

Fresh Social TV Around the World 2014:

34 new TV shows from 22 countries
generating the most social buzz

TheWitspottER, TheWit, Switzerland



Cannes, France
<http://www.miptv.com> <http://mipcom.com>

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**The biggest social
TV buzzers**

Latinos still the biggest social TV buzzers



  **Average number of comments per TV premiere**
 (premieres September 1 - December 31)



The country ranking is based on the average number of comments on Facebook and Twitter for each new tv show launched over the period **September 1 – December 31 2013**, in each country. The shows are measured from 6 hours before, to 6 hours after premiere.

The biggest social TV buzzers

- ❖ **5 Spanish-Speaking countries** in the Top 10
- ❖ **Turkey** is the top gainer and the **#1** with an average of 14.4K comments per premiere and a record-breaking 138K comments for the new drama series **Firuze**
- ❖ **Spain** remains Europe's **#1, ahead of Portugal**
- ❖ **USA** has a few big social TV premieres related to big names or franchises (TLC, The Sound of Music, Miley Cyrus...) but the **US « average social activity » around new tv shows is lower than in Latin or European countries**



The most social TV premieres
Sept-Dec 2013

Latinos praise a teen series with music, emotions, gangs and ninjas

1



Cumbia Ninja
Latin America (FOX Latin América)
September 5, 2013
#Teens # Music #Innovative #Mystery
#Passion

BRENDA ASNICAR
@Asnicar_Brenda

Lo más maravilloso que me ha pasado... Es abrazar a mis padres al terminar este primer capítulo. GRACIAS A TODOS.
#CumbiaNinja

1,041 RETWEETS 614 FAVORITES

"The most beautiful thing happened to me...hug my parents at the end of this first episode. THANKS TO YOU ALL #CumbiaNinja". (@Asnicar_Brenda)

50K fans on the Facebook page before launch, 192K at the end of s01. Rap songs published on the official Facebook account plus the theme song made available for free on the filesharing platform 4Shared. Over 30 million views for the YouTube channel.

The Cumbia Ninja video contest featured hundreds of cover versions of the main song uploaded by fans

¡YA TENEMOS GANADOR!

Felicidades a Edinson Peña Ardila, de Colombia, por consagrar su cover de "Ojos en la espalda" como el mejor de Latinoamérica. Edinson disfrutará de sus chaquetas de Cumbia Ninja y de un set de Karaoke para seguir cantando. ¡Gracias también a los miles de latinoamericanos que participaron con sus versiones!

Mira el video ganador >

ÚLTIMOS VIDEOS

- Cumbia ninja forward Autor: Miguel Campos Ver video
- Ojos en la espalda Autor: Karel Trefny Ver video
- Ojos en la espalda - ... Autor: Jonathan Urdaneta Ver video
- Ojos en la espalda (... Autor: Franco' Nardulli Ver video

Cumbia Ninja
192,206 likes · 1,201 talking about this

Mirame producida por Fox Telecolombia

192k

Cumbia Ninja was chosen as the flagship show to launch the channel's **connected app FOX SYNC**: among other interactive features, users could see the lyrics of the song on their TV screen during the broadcast of Cumbia Ninja finale

Escuchando...

Estas escuchando...

Ojos en la espalda

Hay que tener ojos en la espalda, como sensores que activan una alarma en esta jungla nadie te salva, confia en nadie,ten ojos en la espalda

tienes que ver lo que otros no ven anda listo porque no se sabe quien es el..

Stars on stage spin numbers on Twitter

1



Tu cara me suena
Argentina (Telefe)
September 23, 2013

#Hit format #Celebs #Tweetforfun



María Luciana
@LucianaMontuori



Follow

Me gustó mucho #TuCaraMeSuena diferente, entretenido, me hace reír esta bueno, @negropolis_959 sos lo mas !!!!!

"I liked it a lot #tucaramesuena, different, entertaining, laughed a lot, this is good @negropolis_959 you're on top!!!" (@LucianaMontuori)

Tu cara me suena
19 December 2013

Ayer fue la gran final de #TuCaraMeSuena el espectacular show musical más imponente del 2013 conducido por Marley.

Reví la última gala acá:
<http://telefe.com/tu-cara-me-suena/gala-13-la-gran-final/>

See translation

Facebook fans are updated about all the clips & full episodes available online in replay



Tu cara me suena
19 December 2013

#TuCaraMeSuena
Benjamín Amadeo: "Lo que se generó es muy fuerte" Como Michael Bublé, el actor volvió a lucirse. "La respuesta del público es increíble".

<http://telefe.com/tu-cara-me-suena/benjamin-amadeo-lo-que-se-genero-es-muy-fuerte/>

See translation



The comeback after 11 years of a beloved sitcom

1



Sai de Baixo
Brazil (Globo)
November 3, 2013

#CultQuotes #NostalgiaFeelings



Fa Marianno
@Famarianno



#SaiDeBaixo tem aquele humor inteligente, gostoso! O resto: PORCARIA!

