

CONNECTION
THE WORLD
AUDIENCES
SUMMIT 2013

SIGNAL NOT NOISE

The Value of Social Media Data in
Modern Broadcast Analytics



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Channel 4 Research Manager

KANTAR MEDIA

TWO KEYS ROLES FOR SOCIAL DATA

- ◆ Feedback Mechanism - real time reactions from thousands of viewers.
- ◆ Metric for measuring the interactive audience – used as a secondary currency for ad pricing / placement

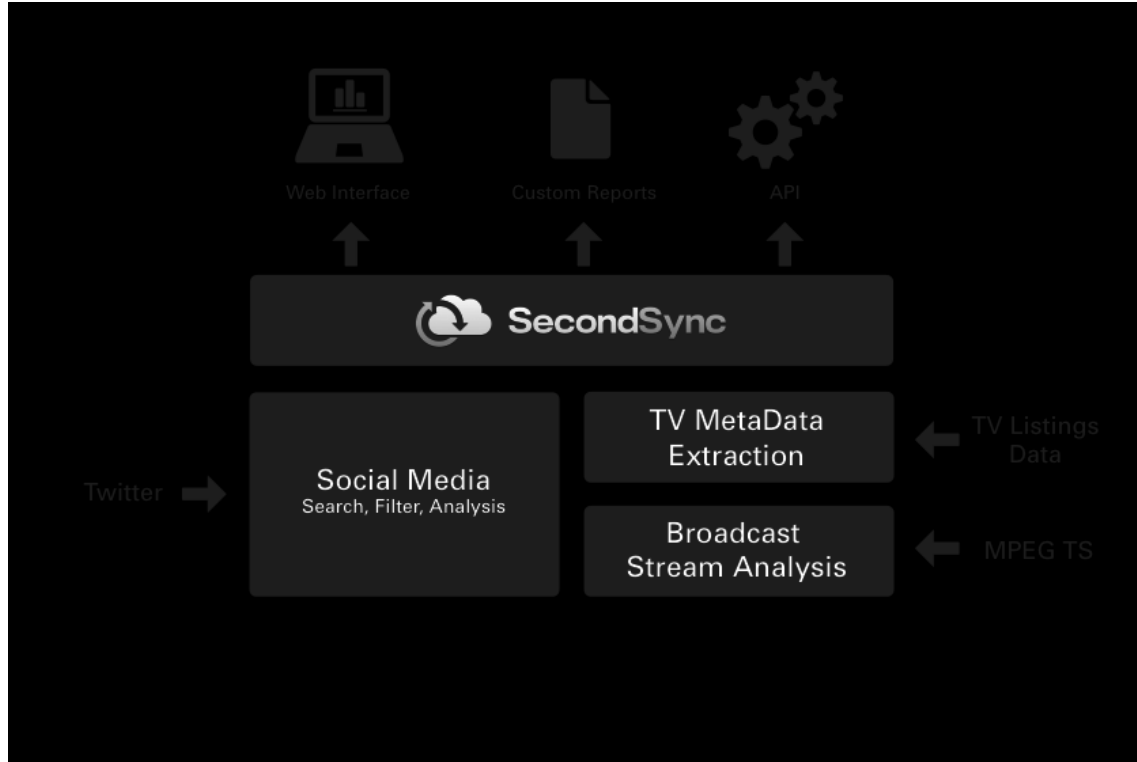
TRACKING TV SHOWS

35 channels

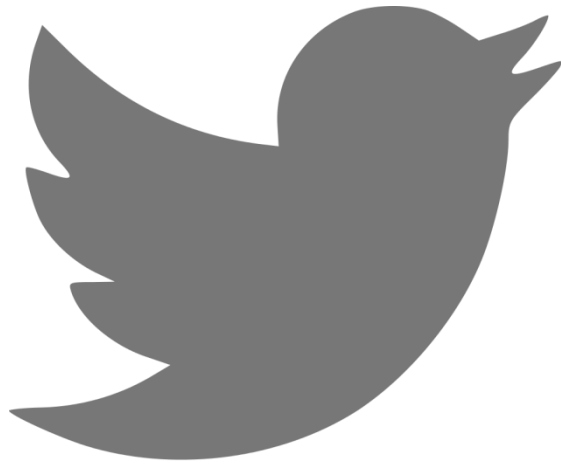
1,000 programmes per day

1,000,000 tweets per day

THE PLATFORM



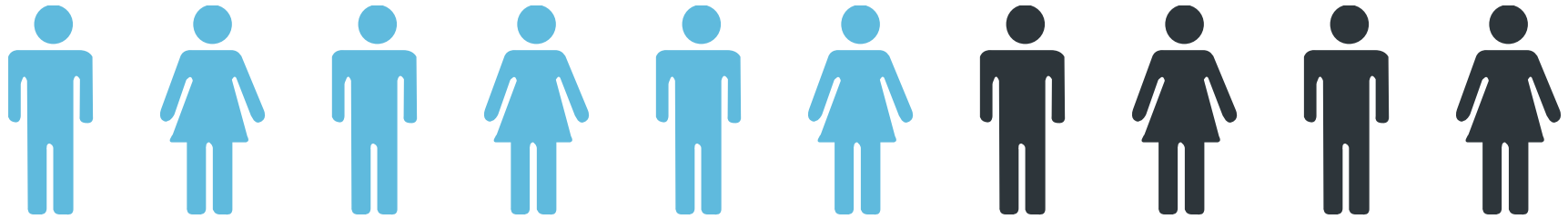
TWITTER



- Immediacy
- Public Platform
- Networks not limited to friends

TWITTER

10 million active twitter users in the UK



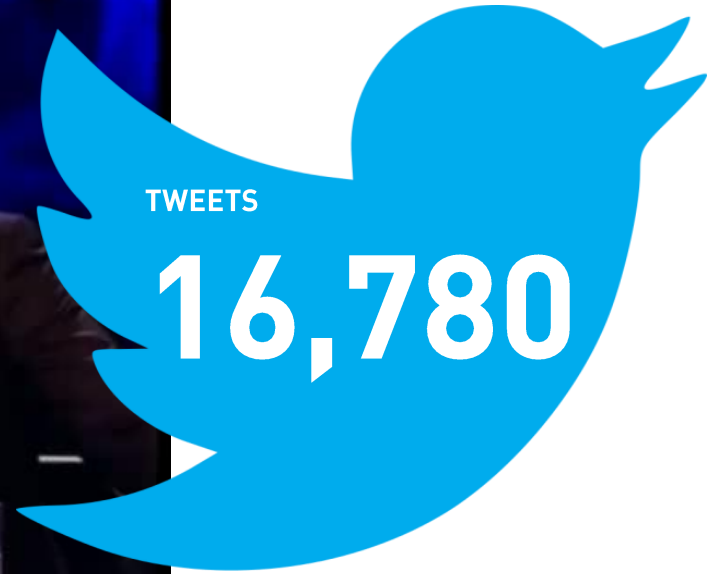
10 million active twitter users in the UK

