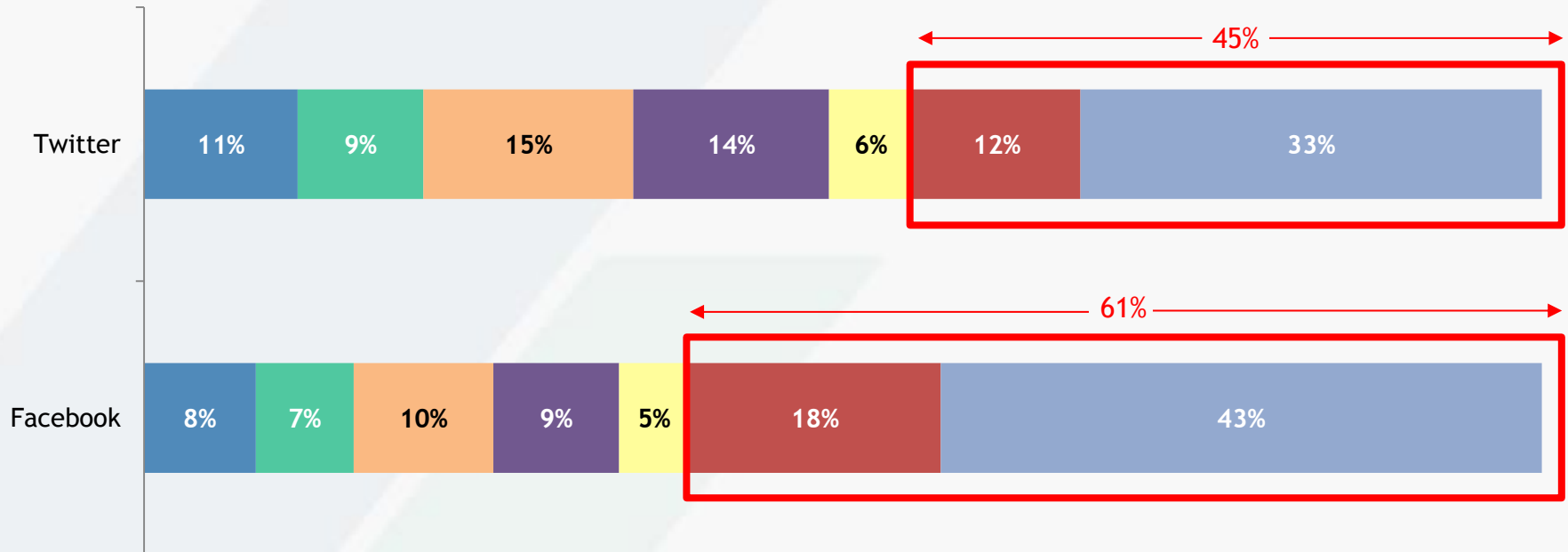
■ Sports Programming/Events ■ Series ■ Specials ■ Movies & Miniseries

Over Half Of The “Social TV” Activity Across Twitter & Facebook Took Place On Weekends During fall Months

Peak social activity was driven by NFL games and the popularity of serialized dramas on Sunday

Average Share of Weekly Activity by Platform

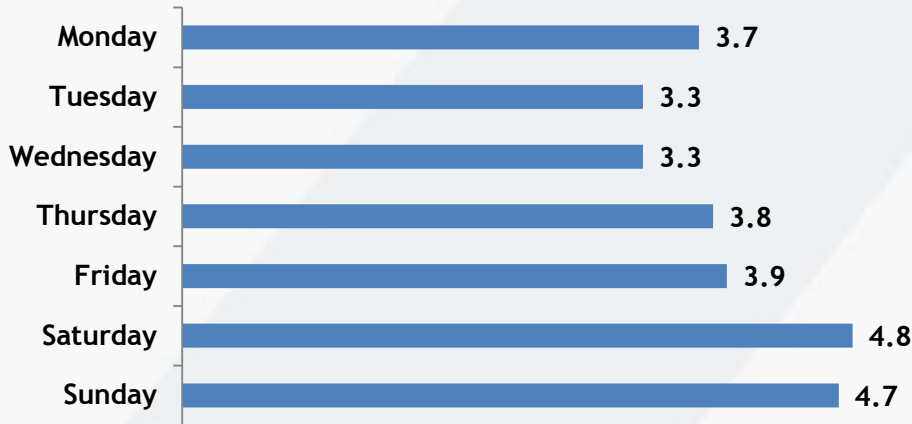
Monday Tuesday Wednesday Thursday Friday Saturday Sunday



