GfK TWITTER TV STUDY

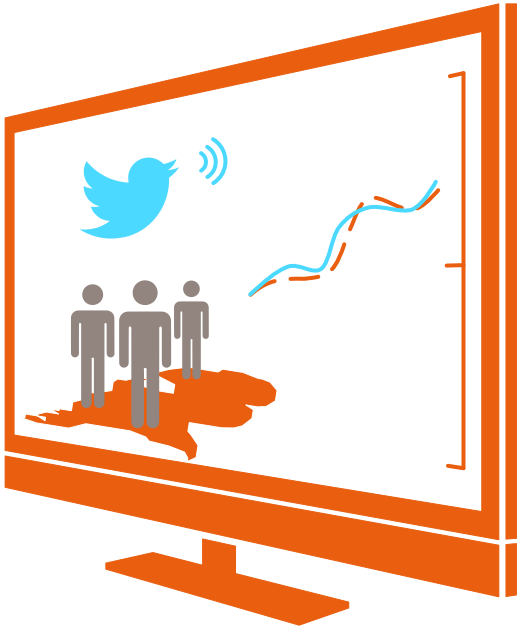
Investigating the relationship between Twitter and TV

GfK Twitter TV study

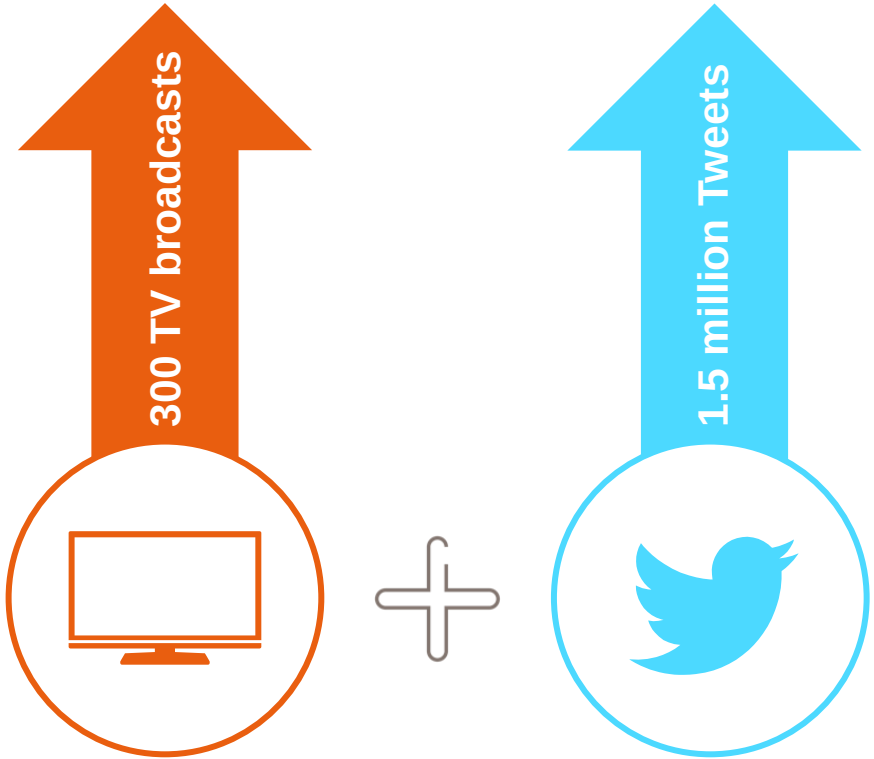
Television has always been a social experience – people love to share their experiences and talk about the programs they watch. Twitter calls these discussions about TV on its network "the social soundtrack".

The soundtrack offers an immediate snapshot into viewer opinion, engagement levels and behavior, but making sense of these conversations has been impossible. Until now.

GfK has partnered with Twitter and the broadcast association SPOT to provide insight into TV and Twitter use in the Netherlands, a country with one of the highest Twitter penetrations globally (27% of all internet users), supported by findings in Germany.



About this study



The GfK Twitter TV study provides insights that TV networks and program makers, advertisers and their agencies won't want to miss.

We have analyzed more than 300 of the most popular TV broadcasts and 1.5 million Tweets to better understand the relationship between TV and Twitter.

This study was created with the support of the industry associations SPOT in the Netherlands, and AGF in Germany.

We thank these groups for their kind support and for making available data without which this research would not have been possible.

Key findings include…

- **TV programs have substantial reach via Twitter**. The number of people engaging with a broadcast via Twitter in the Netherlands equates to **up to 15% of the total audience** for the TV shows we analyzed. We use actual reach figures to illustrate how each media influences the other.