MAPPING TWEETS TO PROGRAMMES

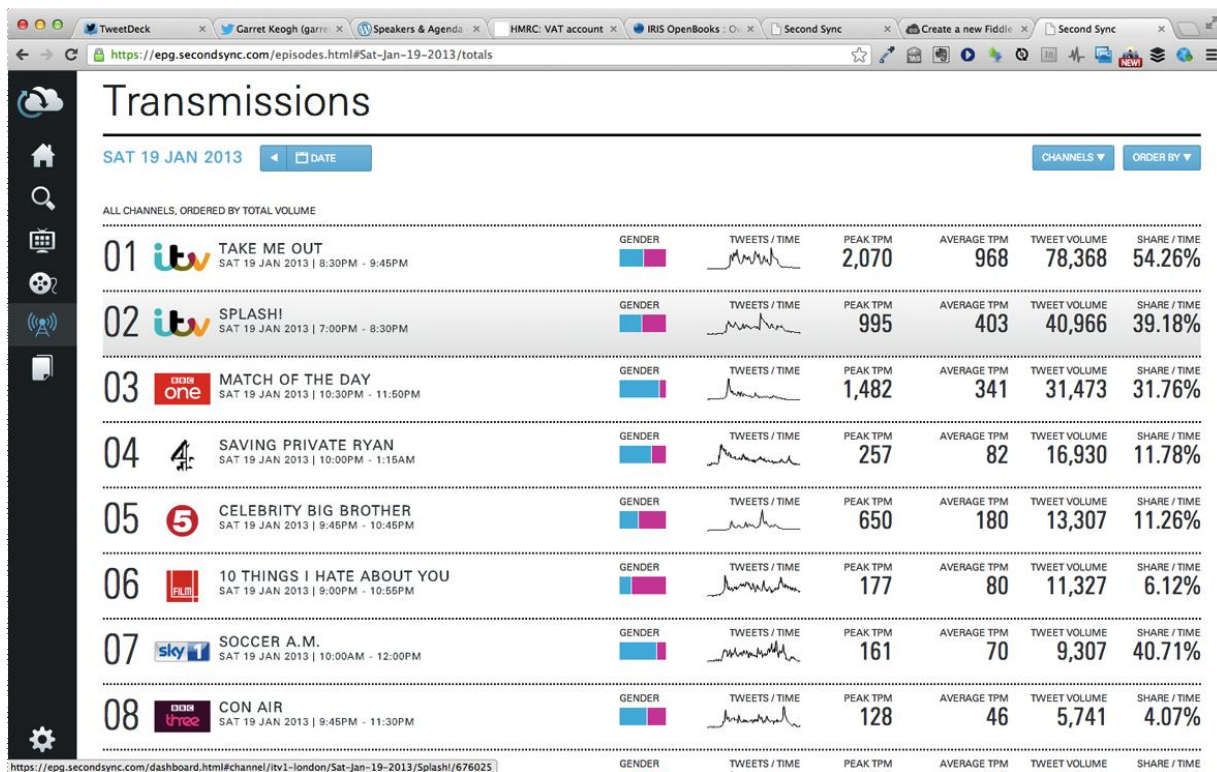


ORGANIC HASHTAGS

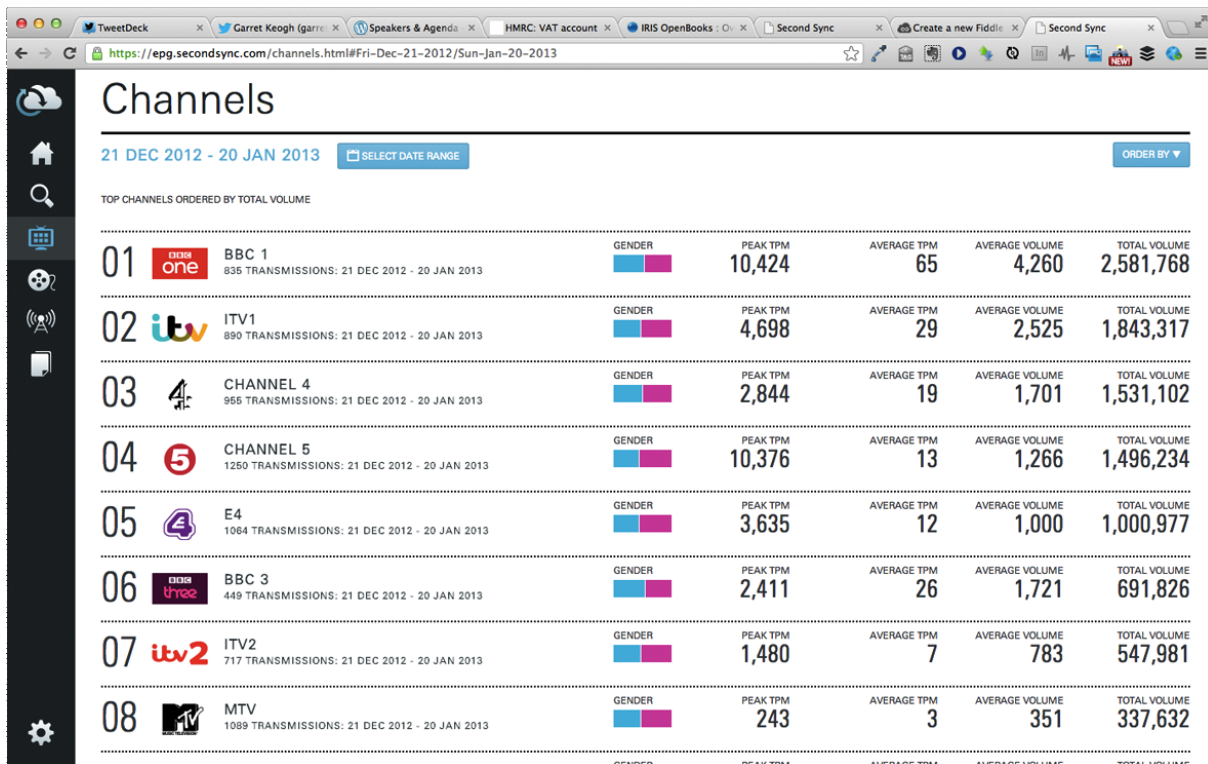
#FagAshBreath



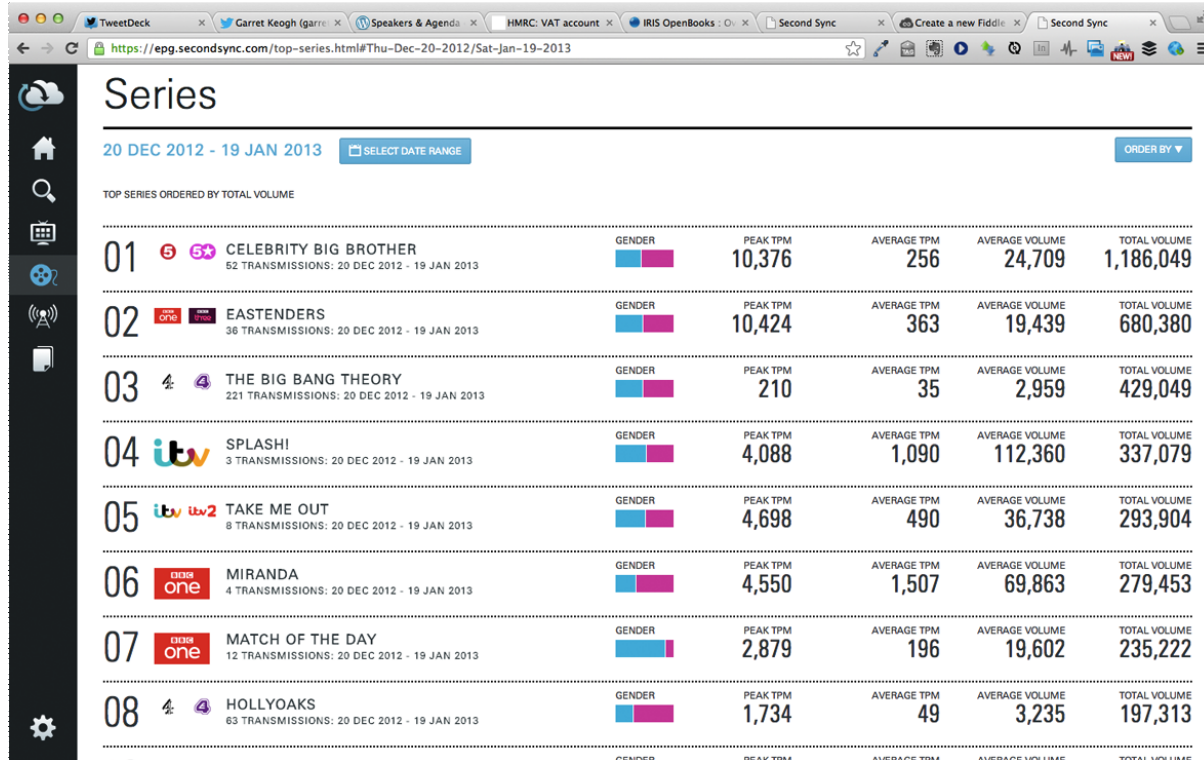
DASHBOARD



DASHBOARD



DASHBOARD



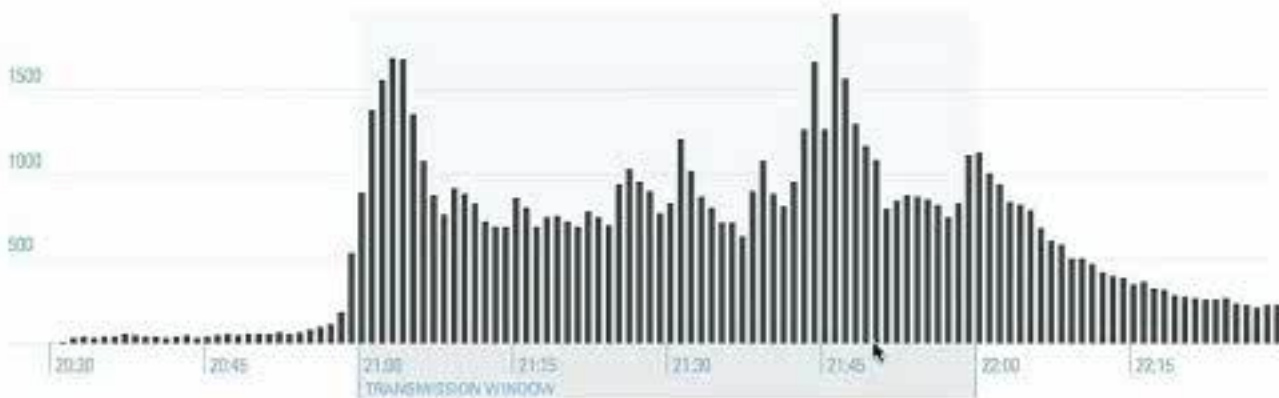


Africa

VIEW SERIES

KALAHARI | WED 02 JAN 2013 | 9:00PM - 10:00PM

OVERLAY ▾



TWEETS

SEARCH

DELETE OUR BEST TWEETS

ORDERED BY TIME ▾



JOSH LITTLE @joshlittle10 (131 FOLLOWERS)

A new David Attenborough programme is the best start to 2013 you could wish for #legend #Africa

RETWEETS

1

TIME

20:31



LAURA ADAMS @laurashow (60 FOLLOWERS)

Excited much! #Africa #bbc #Davidattenborough :)

TIME

20:31



LAMYAH @lamyahemallj (78 FOLLOWERS)

ooooo Africa on BBC 1 9pm - Attenborough do your thang #hakunamatata

TIME

20:31



LEW BRENNAN @lewbrannan (275 FOLLOWERS)

David Attenborough 9pm Africa woooooo

TIME

20:31

EXPORT

SOCIAL AUDIENCE

TOTAL VOLUME

71,350

UNIQUE USERS

51,730

AVERAGE TPM

928

PEAK TPM

1,850

SHARE/TIME

55.2%

SHARE/DAY

26.7%

IMPRESSIONS

60.3M

BARB DATA (LIVE ONLY)

