

TVGuide.com Research

Social TV & the Mass Market

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What is Social TV?

**We did the old
super-scientific
“Let’s ask some
random people in
Times Square”**



[video link: tvguide.com/socialtv](https://www.tvguide.com/socialtv)

Clearly, there are many answers to “What is Social TV?”



Trendrr®

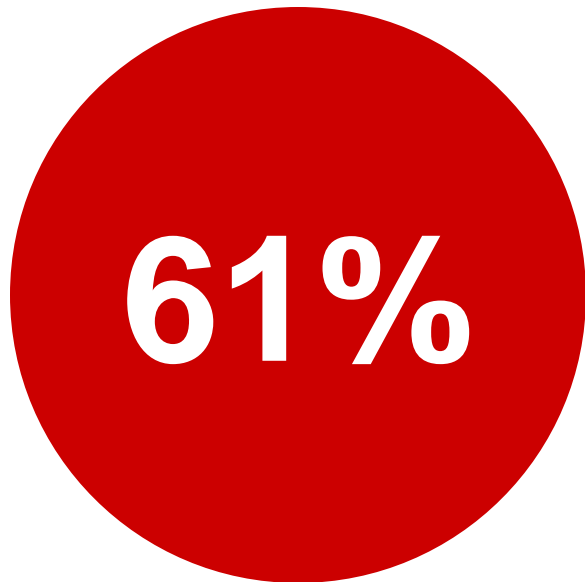
tvplus [+]

bluefin
LABS

**We asked our
TVGuide.com
research panel the
same question we
asked our friends
in Times Square**



What is Social TV?



had an answer...

**“Another stupid marketing term for
how people have always
watched TV”**

“liberal biased media crap”

**“Being hooked into communities
online while watching TV”**

“Being able to connect with **shows,
actors, and other people”**

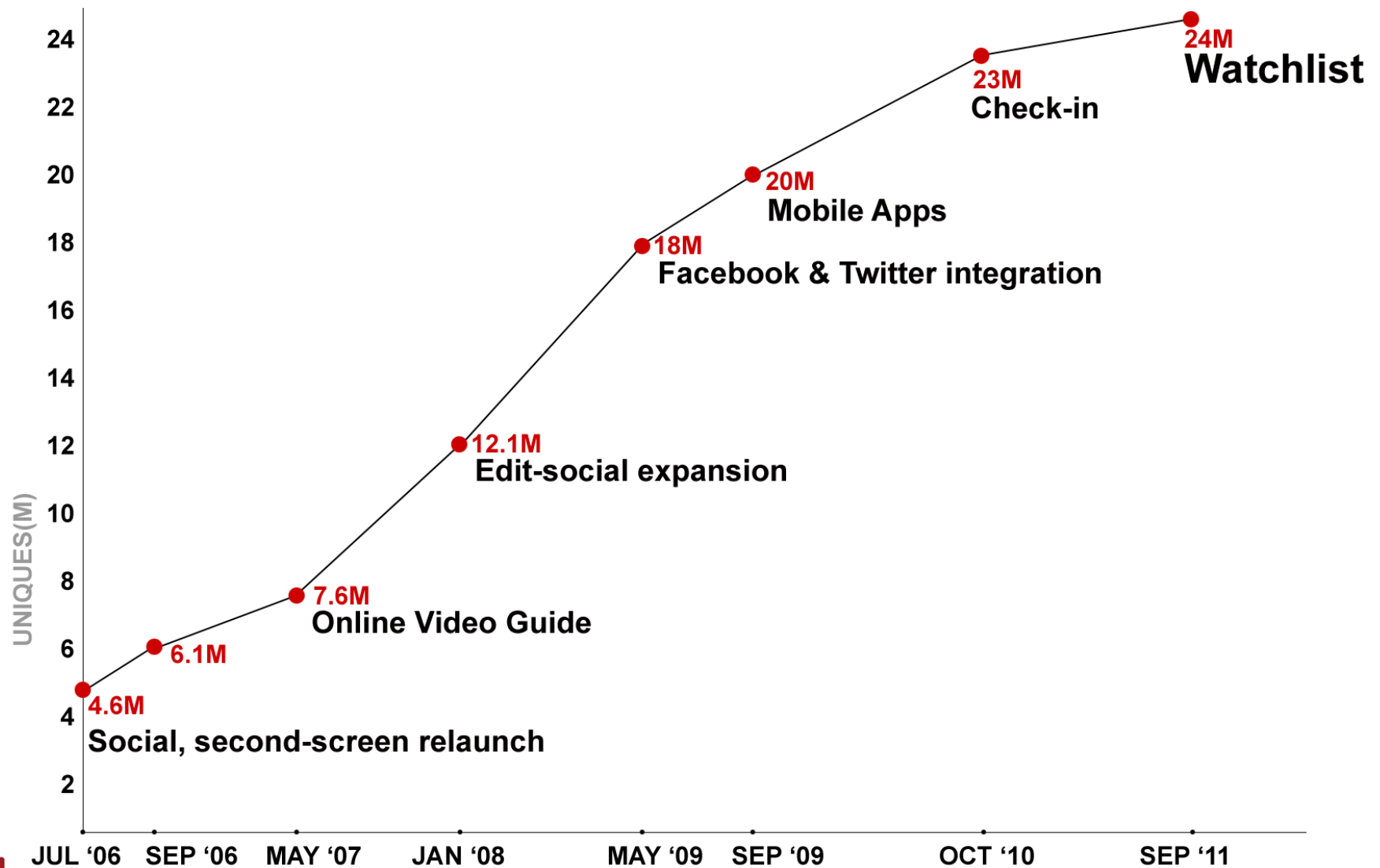
**“TV shows that react to Internet
input”**