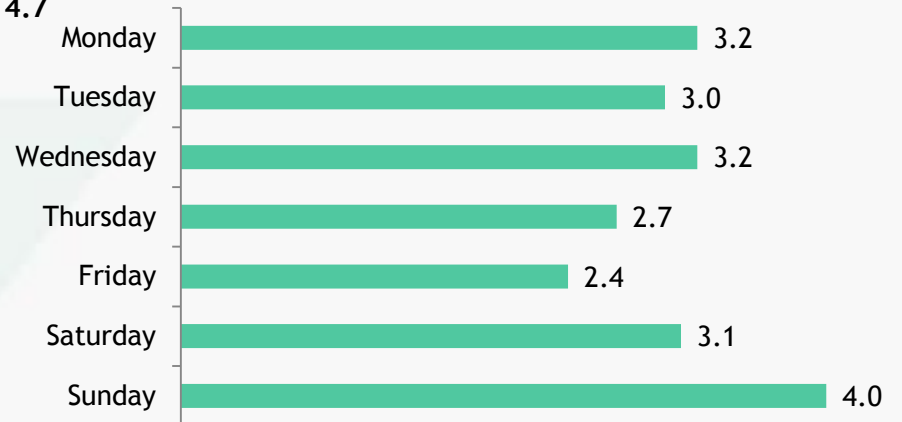
Source: 2016 Nielsen Social Media Report. Social Content Ratings, 9/1/16-11/31/16, excluding 10/25/16-10/26/16, 10/29/16-11/3/16, & 11/6/16. Linear market level insights. U.S. only. Social TV” includes Facebook engagements include likes, comments and shares from three hours before through three hours after airtime, local time with organic posts from audience; Twitter Interactions include Tweets, Retweets, replies and quotes.

Average TV Engagements And Interactions On Twitter And Facebook Were Highest On Weekends In The Fall Months

Average Engagements Per Facebook TV Post
("Friend" to "Friend")



Average Twitter TV Interactions Per Unique User
(based on users who interact with TV content)