"#SaiDeBaixo has a smart and enjoyable humor. All the rest: SH*T! (@FaMarianno)

Fans could watch bloopers, best of videos and interviews on a dedicated website before the show's premiere.



The website also offered a "meme generator" with funny quotes and an oracle powered by a character's famous misinterpretations.



Globo invited **anonymous women named Magda** (as one of the main characters) to be the protagonists of the first **promo video**. They talk about what they share in common with the character called Magda.



Politics: entertainment above all



Promotion of the **Hashtag** used by fans to submit their questions to the candidates or discuss the show. Below, new President M. Bachelet dancing with the host, in one of the most viral scenes of the show.

Las caras de La Moneda
Chile (Canal 13)
November 4, 2013

#funpolitics #famous host #entertaining #shiny floor #viral



Rucklie ||*||
@Rucklie



este programa nos dara Gifs y Memes para todo el año #LasCarasDeLaMoneda

"This show will provide us Gifs and Memes for the rest of the year". (@rucklie)



Reality TV: entertainment above all



Manos al fuego
Chile (Chilevision)
September 25, 2013

#Hiddencamera #Sofakesogood #Addictive
#Trashy #Guiltypleasure



Opino que para el próximo #ManosAlFuego deberían contratar actrices y actores porno para ver hasta donde llegamos los chilenos jajaja

"In my opinion, in the next #manosalfuego they should hire porn stars to see how far Chileans would go hahaha". (@pablof88)

09/12/2013 | 01:00

Twitter comparó a participante con #RosaEspinoza

Natalia se robó la película en el último capítulo de la primera temporada de Manos Al Fuego. Entrérate por qué su actuar llamó la atención de los ciberautas.

Me gusta A una persona le gusta esto. Sé el primero de tus amigos. Comentar 0 Twittear 0 G+ 0

Noticias Relacionadas

- Revive los mejores momentos del exitoso "Manos al fuego"
- Twitter comparó a participante con #RosaEspinoza
- Las historias de Leslie y Luis Carlos remecieron las redes sociales

Las redes sociales se manifestaron en el último capítulo de la primera temporada de #ManosAlFuego donde lo más comentado fue una pareja de pololos donde él era "palabreado" por su novia. Además los tuiteros comentaron el actuar de uno de los participantes que intentó pasarse de listo con nuestra actriz.

Otras noticias de Noticia

- Vistas
- Compartidas
- Comentadas

- Disparos y fuegos artificiales en el funeral del "Chipmugli"
- Delincuente fallece en accidente en medio de persecución policial
- Doble homicidio ocurrido esta madrugada en la comuna de Renca
- Brutal asesinato de Mónica Spear en Venezuela

Storify por Chilevision it y a un mois

Twitter comparó a participante con #RosaEspinoza

El último capítulo del programa #ManosAlFuego una vez más generó muchos comentarios de las redes sociales donde una de las cosas que más se comentó fue la forma en que le pasó a su pareja. Entrérate de todo lo que los ciberautas comentaron en 140 caracteres sobre este nuevo capítulo del programa.

de Verdad

Elizabeth Segovia Ma @ElizabethSego20 Follow

@ManosAlFuego jajaja el wn mandoniaooo jajaja
3:48 AM - 5 Dec 2013

Christian @KrisTomuno Follow

@EdoCaroemago jajaja amiga de la Rosa Espinoza.. jajajajaja
4:42 AM - 5 Dec 2013

The channel uses Storify to curate the social media comments around the show on Twitter : the hottest discussions and polemics are featured as a gallery of "stories".



Canal 5 gets a good social TV record with youth-skewing entertainment



No official Facebook account but the show is very active on Twitter (over 60K Followers) and has an Instagram account

Every week, a hashtag is launched by host Facundo to stimulate fans' creativity, and the funniest tweets & pics are shown on screen

Turno Nocturno
Mexico (Canal5)
September 5, 2013
#famouhost #teens #zany #connected

Diego Ivan
@snorkel_13

#turnoportunollego a chingar las buenas telenovelas de mamá :P

"#TurnoNocturnoLanded to rock Mommy's telenovelas :P" (@snorkel_13)



The social landing of a hit talent search



In the Peruvian version, no Second Screen app but the V Reporter is present, featured during each commercial break and on Twitter : follow-up of social media conversations, exclusive insights, promotion of specially created hashtags (song requests via #CancionesParaLaVozPeru, for instance).

La Voz Perú
Peru (Frecuencia Latina)
September 30, 2013
#Hitformat #talent #emotion



Me enamoré de #LaVozPeru , mejor de lo que pensé , sin duda .