- **TV and Twitter are closely correlated**. In general, when TV reach rises, Twitter reach increases proportionally. The most popular TV shows are even more popular on the social network, and there is **evidence of a "tune-in" effect** where Twitter users are turning on TV shows as a direct result of reading about them on the social network. We will be able to share analysis of these impacts and what they mean for program makers.

- **The Ambassador effect.** A small number of Tweeters can have a significant impact on reach. The **30 most influential users produce 8% of all Tweets**, reaching most of the analyzed shows. Our research shows this in action, and our analysis suggests how the media sector should capitalize on it.

Objective

Investigating relationship between TV and Twitter usage

Understanding TV with Twitter data

Tune-In effect

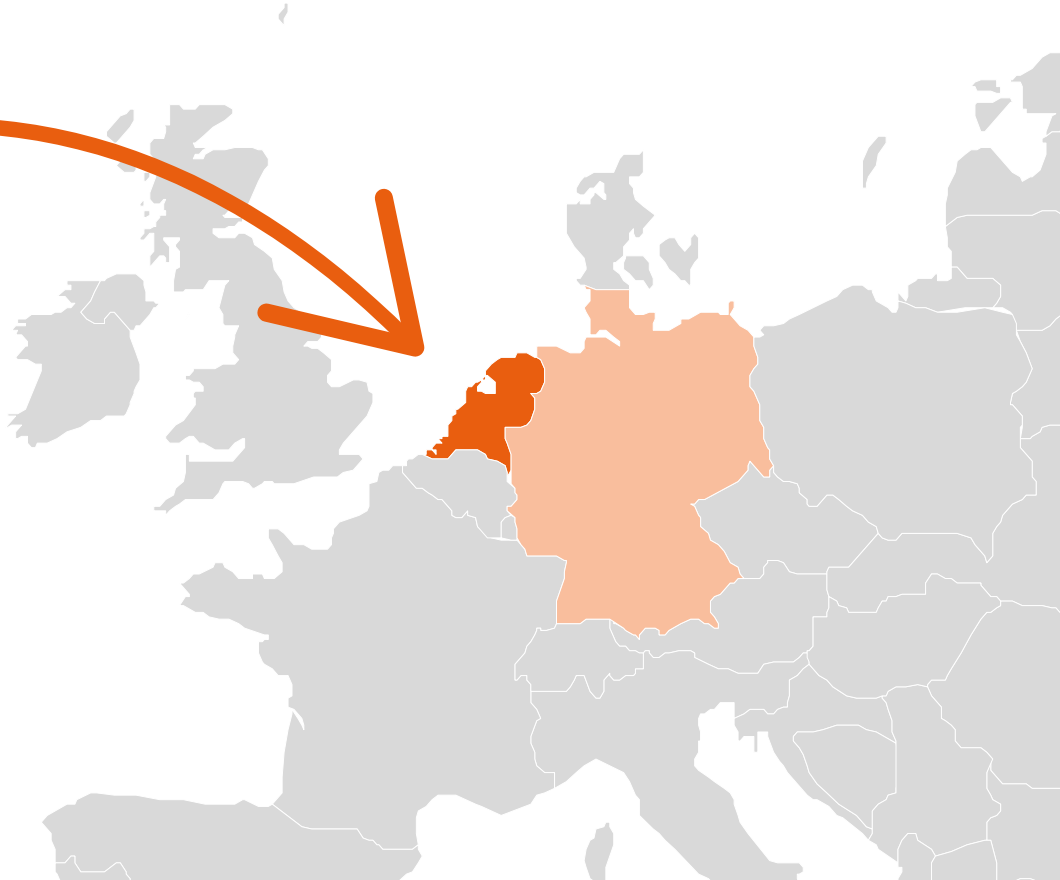
Ambassador effect

Geographies

The Netherlands

With findings from

Germany



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Definition of the TV universe