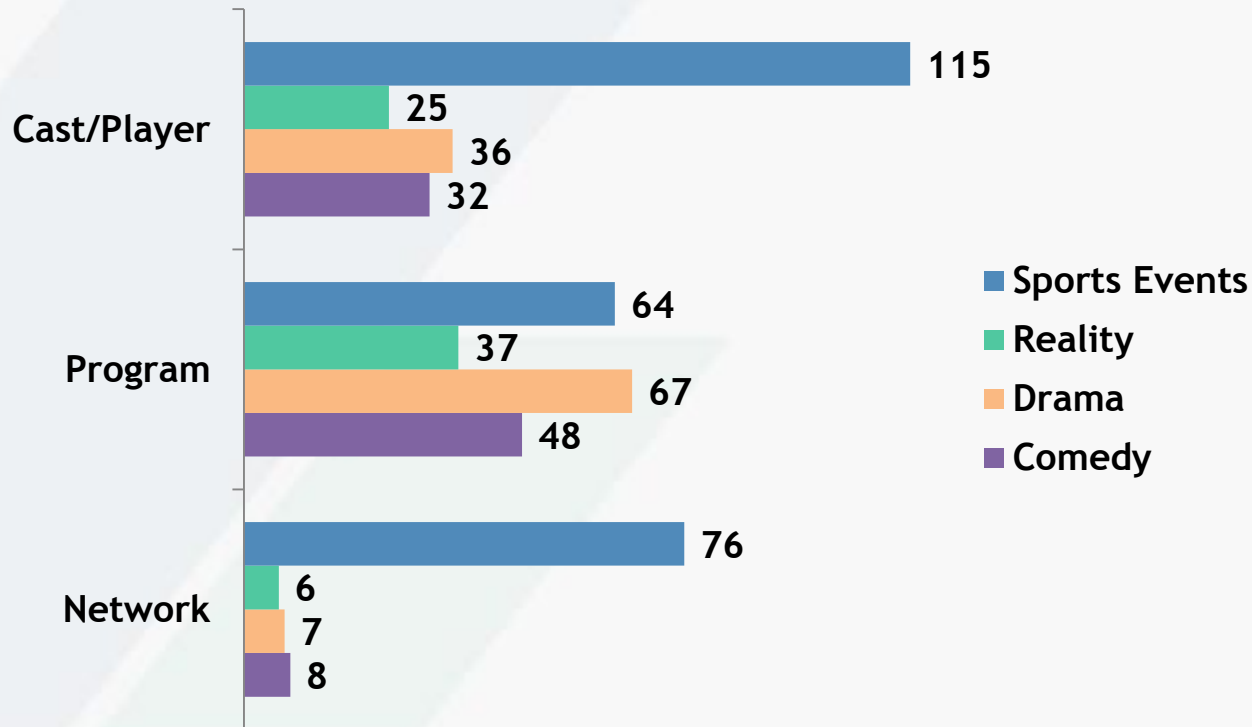


Source: 2016 Nielsen Social Media Report; Social Content Ratings, 9/1/16-11/31/16, excluding 10/25/16-10/26/16, 10/29/16-11/3/16, & 11/6/16. Linear market level insights. U.S. only. Facebook engagements include likes, comments and shares from three hours before through three hours after airtime, local time with organic posts from audience; Twitter Interactions include tweets, retweets, replies, shares and quotes from networks, programs, talent and the audience.

Sports-Related TV Twitter Handles, Especially For Athletes, Attracted The Highest “Owned” User Engagement Along With Drama Programs

According to Nielsen, “owned” content on social platforms draws 19% of TV-related Tweet engagement

Average Engagements Per TV-Related Tweet by Owned Handle Type



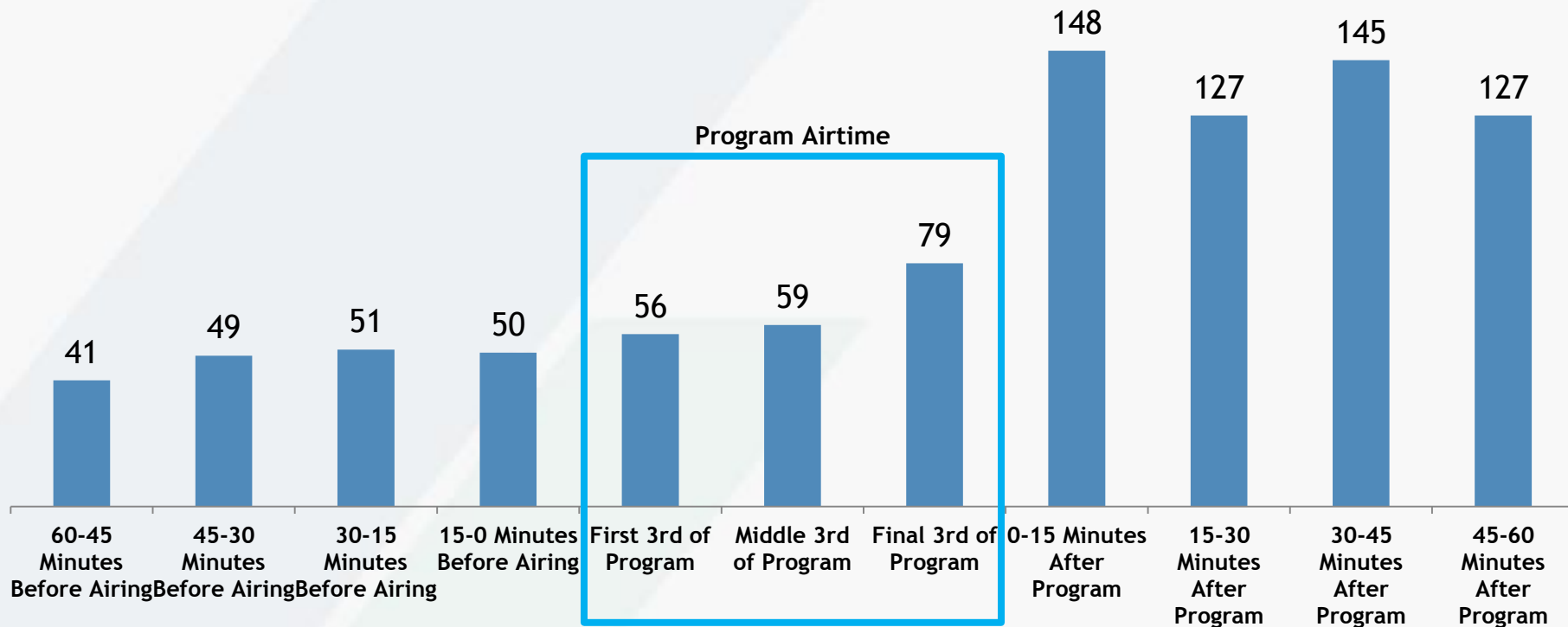
Source: 2016 Nielsen Social Media Report; Social content ratings, 10/3/16-11/13/16, 2016, U.S. only. Owned Tweets with at least one engagement for new/live episodes, excluding those aired on regional sports networks. Twitter Interactions include tweets, retweets, replies, shares and quotes.

