

TALKING ABOUT TV





“Nearly half of online Australians talk about TV on social platforms”

CO-VIEWING AND SOCIALISATION

TWITTER USERS WHO ARE TV 'SUPERFANS'

Whether it's talking to your family while viewing, or sharing reactions on your socials, the very nature of advertising in and around socialised content ensures ad dollars work harder and longer.



Twitter



Instagram



Facebook

Ad-supported TV content fosters emotional connections that lead to social engagement, and across 2018, 46.6% of people who tweeted about a brand, were also tweeting about TV programs.

SOCIAL PLATFORM

72% say a social platform, like Twitter, plays a role in their TV viewing.

SHARE

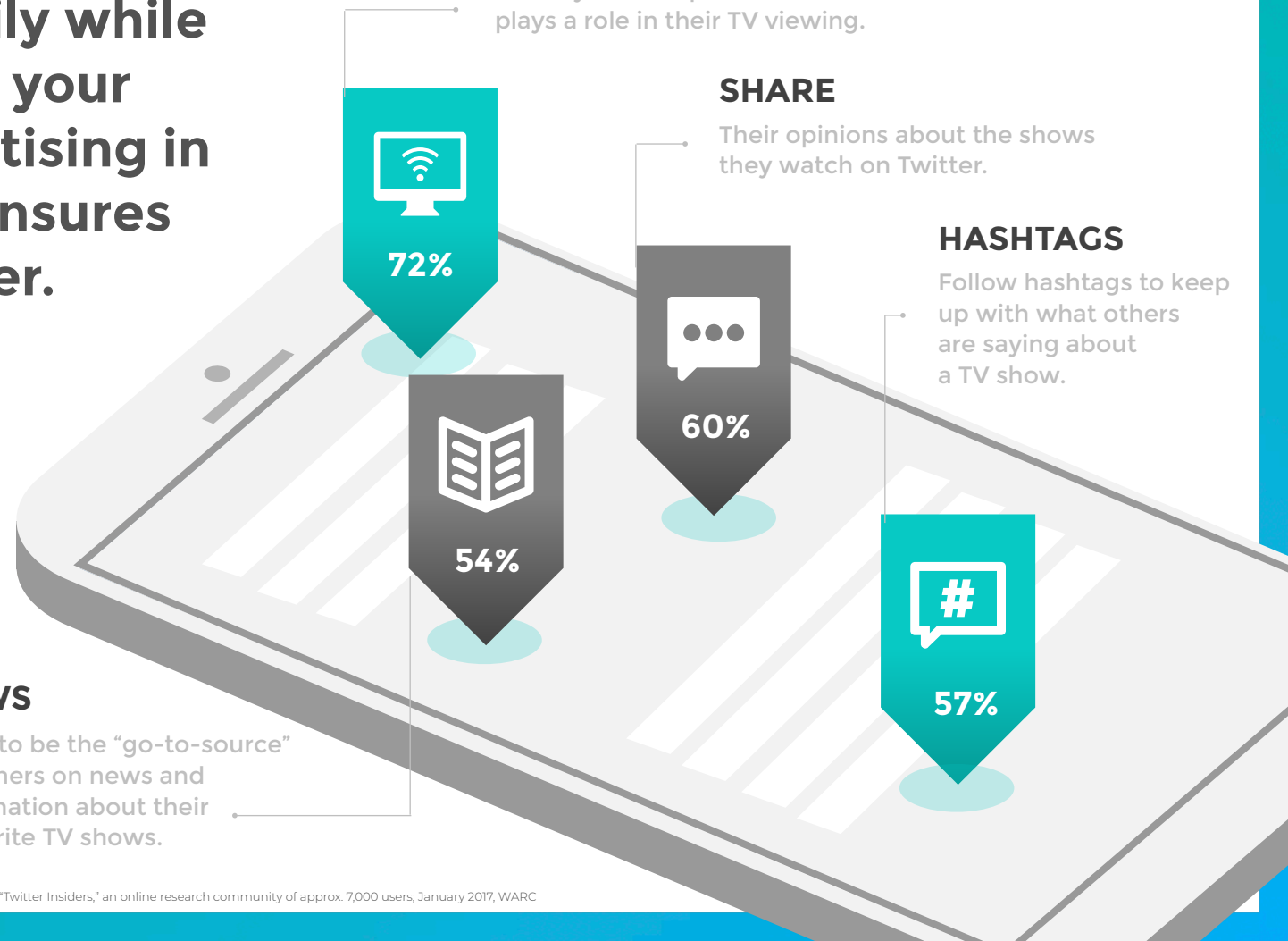
Their opinions about the shows they watch on Twitter.