**“A connected atmosphere of
television”**

The connected atmosphere is evolving fast



Connection has been key to the radical and successful transformation of our business



**Social activity on
TVGuide.com has
exploded in the
past year ...**

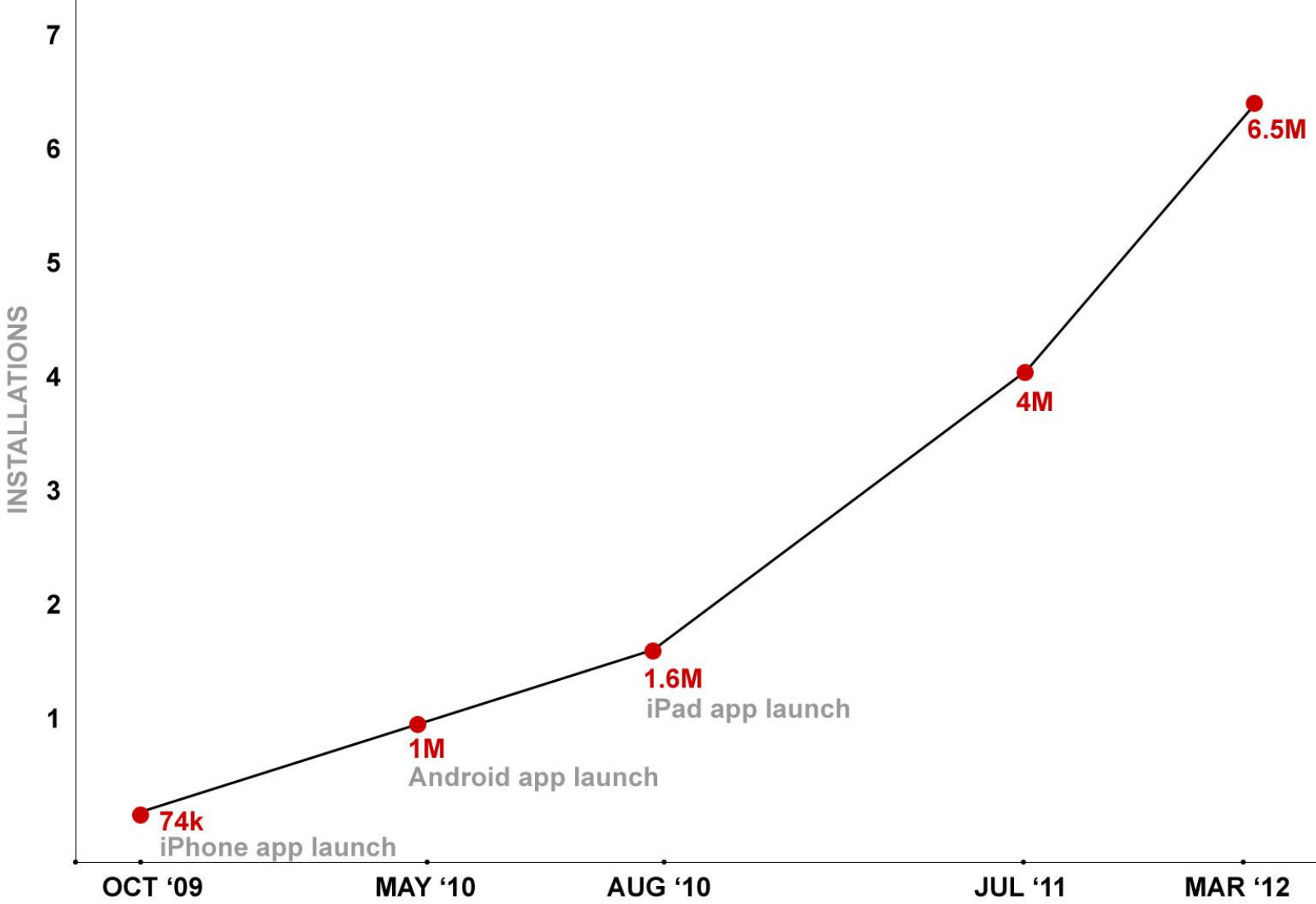
**and business is
thriving as
advertisers
embrace Social TV**