For Sports Events, Average Social TV Engagement Peaked Right After The End Of The Game

Peak engagement after the game is no doubt fueled by people commenting on player or team performance, catching up on results and rehashing the “can’t miss” moments and incredible plays

Sports Events

Engagement Per “Owned” TV-Related Tweet In 15 Minutes After Tweet is Sent



Example: An “owned” tweet sent during the “first 3rd of the program” is engaged with 56 times in the 15 minutes after a Tweet is sent

Source: 2016 Nielsen Social Media Report; Social Content Ratings, 10/3/16-11/13/16, 2016, U.S. only. Average engagements (Retweets, replies, and quotes) per owned Tweet with at least one engagement for new/live episodes, excluding those aired on regional sports networks.



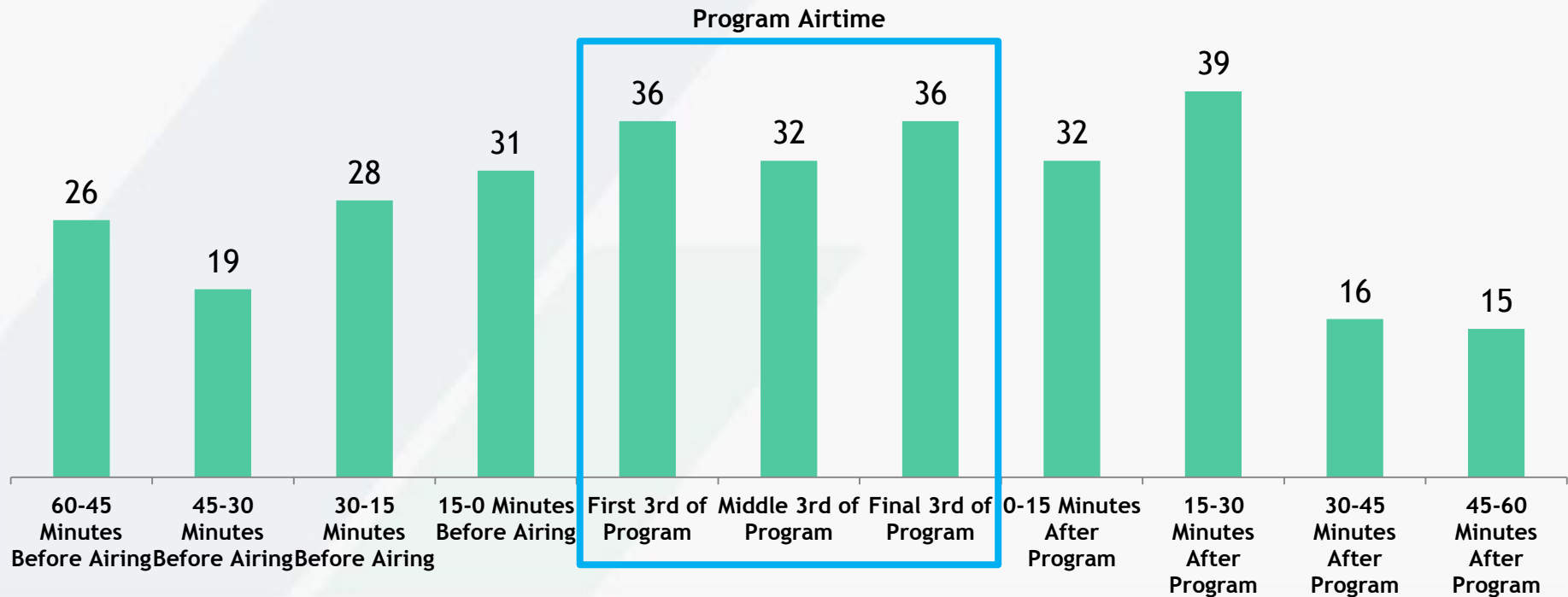
For Drama Series, Average Social TV Engagements Were Highest During Airtime & 15-30 Minutes After It Ends