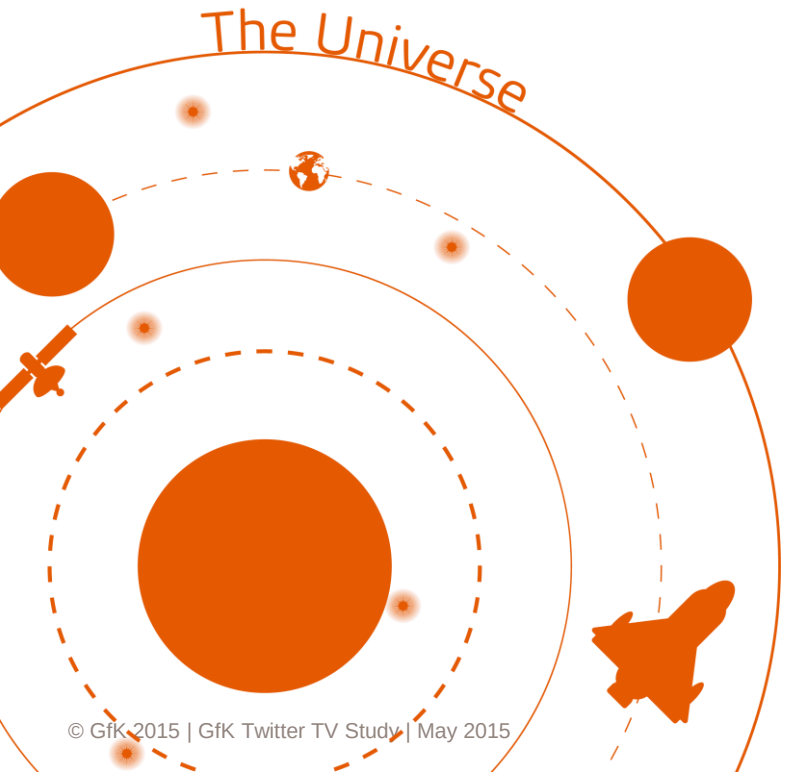
Most popular shows across different genres, broadcasting times and channels

All episodes over time

Minute-by-minute

October 2013 – May 2014

Definition of the TV universe



46
shows

323 episodes

36
shows

638 episodes

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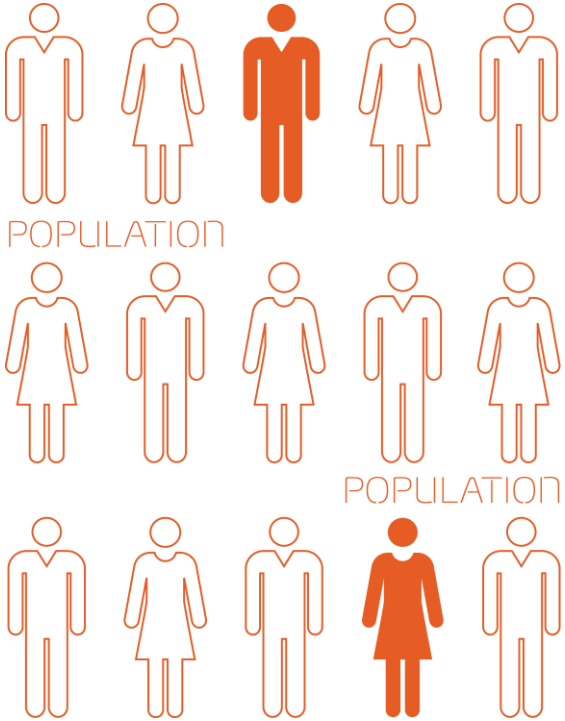
Definition of the TV universe



