



## #TVisSocial #Superbowl52

- In this latest #TVisSocial analysis, we examined the top 10 trending Twitter topics each hour (:06) during Super Bowl night to showcase the game's social dominance. Topline findings are below:
  - 98%** of all top 10 trending topics during the night were Ad-Supported TV-related
  - 95%** of all top 10 trending topics were specific to the Super Bowl, of which:
    - 28%** were related to specific in-game action / plays
    - 27%** were Super Bowl-related general hashtags
    - 22%** were related to commercials that aired during the game
    - 18%** were related to the entertainment surrounding the game (halftime, post-game)
  - The one trending topic that was not specifically Ad-Supported TV-related, Kylie Jenner, rose to fame through ad-supported TV

### 29 different Ad-Supported TV Topics Trended During Super Bowl Night

= General Super Bowl hashtags  
 = In-game action topics  
 = Super Bowl Entertainment  
 = Super Bowl Commercials  
 = Non-SB Ad-Supported TV topics  
 = Non-TV topics

Rank	7pm	8pm	9pm	10pm	11pm	Midnight
1)	<u>#Superbowl</u>	<u>#Superbowl</u>	<u>#Superbowl</u>	<u>#Superbowl</u>	<u>#Superbowl</u>	<u>#Superbowl</u>
2)	<u>#FlyEaglesFly</u>	Brady	<u>#JustinTimberlake</u>	Brady	<u>#ThisIsUs</u>	<u>#ThisIsUs</u>
3)	<u>#Patriots</u>	<u>#Eagles</u>	<u>#Eagles</u>	<u>#JustinTimberlake</u>	<u>#Eagles</u>	<u>#FlyEaglesFly</u>
4)	<u>#SoloAStarWarsStory</u>	<u>#Patriots</u>	<u>#Prince</u>	<u>#Eagles</u>	Brady	Brady
5)	Kylie	Cooks	Brady	<u>#Patriots</u>	Kevin Hart	Kevin Hart
6)	<u>Danny DeVito (M&amp;Ms)</u>	<u>Morgan Freeman (Mountain Dew)</u>	Foles	<u>Eli Manning (NFL)</u>	Foles	<u>#JustinTimberlake</u>
7)	Brady	<u>#TideAd</u>	<u>#Halftime</u>	Foles	<u>#JustinTimberlake</u>	<u>#CloverfieldParadox (Netflix)</u>
8)	<u>#JanetJacksonAppreciationDay</u>	<u>#JanetJacksonAppreciationDay</u>	<u>#Patriots</u>	<u>#Prince</u>	<u>That's a TD</u>	Foles
9)	Foles	<u>Cloverfield (Netflix)</u>	Doug Pederson	Chris Collinsworth	<u>Eli Manning (NFL)</u>	<u>That's a TD</u>
10)	<u>Cloverfield (Netflix)</u>	<u>Danny DeVito (M&amp;Ms)</u>	<u>#SoloAStarWarsStory</u>	Diet Coke	<u>#InfinityWar</u>	Jesse James