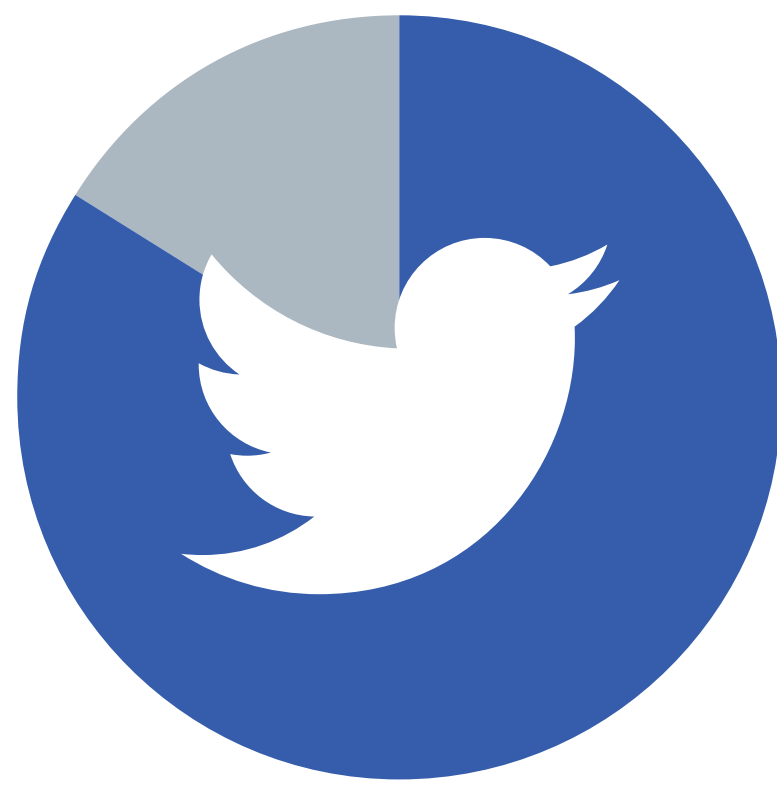


# #TVisSocial

## 2018 Fall Season



Ad-Supported TV accounted for **84%** of the top 10 trending Twitter topics in total

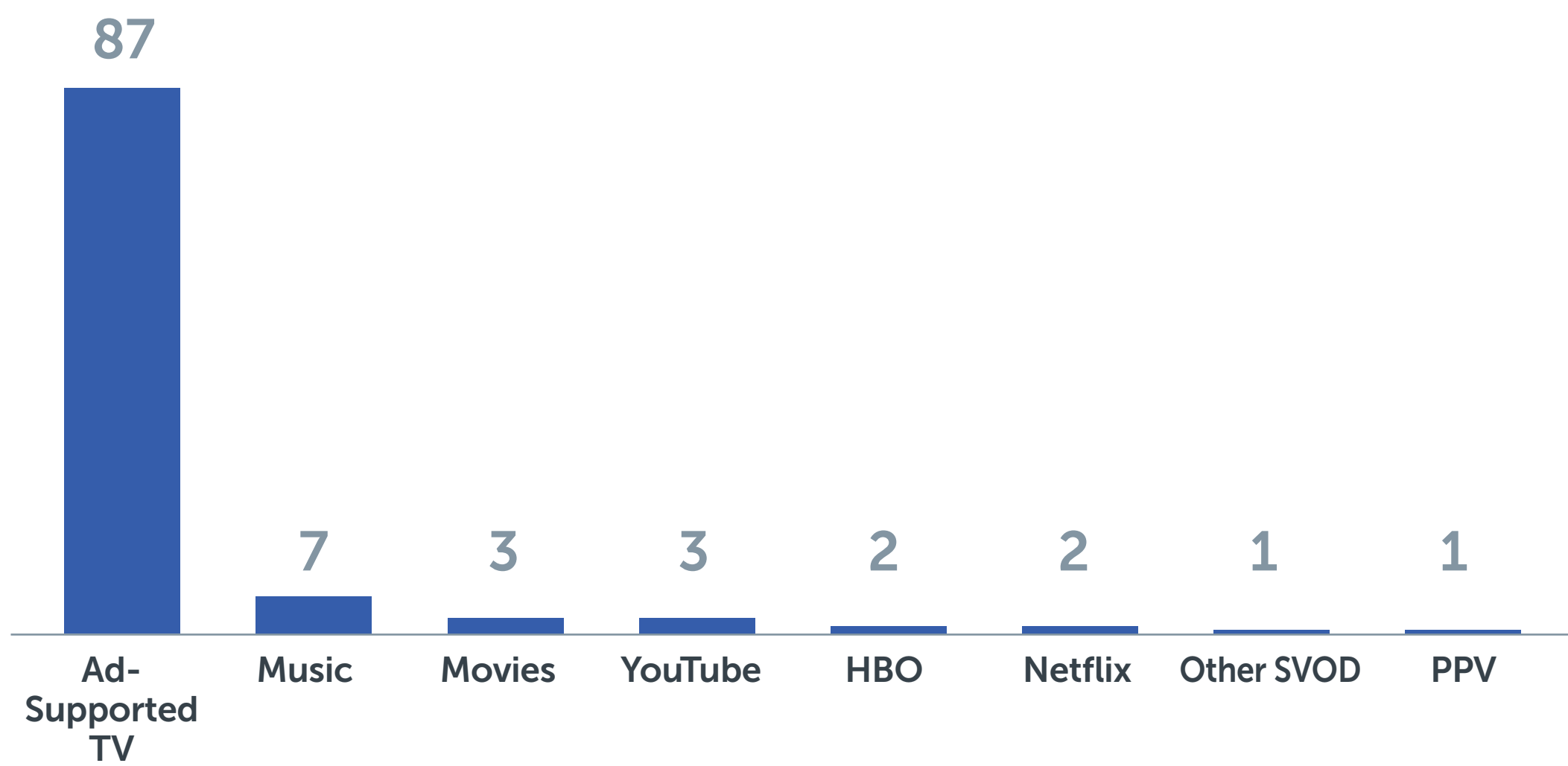
**#1** At least one **Ad-Supported TV**-related topic trended **#1** on 27 out of 28 nights



No other media comes close to the dominance of Ad-Supported TV

### Four-Week Time Period

# of Top 10 Trending Programs / Content By Platform



Source: VAB custom analysis of Top 10 trending Twitter Topics each night (8:30p, 9:30p, 10:30p, 11:30p) during 4-week time period (9/24/2018 – 10/21/2018). Based on unique program counts. For the purposes of this chart, "program / content" is an all-encompassing definition for individual pieces of content on each platform (albums & singles for music, channel on YouTube, etc).