TV

Population

All TV viewers

All TV viewers

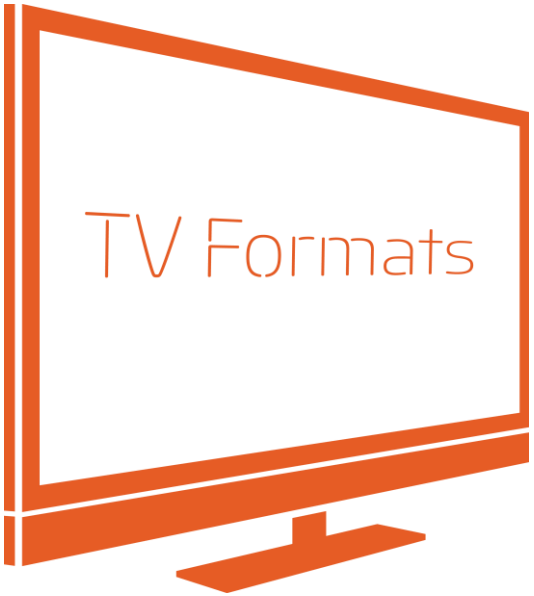
TV Twitter

Population

TV viewers who use Twitter: aged 13+

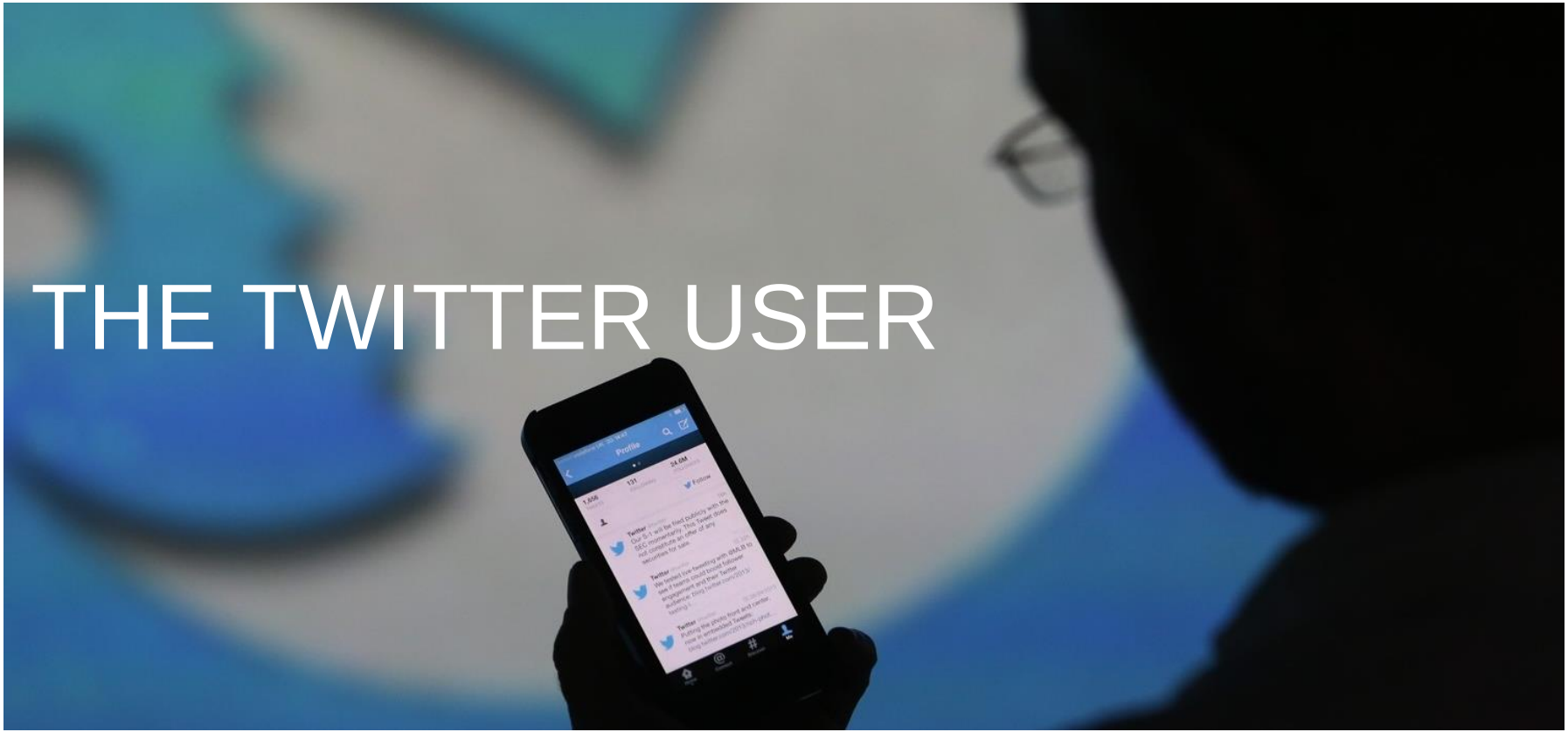
TV viewers: aged 14-49

Definition of the TV universe



- Information
- Series
  - Amusement
  - Films
- Sport

THE TWITTER USER



Socio-demographics

AGE & GENDER

YOUNGER and more often MALE

EDUCATION & PROFESSION

HIGHLY educated: STUDENTS, self-employed or SENIOR-LEVEL employees

HOUSEHOLD COMPOSITION

HIGHER gross annual income. YOUNG households, with children or aged under 35

FINDINGS

Summary of findings

1

Correlation between Twitter and TV viewing amongst Twitter users

2

TV programs have substantial reach on Twitter

3

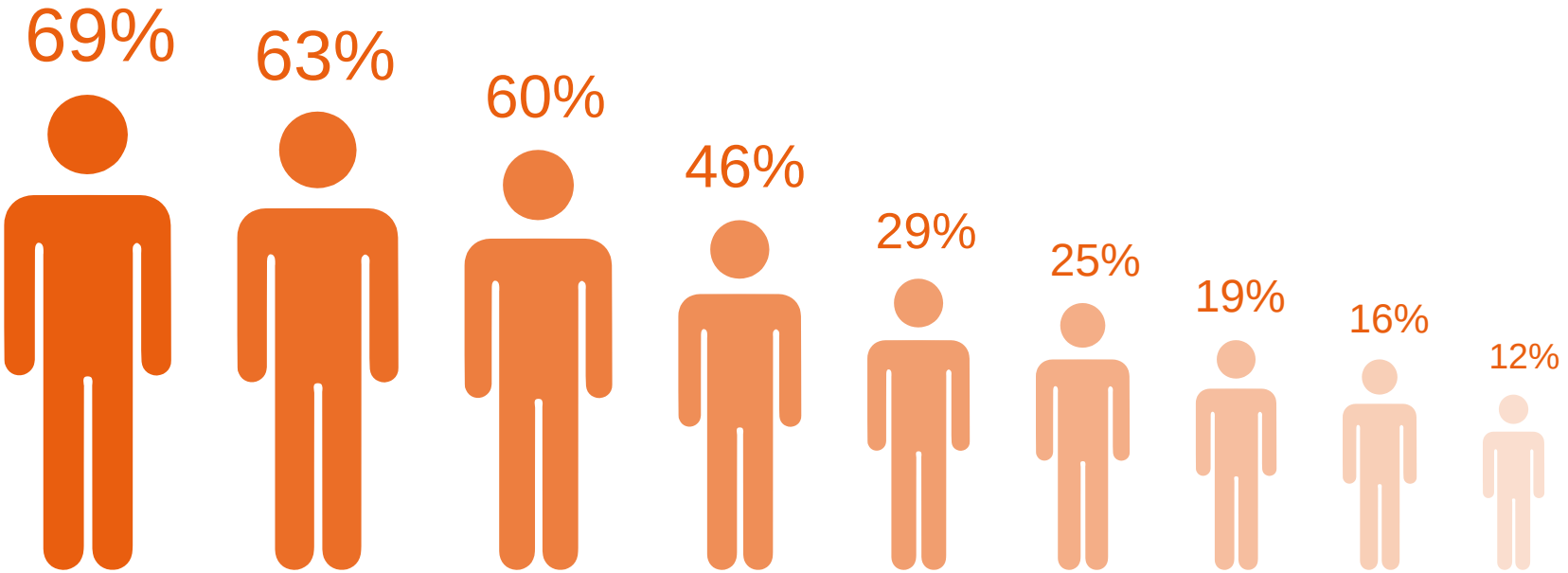
Significant “tune-in“ effect

4

The top 30 Ambassadors have strong influence and wide reach

1. TV preferences:

Twitter users have higher preference for films and TV series



Films	TV Series	News	Sports	Talent Shows	People & Relationships	Regional News	Games & Quizzes	Art