+100%
growth
in social
traffic

7MM
check-ins

80+
sponsorships

Social + Mobile is even more transformational



Source: Flurry Analytics & Google Analytics



**have seen social
impressions about
TV shows**

Social is driving tune-in

17%

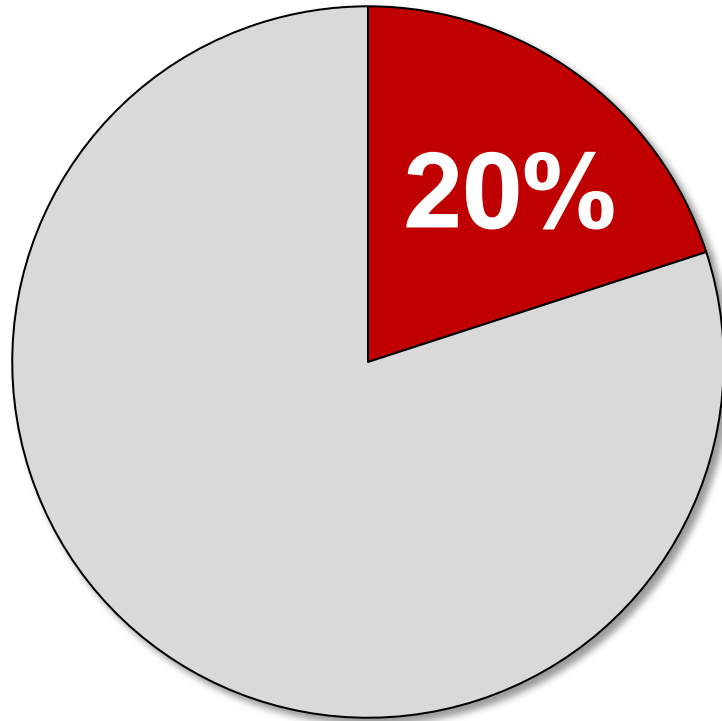
have **started to watch**
a show because of a
social impression