MAX

6.9M

MIN

5.1M

AVERAGE

6M

DEMOGRAPHIC

GENDER

55%



45%

TWITTER CLIENT

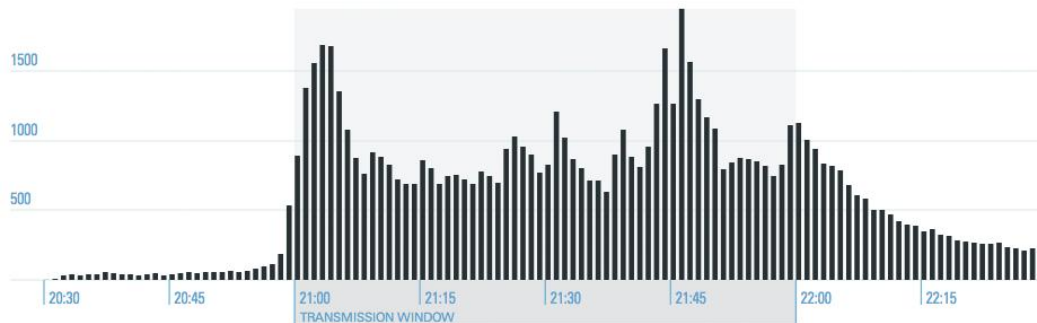
Twitter for iPhone

48.7%



Africa

KALAHARI | WED 02 JAN 2013 | 9:00PM - 10:00PM



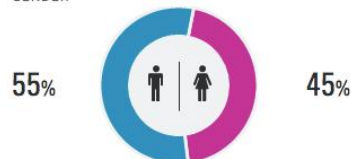
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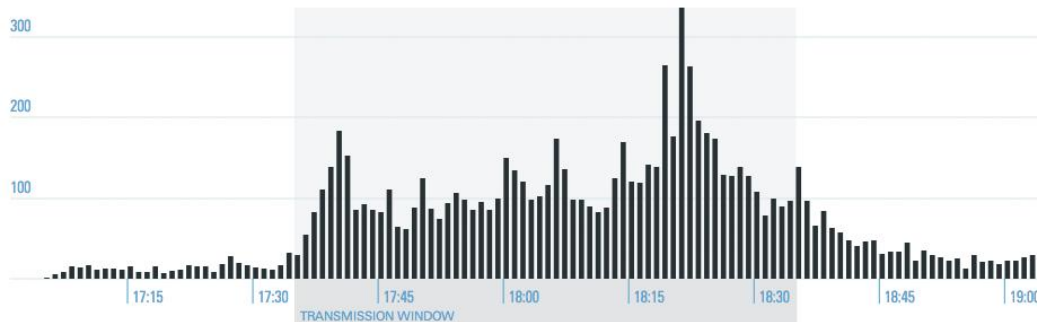
UNIQUE USERS
51,730