+	+	-	+	+	-	-	-	-

(+) Higher interest (-) Lower interest compared to Twitter non-user

Source: SKO

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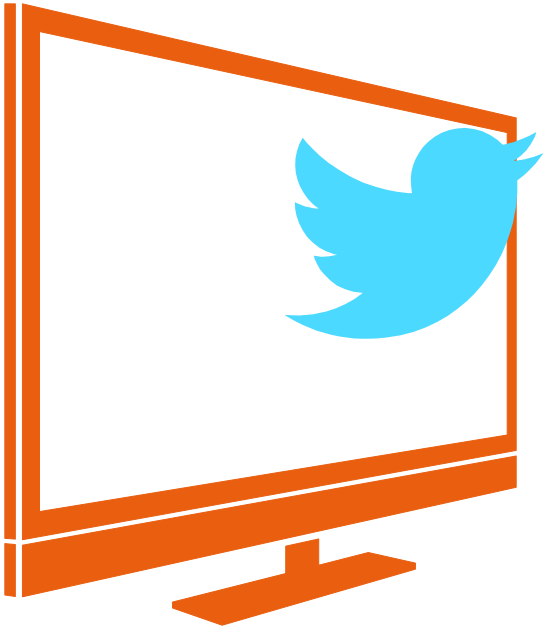
2. TV programs have substantial reach on Twitter



- Twitter users and non-users do NOT differ in their TV viewing:
  - Weekdays
  - Weekend
  - Time of the day
- Slightly prefer NPO3 and RTL5

2. TV programs have substantial reach on Twitter

“Who is the Mole” – episode 13.03.14

TV Audience	Number of Tweets	Twitter Reach
3.2m	13.642	304.527

Image sources: https://pbs.twimg.com/profile_images/554621707005083649/txNhqbra.jpeg; https://twitter.com/wieisdemol; https://twitter.com/sofievandenenk

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2. TV programs have substantial reach on Twitter

Ladies 3km final – Winter Olympics

TV Audience	Number of Tweets	Twitter Reach
5.55m	22,253	810,339

Image sources: http://www.olympic.org/videos/ladies-speed-skating-3000m-wust-wins-gold; https://twitter.com/nisa_iceskating; https://twitter.com/ireenw