31%

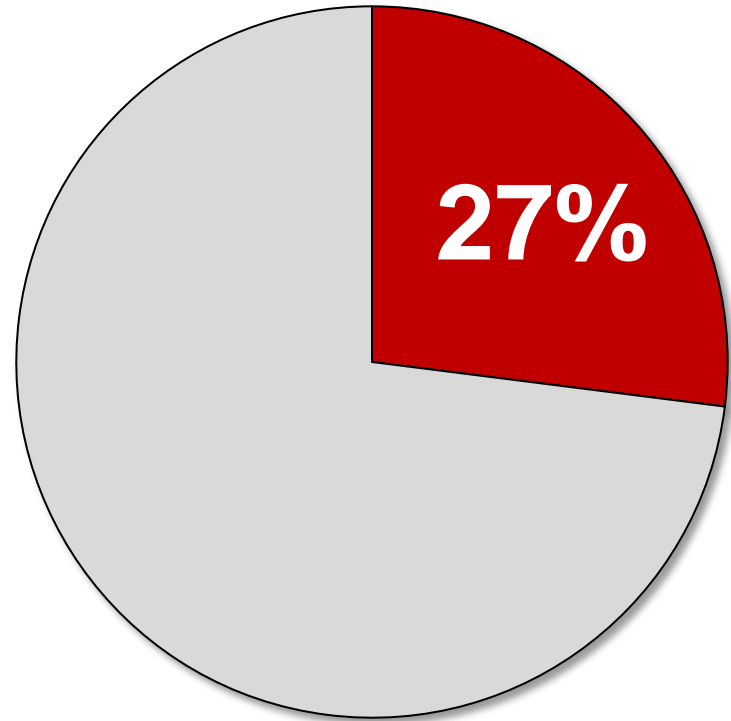
have **continued to watch**
a show because of a
social impression

More people are watching **more TV live** because of social spoilers

2010



2012



We surveyed our TVGuide.com research panel on their changing Social TV habits



What are you doing on social media while you're watching TV?

TVGuide.com users said:

I talk about
the show I'm
watching

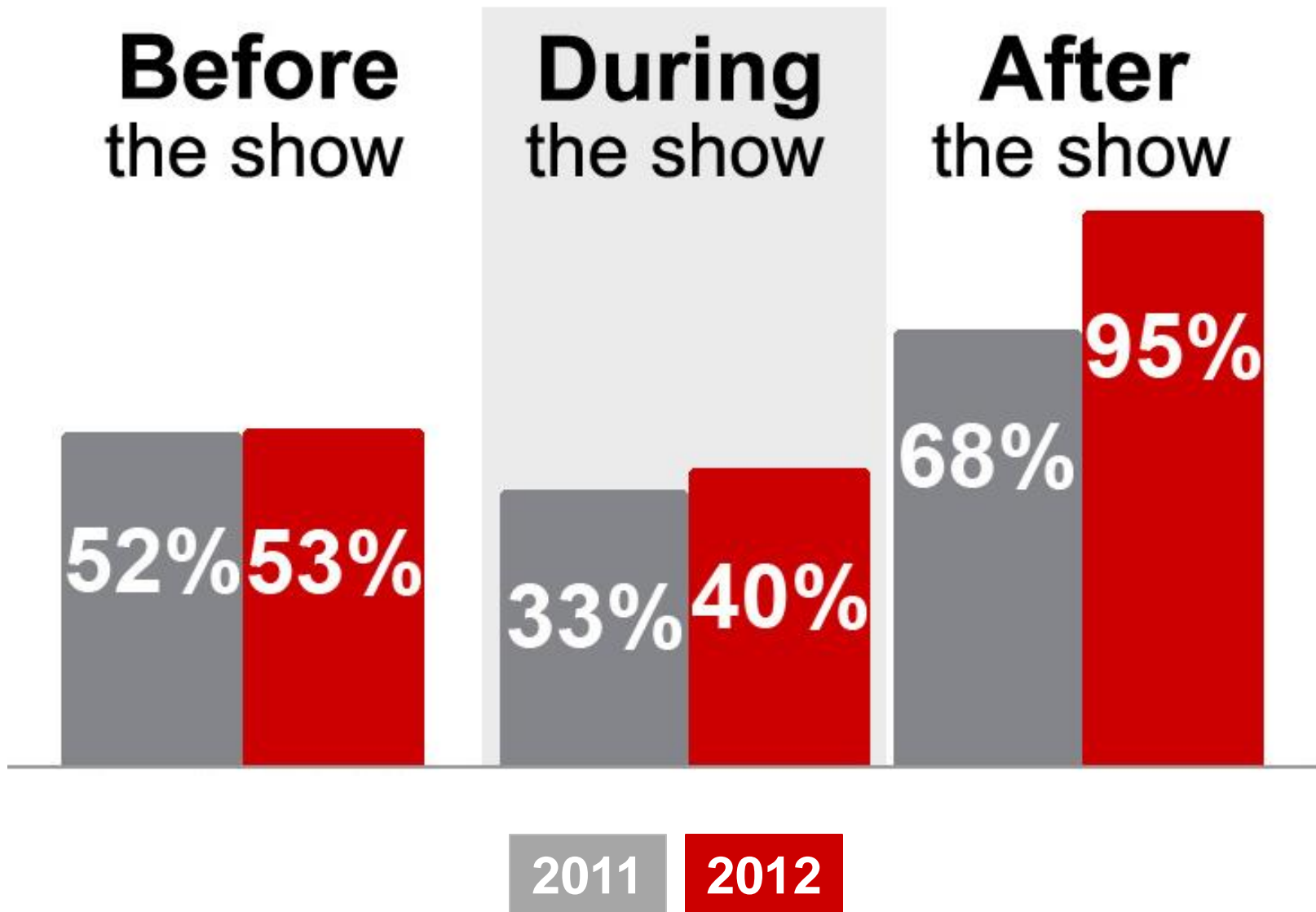
I talk about
something else

49%

51%

**When do you talk about
your favorite shows on
social networks?**

TVGuide.com users said:



**Why do you share what
you're watching?**

One year ago, these were the top reasons

To tell my friends which shows I watch

77%

To help keep my shows on the air!

66%

This year, the top reasons flipped

To help keep my shows on the air!

76%

To tell my friends which shows I watch

61%

Takeaway #1:

Fans believe they have the power to influence the business of TV

What can we learn from these social tentpoles?



How did you hear about social apps or sites you used?



#1
reason

Word of Mouth (33%)



Why did you use social on your mobile device?



**I wanted to
say something**

33%

**I wanted to
see what others
were saying**

69%



Takeaway #2:

There is an opportunity to better serve passive fans



How did behavior shift from event to event?