DEMOGRAPHIC

GENDER



KALAHARI | SUN 06 JAN 2013 | 5:35PM - 6:35PM



SOCIAL AUDIENCE

TOTAL VOLUME
8,325

UNIQUE USERS
7,229

DEMOGRAPHIC

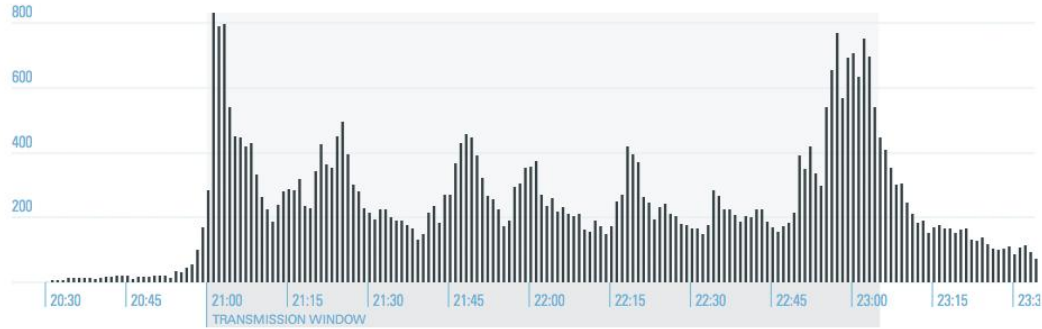
GENDER





Dirty Dancing

THU 27 DEC 2012 | 9:00PM - 11:05PM



SOCIAL AUDIENCE

TOTAL VOLUME
41,525

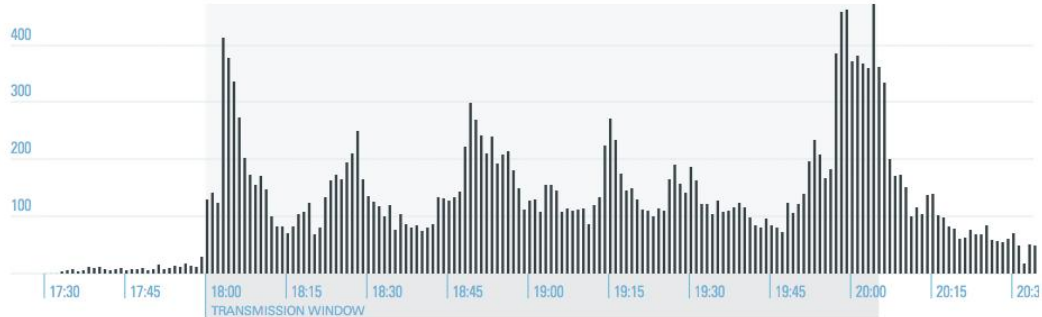
UNIQUE USERS
31,152

DEMOGRAPHIC

GENDER



SUN 05 MAY 2013 | 6:00PM - 8:05PM



SOCIAL AUDIENCE

TOTAL VOLUME
23,981

UNIQUE USERS
19,100

DEMOGRAPHIC

GENDER



MON 22 APR 2013 | 9:00PM - 10:05PM

TOTAL VOLUME

260,709

UNIQUE USERS

137,318

IMPRESSIONS

207.9M

AVERAGE TPM

2,545

SHARE/DAY

43.8%

SHARE/TIME

66.1%

PEAK TPM

8,493

MALE

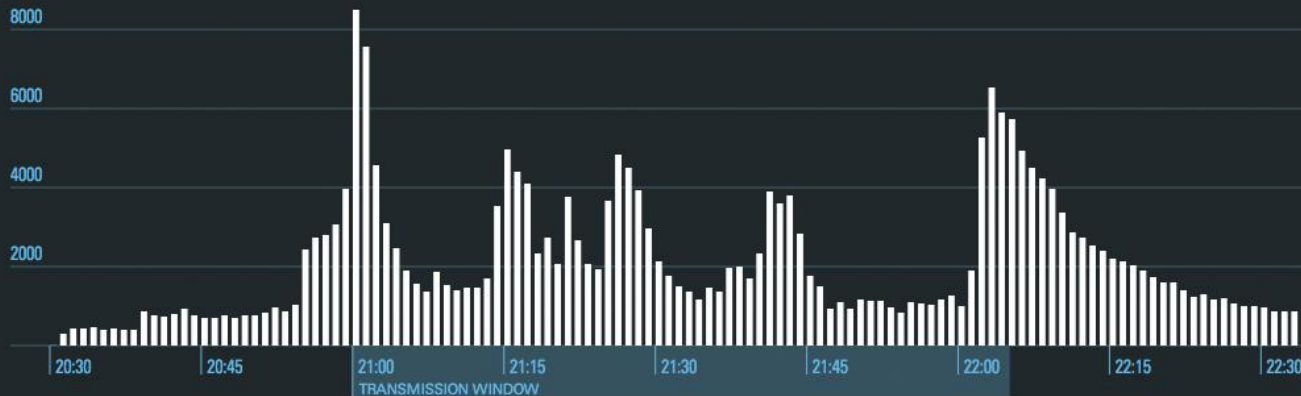
28%



FEMALE

72%

TWEETS PER MINUTE



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INTEGRATED CAMPAIGNS

- During 2013 Superbowl 75% Brands integrated social into ads (source:Forbes)
- New Twitter ad product allow brands to directly target tweeters who see their ads
- For brands the TV spot is now just the starting point for a campaign
- The brand story continues on Twitter. Cross pollinates to other social media
- Audience numbers alone are not enough to predict digital interaction

TV IS JUST THE BEGINNING



THE VALUE OF SOCIAL DATA TO A BROADCASTER

Spontaneous Feedback

◆ Commissioning



Should Utopia have a second series?

- "Second series ! Second series ! There has to be ! #Utopia
- "UTOPIA YOU CAN'T END THERE"
- "Utopia has been the craziest and best show on for a while"
- "There had better be a series two #utopia"

◆ Scheduling



Could Youngers have filled an hour slot?

- "I swear it just came on how can it already be finished, what sort of nonsense? #Youngers"
- "Mate Why Was That So Short? Felt Like Some Long Advert #Youngers"
- "youngers felt like a 5 min ting"
- "Wait, I thought it would be an hour long ? #Youngers"

◆ Marketing/Press



How did viewers react to the Grand National advert?