High engagement during program airtime is probably a reflection of viewers commenting in real-time to oftentimes “wild” character and plot twists along with cliffhangers for episodic series

This leads into re-caps and even fan theory discussions for the next episode immediately after the program ends before people quickly move onto their next show to watch

Drama Series

Engagement Per Owned TV-Related Tweet In 15 Minutes After Tweet is Sent



Example: An “owned” tweet sent during the “first 3rd of the program” is engaged with 36 times in the 15 minutes after a Tweet is sent



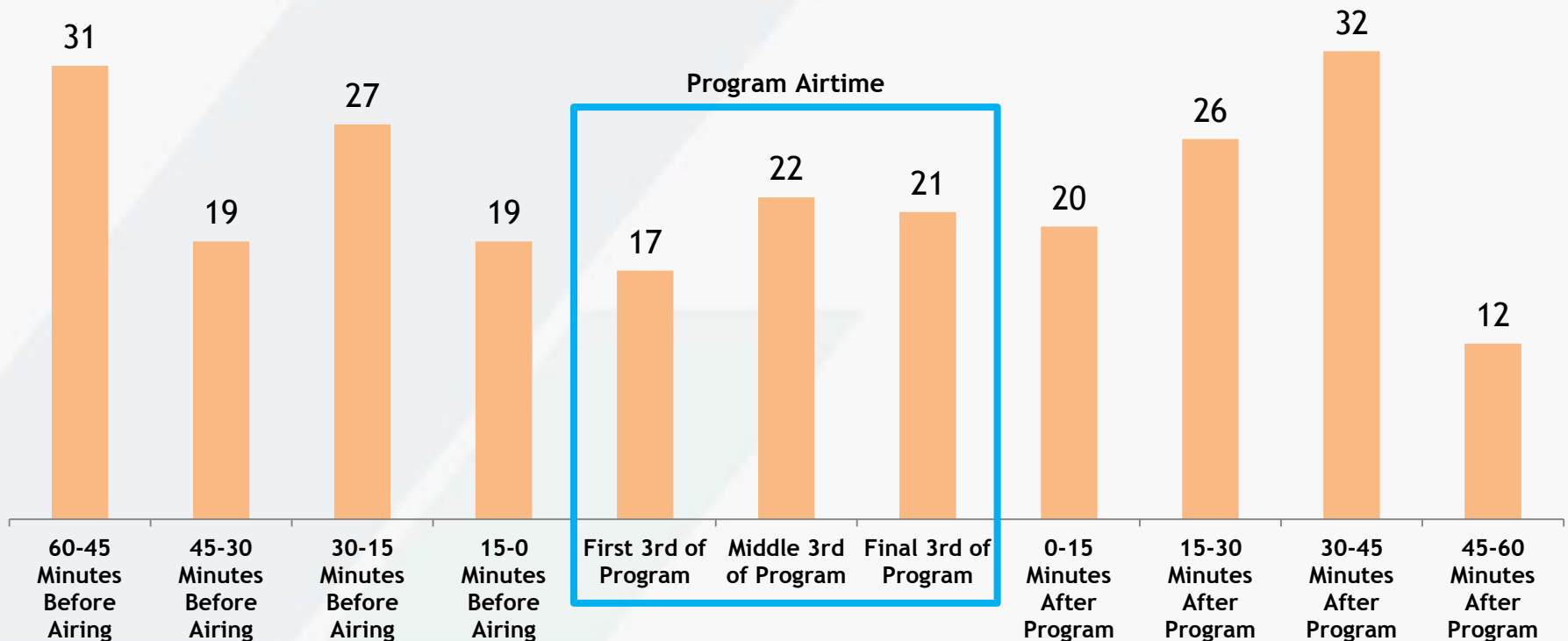
Source: 2016 Nielsen Social Media Report; Social Content Ratings, 10/3/16-11/13/16, 2016, U.S. only. Average engagements (Retweets, replies, and quotes) per owned Tweet with at least one engagement for new/live episodes, excluding those aired on regional sports networks.