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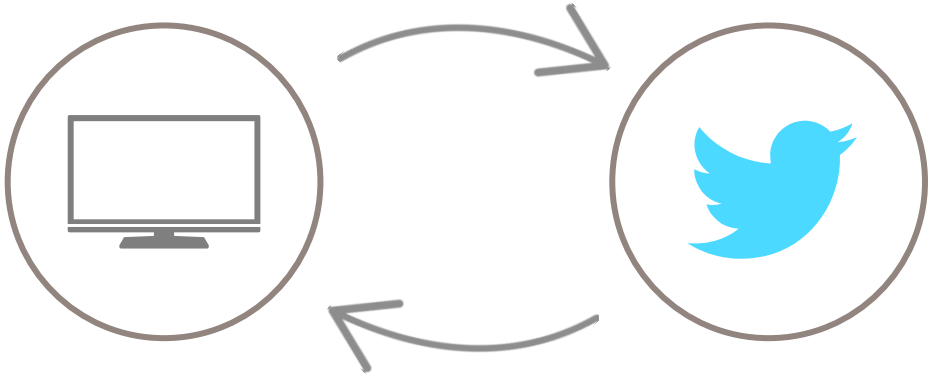
3. Correlation between Twitter and TV

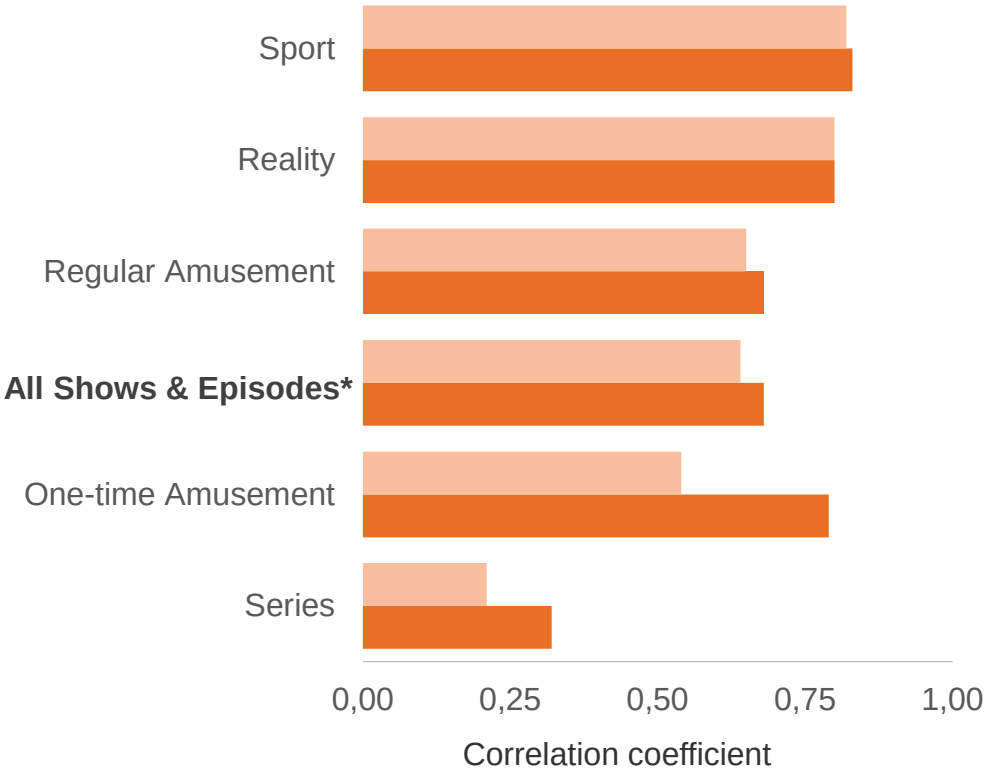


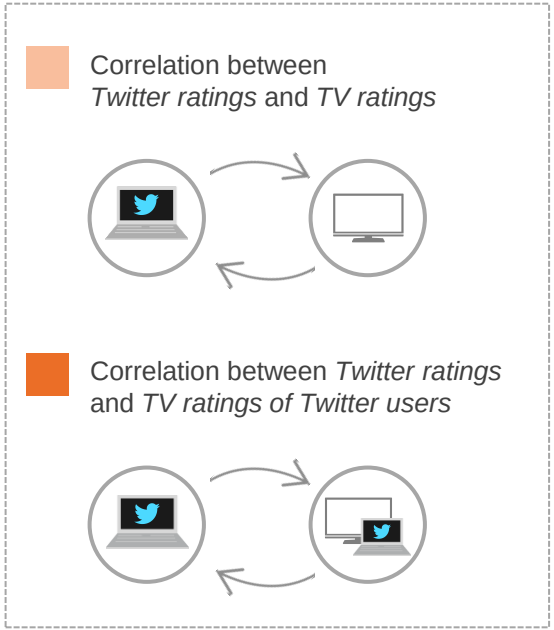
Significant correlation
between Twitter and TV
– depending on the format

Stronger correlation
between Twitter and TV
viewing of Twitter users

Even stronger correlation
amongst preferred formats –
e.g. regular amusement,
sport & series