HASHTAGS

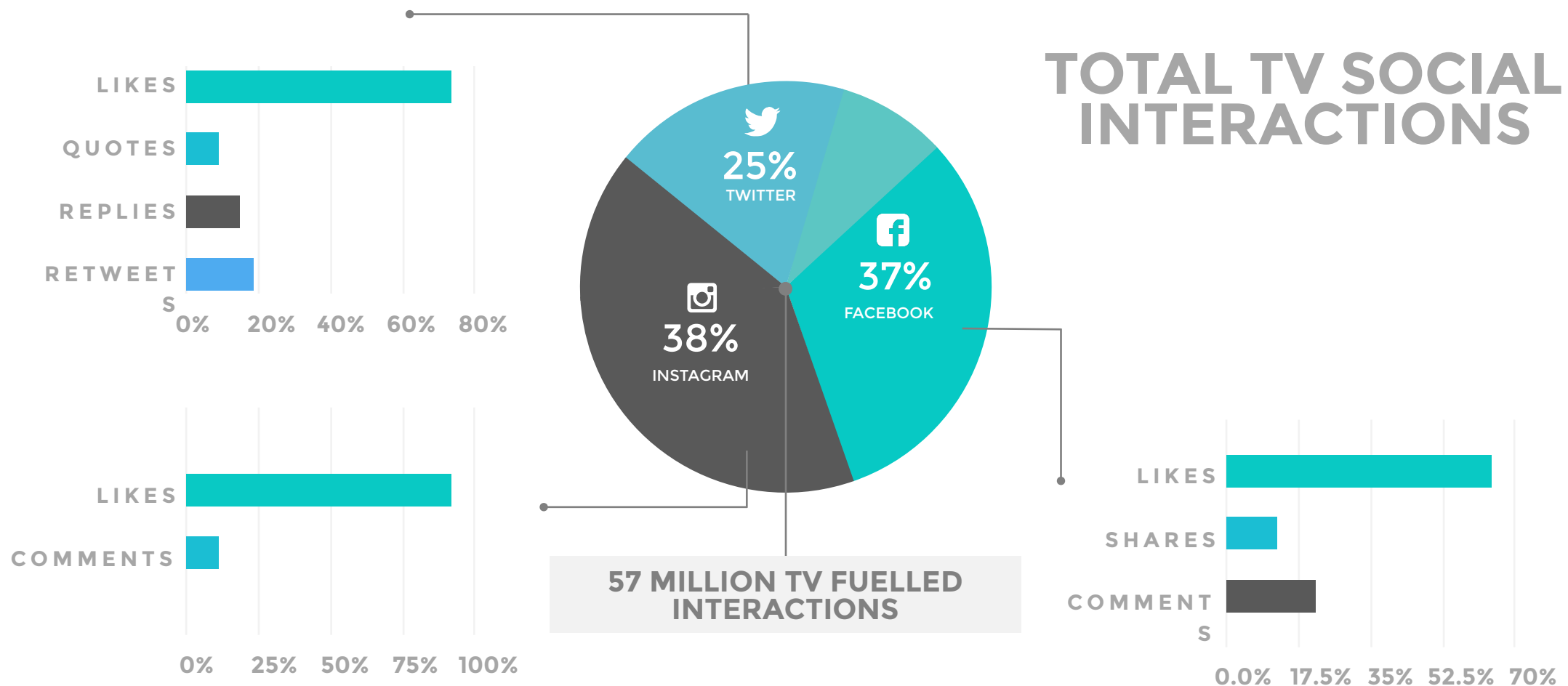
Follow hashtags to keep up with what others are saying about a TV show.

NEWS

Want to be the "go-to-source" for others on news and information about their favourite TV shows.



SOCIAL TV IN 2018



SOCIALISED TV CONTENT JUL-DEC 2018

TOP TEN PROGRAMS

Rank	Network	Episode	Date	Total Interactions
1	SEVEN	GF: West Coast v Collingwood	29/09/2018	1,333,305
2	7MATE	2018 AFL Brownlow Medal	24/09/2018	827,241
3	7MATE	PF#1 Richmond v Collingwood	21/09/2018	504,866
4	NINE	NRL Grand Final - Melbourne Storm v Sydney Roosters	30/09/2018	504,104
5	FOXFOOTY	PF#1 Richmond v Collingwood	21/09/2018	477,891
6	7MATE	PF#2 West Coast v Melbourne	22/09/2018	448,856
7	FOXCRICKET	AUS v IND 3rd Test Day 5	30/12/2018	432,112
8	7MATE	Qual Final: West Coast V Collingwood	08/09/2018	426,699
9	FOXFOOTY	PF#2 West Coast v Melbourne	22/09/2018	421,392
10	FOXCRICKET	AUS v IND 2nd Test Day 3	16/12/2018	419,184