- "Just seen the @Channel4Racing advert for Grand National, brilliant!"
- "CH4's Grand National ad is very very impressive!"
- "Genius ad announcing the arrival of The John Smith's Grand National on @Channel4Racing"








THE VALUE OF SOCIAL DATA TO A BROADCASTER

Proof that content is engaging



08 APR 2013 - 14 APR 2013

TOP TRANSMISSIONS ORDERED BY TOTAL VOLUME

01		MADE IN CHELSEA MON 08 APR 2013 10:00PM - 11:00PM	TWEET VOLUME 304,431
02		BRITAIN'S GOT TALENT SAT 13 APR 2013 7:00PM - 8:35PM	TWEET VOLUME 276,121
03		THE VOICE UK BLIND AUDITIONS SAT 13 APR 2013 8:45PM -	TWEET VOLUME 117,257
04		CELEBRITY JUICE THU 11 APR 2013 10:00PM - 10:50PM	TWEET VOLUME 73,446
05		GEORDIE SHORE TUE 09 APR 2013 10:00PM - 11:00PM	TWEET VOLUME 68,811

Source: SecondSync



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Encouraging innovative advertising



A screenshot of a tweet from the account ThreeUK (@ThreeUK). The tweet text reads: "Want to catch the moonwalking pony again? He's giving it a wiggle over on YouTube: youtu.be/Ekro5T9Iaio #DancePonyDance". The tweet is dated 8:26 PM - 2 Mar 2013. Below the text is a video player thumbnail showing two ponies in a field with a stone wall. The video player has a title "Three - The Pony #DancePonyDance" and a "YouTube @YouTube" logo. At the bottom of the tweet, it shows "1,147 RETWEETS 346 FAVORITES" and icons for reply, retweet, and favorite.



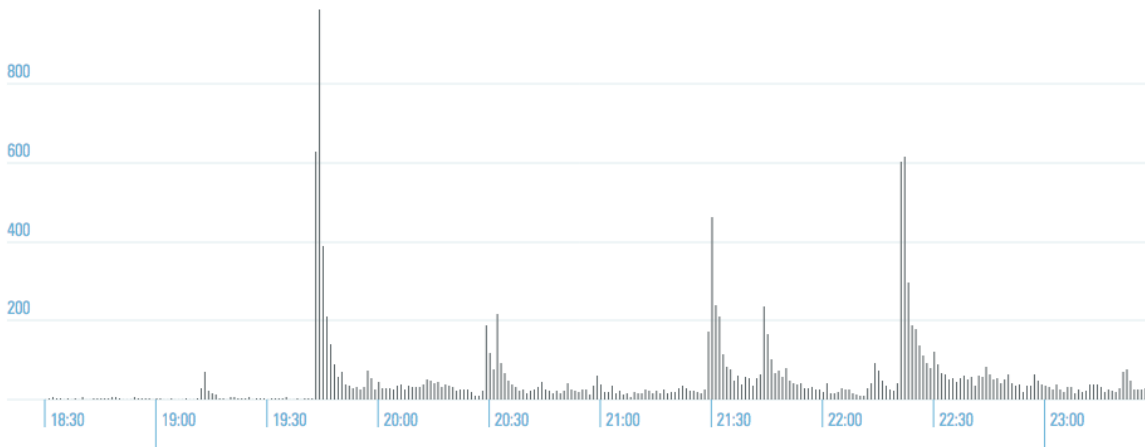
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THE VALUE OF SOCIAL DATA TO A BROADCASTER