3. Correlation rises for TV ratings of Twitter users





*Correlation of Twitter ratings vs. TV ratings 0.64. Validated by German data 0.72

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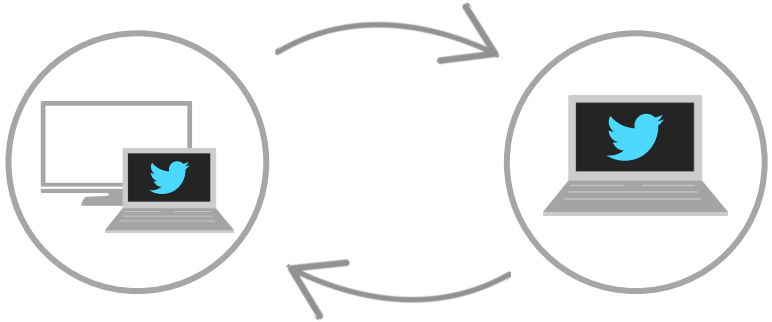
3. The tune-in effect summary



1

There is a causality between Twitter and TV for a given show

2

Within a show Twitter Authors follow TV reach – strong evidence

3

Within a show TV reach follows Twitter Authors – indication

3. Causality – program examples

How TV usage influences Twitter

2014 Winter Olympics Opening Ceremony 07-02-2014

“All you need is Love” Christmas special 24-12-2013

MTV: European Music Awards 10-11-2013

The Voice: Final 20-12-2013

3FM Serious Request 24-12-2013

How Twitter influences TV

2014 Winter Olympics Opening Ceremony 07-02-2014

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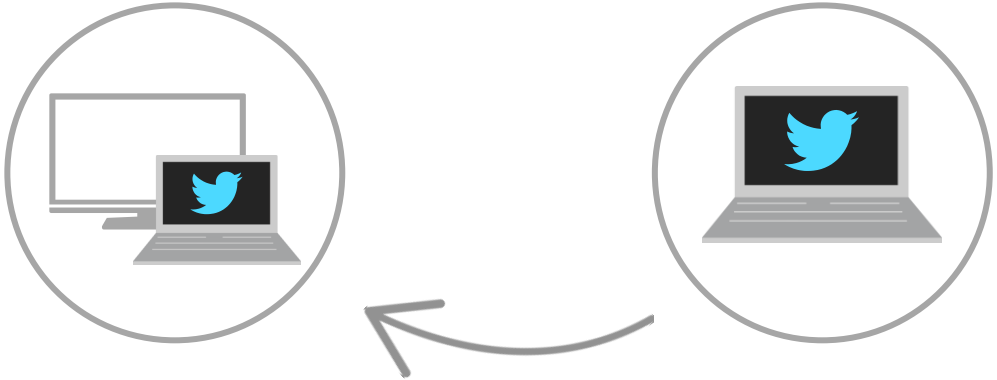
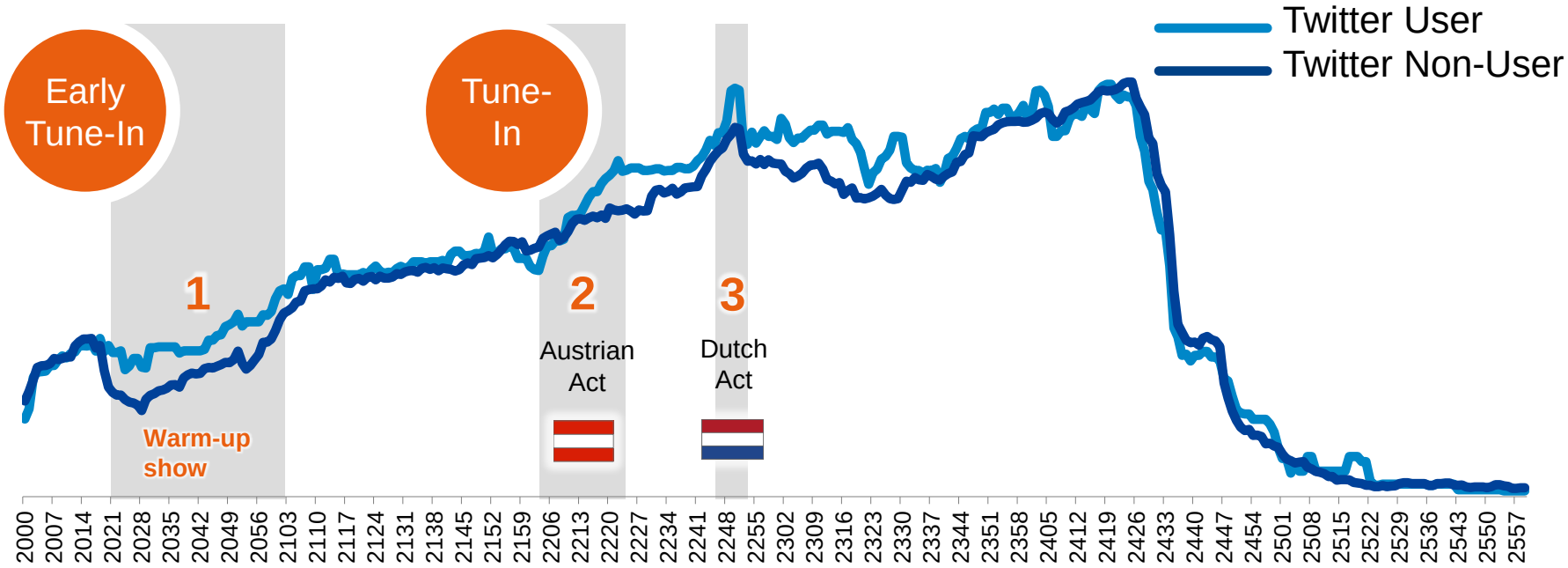
3. The tune-in effect summary