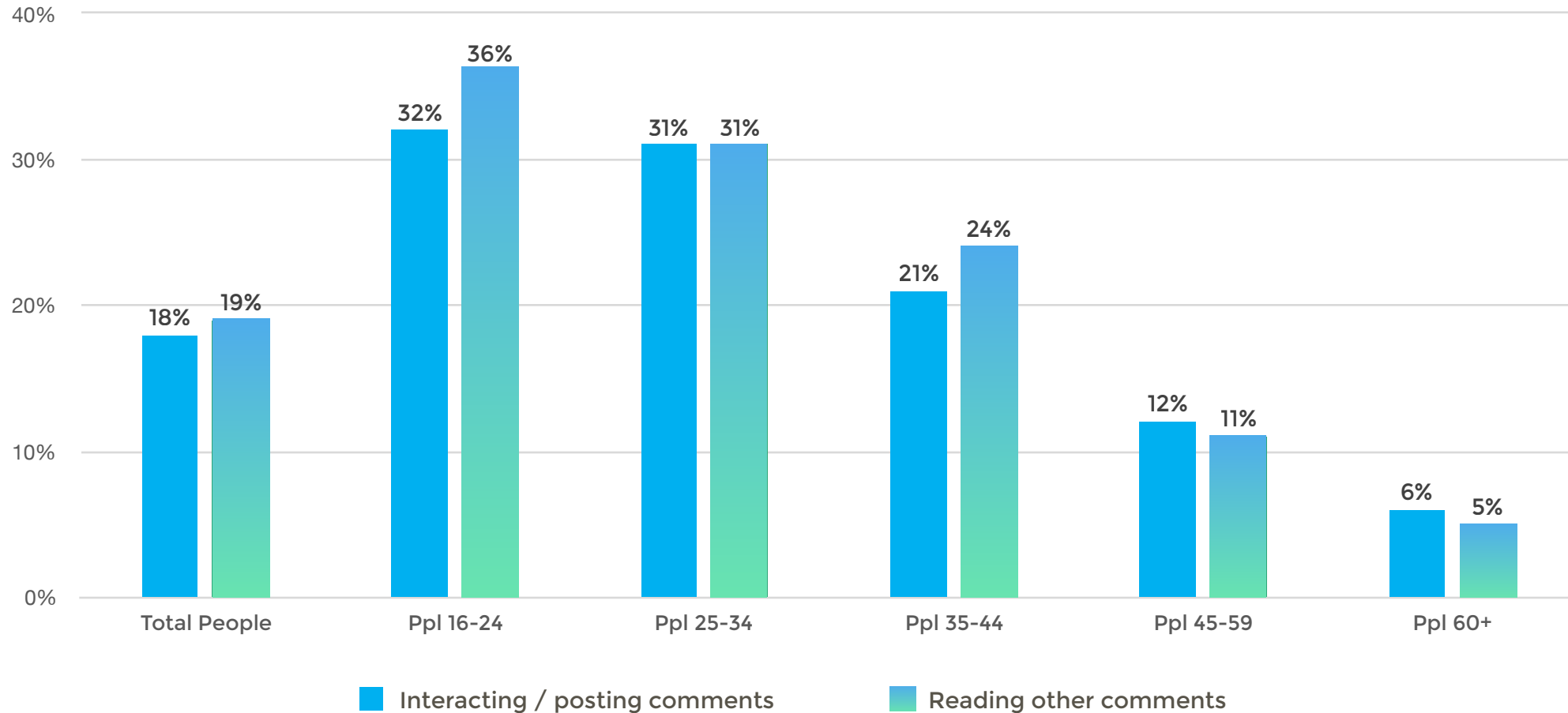
SOCIALISED TV CONTENT JUL-DEC 2018

NON-SPORT TOP TEN

Rank	Network	Episode	Date	Total Interactions
85	10	The Bachelor Australia	04/10/2018	142,483
116	10	The Bachelor Australia	05/09/2018	120,265
120	10	The Bachelorette Australia	15/11/2018	117,532
121	NINE	The Block- Auction	28/10/2018	117,449
131	10	The Bachelor Australia	06/09/2018	108,469
157	NINE	2018 ARIA Awards	28/11/2018	98,028
170	NINE	60th Annual TV Week Logie Awards	01/07/2018	92,160
236	NINE	The Block- Terrace Reveal	07/10/2018	69,402
240	10	The Bachelor Australia	15/08/2018	68,902
254	10	Australian Survivor	09/10/2018	65,108

AUSTRALIANS LOVE LOCAL TV CONTENT

Weekly frequency of conducting social TV activities





LIVE SPORT DRIVES SOCIAL INTERACTION

When big moments happen on TV today, viewers are sharing their reactions instantly via social media. Social content ratings show that seven out of the top ten most tweeted episodes were about live sport.

1 in every 2 Tweets sent about television was about sport related content.