Encouraging innovative advertising

Dance Pony Dance

MARCH 1ST | FRI 01 MAR 2013 | 7:00PM - 11:00PM



SOCIAL AUDIENCE

TOTAL VOLUME
13,715

UNIQUE USERS
12,147

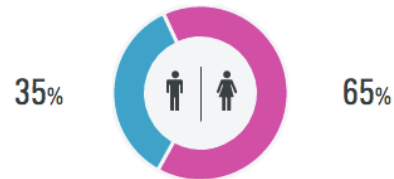
AVERAGE TPM
53

PEAK TPM
905

IMPRESSIONS
5.4M

DEMOGRAPHIC

GENDER



Source: SecondSync



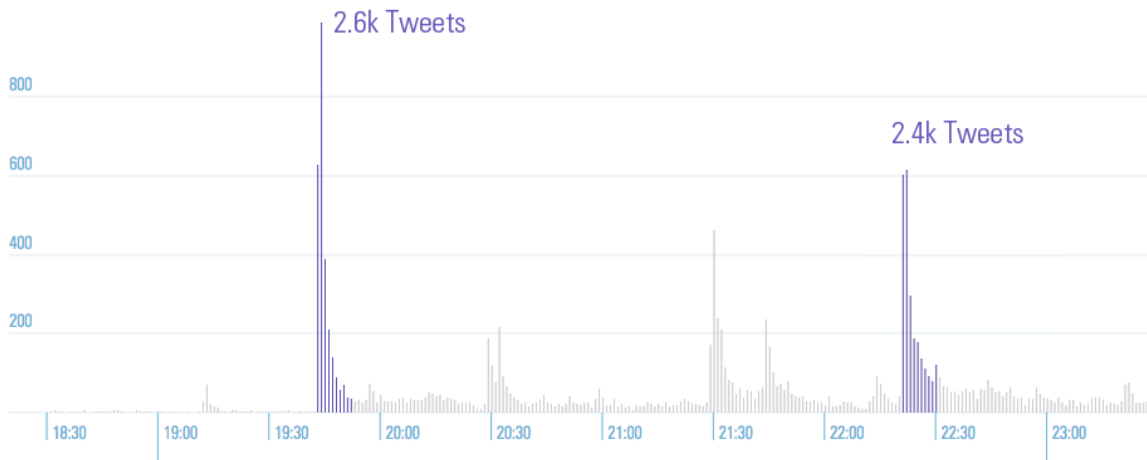
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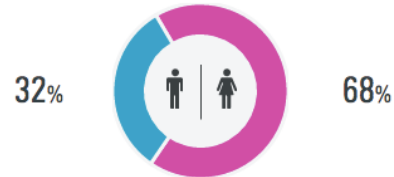
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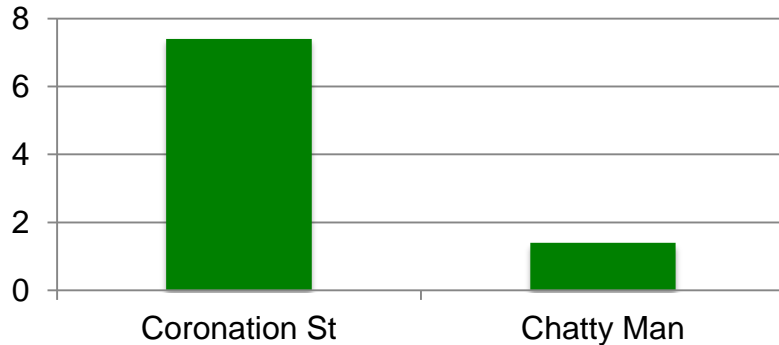


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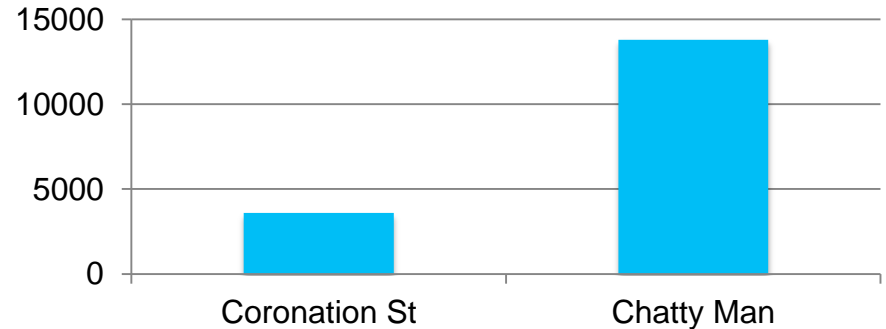
THE VALUE OF SOCIAL DATA TO A BROADCASTER

Encouraging innovative advertising

Audience (Millions)



Tweets



Chatty Man generated 5x as many #dancePonyDance tweets per user

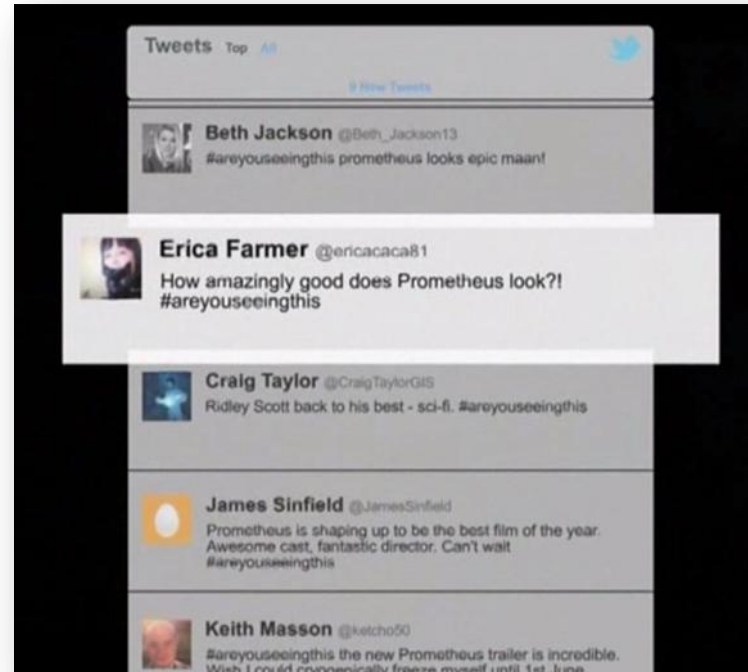
Source: SecondSync



CONNECTION
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THE VALUE OF SOCIAL DATA TO A BROADCASTER

Encouraging innovative advertising



CONNECTION
THE WORLD
AUDIENCES
SUMMIT 2013

GOING FORWARD

Understanding the conversation on Facebook

#facebook®



CONNECTION
THE WORLD
AUDIENCES
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GOING FORWARD

Pushing social further up the creative curve



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AUDIENCES
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KANTAR **MEDIA**