For Comedy Series, Average Social TV Engagements Were Highest Before And After Program Airtime

Higher engagement before the program is probably due to rehashing the last episode along with building anticipation for the upcoming episode; this is followed by reliving the funny moments and lines after the show

Comedy Series

Engagement Per Owned TV-Related Tweet In 15 Minutes After Tweet is Sent



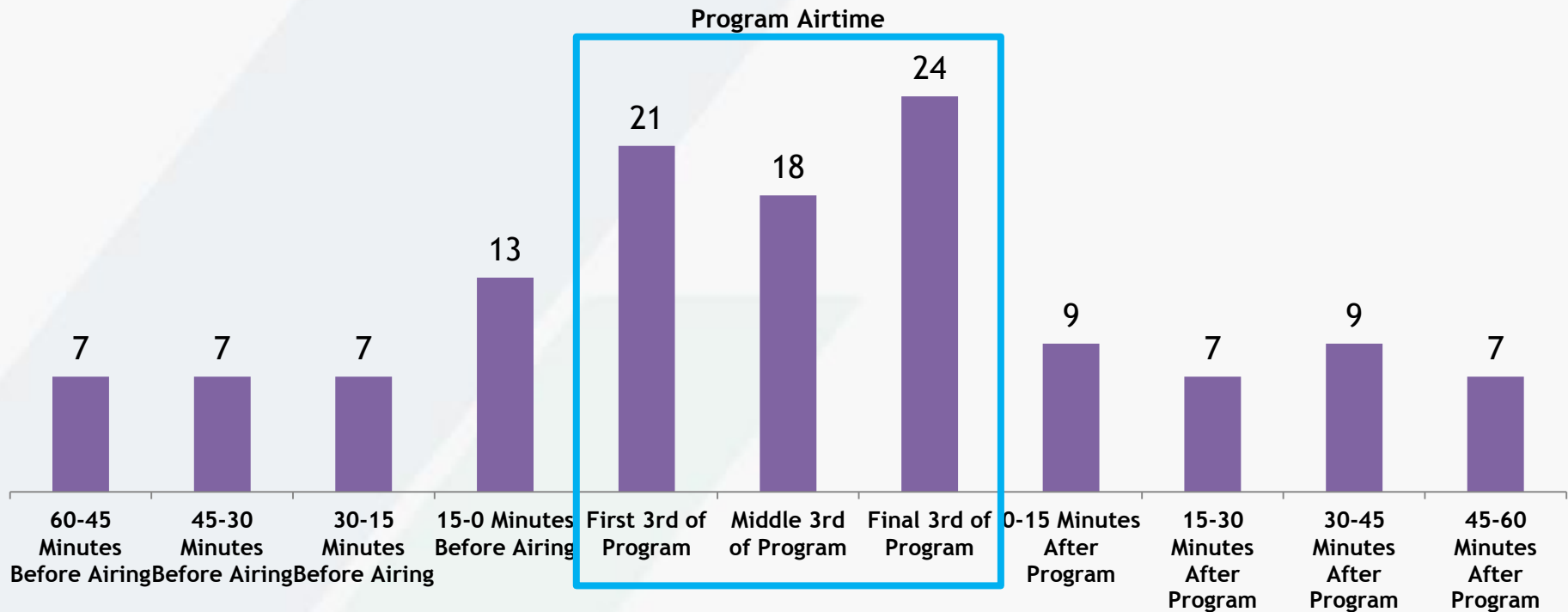
Example: An "owned" tweet sent during the "first 3rd of the program" is engaged with 17 times in the 15 minutes after a Tweet is sent

For Reality Series, Average Social TV Engagements Peaked During Airtime With Low Engagement Before & After

Peak engagement during program airtime is no doubt fueled by people actively engaging with the results of a show, such as voting for a weekly winner, along with people commenting on “in the moment” antics by reality stars

Reality Series

Engagement Per Owned TV-Related Tweet In 15 Minutes After Tweet is Sent



Example: An “owned” tweet sent during the “first 3rd of the program” is engaged with 21 times in the 15 minutes after a Tweet is sent



Source: 2016 Nielsen Social Media Report; Social Content Ratings, 10/3/16-11/13/16, 2016, U.S. only. Average engagements (Retweets, replies, and quotes) per owned Tweet with at least one engagement for new/live episodes, excluding those aired on regional sports networks.

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