3. The tune-in effect: Eurovision



* Twitter User and Non-User are structural equal regards sociodemo, media usage and TV interest's

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4. Ambassador concept summary

1

Selected top Ambassadors reach almost all shows

2

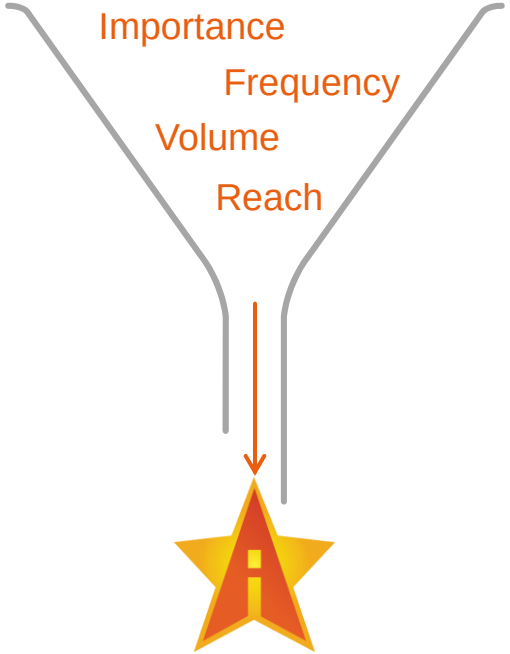
Ambassadors are strong in volume, reach, importance, and frequency

3

Ambassadors are mostly celebrities

4. Ambassador concept

What makes an Ambassador?



Examples of Ambassadors

Image sources: http://radiobox2.omroep.nl/image/file/31428/ilsedelange_1100660b.jpg?width=210&height=210;
http://www.olympic.org/Assets/MediaPlayer/Photos/2010/10/Kramer/01-Kramer-960.jpg

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4. Ambassadors: who are they?

Oct 2013 – May 2014

- 47% Celebrities/Participants
- 17% Private
- 23% Official
- 13% Fan

Official

- UtopiaNL
- RTL_TVOH
- NOS
- AFCAjax
- The Voice of Holland
- SeriousRequest
- NOSsport

Celebrities

- IlseDeLange
- Ireenw
- Waylonline
- Coen3fm
- SvenKramer86
- Ferrydoedens
- FredvanLeer
- Borsato
- Cornaldm
- Timdouwsma
- GerrieDantuma
- ReneGijp
- JandeHoop
- Davemantel

Fan

- MaximeTeam
- Gtstredactie
- AjaxFanzoneNL
- WIDMtips

4. Ambassadors: influence

Top 30 authors

86% of selected shows are reached by Ambassadors

Credentials

Our credentials in cross media measurement

Strong global track record and ongoing support

One of the leading market research and audience measurement players in the world. We have adapted our systems across a diverse range of markets.

Audience measurement heritage

A worldwide trusted brand, with more than 80 years experience in audience measurement and panel maintenance, including professional governance.

Independence, credibility, and industry recognition

Awards: best practice/methodology (ESOMAR, MRS, CASRO, ABEP), cross media effectiveness (MRS advertising and media), innovation (BVM), best paper (IET/IBC).

Investment in technology assets and expertise

New metering technologies, mobile data access, new digital teams, proprietary video measurement solutions, hybrid measurement, view time/visibility metrics.

Cross-media and ROI: world-leading expertise

Development of the first sustainable single-source cross-media measurement and ROI solution: GfK Cross media Link. Plus: Mobile Insights and television.

Privacy and trust

Privacy and data protection are at the heart of everything GfK does.

Further findings:
www.spot.nl

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