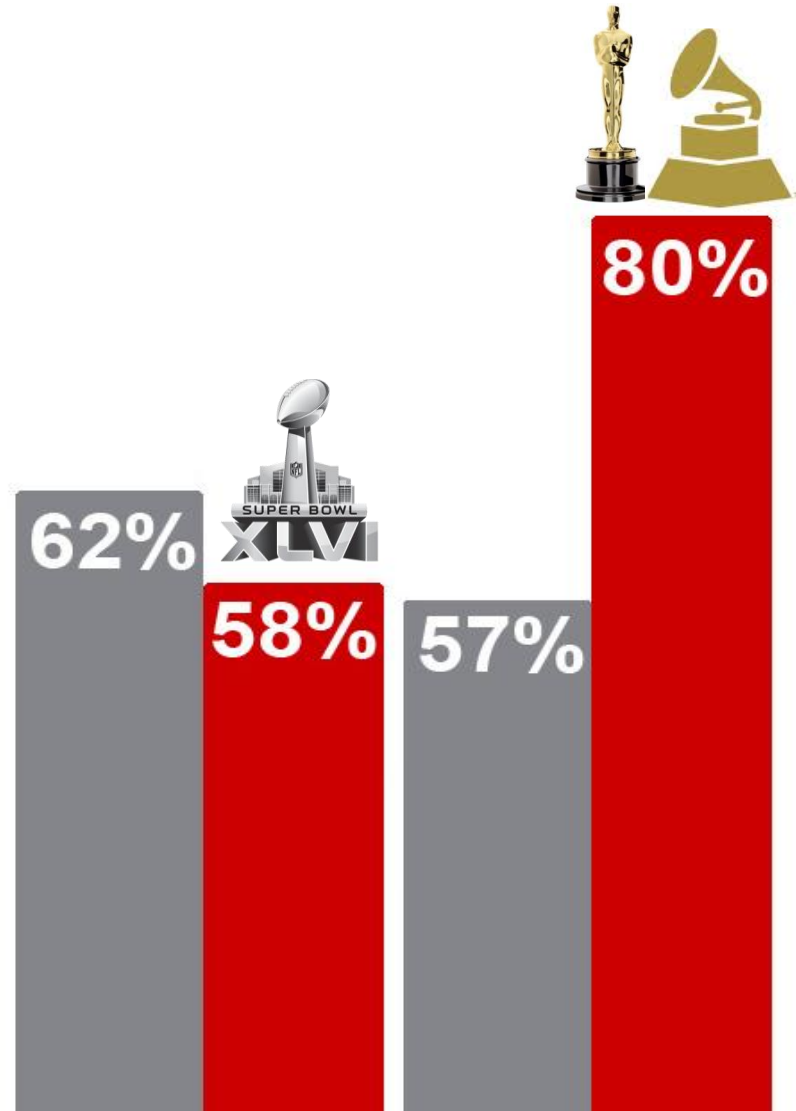
**Sites/apps were used
more **during the game**
than during commercials**



**Sites/apps were used
more **during the show**
than during the red carpet**

Actual use of apps was higher than planned for Grammys & Oscars

Intent to use
Actual use



The positives



“I felt included using the app”

“It was something to do in slow moments”

“It made watching even more fun”

The negatives



“When I watch TV, I watch TV”

“There are more options than I can ever use”

“Too much sizzle, too little steak”

Takeaway #3: More steak?



What is next?

55% of moviegoers have texted during a movie

Nearly half of 18-34 year-olds would be interested in going to theaters that allowed texting & web surfing



Thank you.

**Tweet your questions to:
@christytanner**

Appendix



Why did you use a social app or site on your mobile device?

- 66%** See what others are saying about the game
- 63%** See what others are saying about the commercials
- 40%** To leave a status update about the game
- 38%** To leave a status update about the commercials
- 26%** General curiosity
- 20%** Engage in a discussion about the game with friends
- 17%** Get more stats and information related to the game



Why did you use a social app or site on your mobile device?

85% See what others are saying about the show

45% To leave a status update about the show

37% Engage in a discussion about the show with friends

35% Get more stats and information related to the show

26% General curiosity



Why did you use a social app or site on your mobile device?

- 73%** See what others are saying about the show
- 56%** Get more stats and information related to the show
- 33%** To leave a status update about the show
- 31%** Engage in a discussion about the show with friends
- 24%** General curiosity



Why did you use a social app or site on your mobile device?

53% See what other people are saying about a game

45% Get more stats and information related to a game

38% To leave a status update about a game

30% General curiosity

20% Engage in a discussion about the show with friends



Super Bowl: Why didn't you use social apps or sites?

64% I had no need to

20% I watched w/ a group and did my socializing w/ them

5% I didn't want to miss any plays

4% I didn't want to miss any commercials

1% I didn't want to be rude



Grammys: Why didn't you use social apps or sites?

69% I had no need to

14% I didn't want to miss any **performances**

5% I watched w/ a group and did my socializing w/ them

2% I didn't want to miss any awards

1% I didn't want to be rude



Oscars: Why didn't you use social apps or sites?

67% I had no need to

10% I didn't want to miss any **awards**

8% I **watched w/ a group** and did my socializing w/ them

3% I didn't want to miss any movie moments

1% I didn't want to be rude



NCAA: Why didn't you use social apps or sites?

51% I had no need to

19% I didn't want to miss any **plays**

12% I **watched w/ a group** and did my socializing w/ them

2% I didn't want to be rude