"I fell in love with #LaVozPeru, better than I expected, obviously". (@rodrigoasqu)



The Colombian NIP/TUCK stirs passions in social media



Mentiras perfectas (Nip/Tuck)
Colombia (Caracol)
October 28, 2013
#Hit format #sexy #different

Best of clips and web exclusive videos are featured on the website, Facebook, Twitter

A Google+ Hangout was held on the day of the premiere with members of the cast and fans

¡Exclusivo web! --> <http://bt.ly/KgaJDa>
See translation



Yolima Duarte Ballesteros EXCELENTE!!! que buen formato y los actores super profesionales me encanta
See Translation

Excellent !!! What a great format and super professional actors I love it.

Gente Bella esta produccion esta buena porque ya estamos cansados de ver series de narcos o prepagos
See Translation

This production is good because we're bored of series about narcos or escorts

Yenifer Pava me gusta la novela pero pasan escenas muy fuertes y me toca pasar el canal x q mi niña no puede vereso
See Translation

I like the novela but there are some very hot scenes and I have to switch channel because my daughter cannot watch this.



The power of music: star-filled specials in the US

1



Crazy, Sexy, Cool: The TLC Story USA (VH1)
 October 21, 2013
 #Fanbase #nostalgia #girlpower

2



The Sound of Music Live! USA (NBC)
 December 5, 2013
 #Fanbase (Carrie Underwood) #livetweeting, #eventTV

The official Twitter account provided fans with loads of backstage pictures, video highlights and the possibility of buying some memorabilia (CD, DVD, mugs) on the NBC shop.

DREW SIDORA @DREWSIDORA

TLC definitely cared about uplifting women through their music. You see now where the outfits, style and messages came from #CrazySexyCool

376 RETWEETS 157 FAVORITES

Mark Harris @MarkHarrisNYC

...live TV is hard & musical TV is harder. Despite flaws, #SOML was a damn good try. Applause w/ standing O for Audra; TV, pls try this again.

74 RETWEETS 65 FAVORITES

The Sound of Music @SoundOfMusic
 Can you finish this #SoundOfMusic lyric and #dyk who will sing it live 12/5 @NBC? pic.twitter.com/4Bchz117FV



The Sound of Music @SoundOfMusic
 @SoundofMusic Live's children casting announced! ow.ly/qoK6Z @CarrieUnderwood's #SoundofMusic family. pic.twitter.com/qq4GvEbZ03



The Sound of Music @SoundOfMusic
 #DYK? @ItsFloHenderson of Brady Bunch fame played Maria in the 1961 National Tour of #SoundOfMusic. Lovely photo: ow.ly/qmu0B

A worldwide simulcast event in cinemas & on TV to celebrate the 50th anniversary of the « Doctor »

1



Doctor Who: The Day of the Doctor
UK (BBC One)
November 23, 2013

#fanbase #livetweeting #worldwide #eventTV



(Y)

@gaaaabbbsssss



all the doctors together, the best tv moment in history! #doctorwho #savetheday
pic.twitter.com/LGMKcuSkCM



A dedicated website titled « Save the Day » was created ahead of the celebration with sneak peeks of the special episode, as well as **exclusive clips** which were also posted on Facebook, YouTube and Twitter, either paying tribute to the fans (aka « Whovians ») or the former « Doctors ».

Doctor Who
12 November 2013

The official #DoctorWho 50th Celebration is open! Check out our special intro video with YouTube Whovians The B Foxes and Luke Spillane: <http://youtu.be/2zkFCxc9-P8>

We'll be at the event all weekend bringing you the best of action and adventure coming out of ExCel, London.

Make sure you subscribe to the official Doctor Who YouTube channel to not miss a thing: www.youtube.com/doctorwho



facebook.com/doctorwho
Doctor Who logo © and TM BBC

Badly educated teens are social when they feel real



Characterization: On the show's website, pupils and staff members have detailed profiles featuring clips & interviews

Educating Yorkshire
UK (Channel 4)
September 5, 2013
#Engaging #ColorfulCharacters #Funny #Nostalgia

 **Phil Dickenson**
@t3dphil

 Follow

Loving #educatingyorkshire - I have no doubt Bailey will become a star and I wish Mr Mitchell had been my headmaster at school!

Mr Mitchell Share



Jonny is new to the headteacher game. He joined Thornhill just over a year ago. It's his first job as a head and he came with a plan. A local lad, he is determined to continue to turn the school around, building on a growing academic success and crucially, to further improve their reputation in the local area.

It's a high-pressure gig, demanding results and fast - but Jonny is determined not to let the burdens of the job affect how the staff and students see him.

He's an approachable head who's not afraid of some tough discipline. And he constantly surprises with unexpected talents and interests: he has an exhaustive and eclectic collection of 1980s and 1990s pop and easy listening; is fluent in French; and can finish the Times cryptic crossword in a matter of minutes.

Related Content
Video - Mr Mitchell Interview

More from Staff



Mr Barrowclough Mr Burton Mr Steer Miss Uren Miss Stephens Mrs Crowth

Badly educated teens are social when they feel unreal

1



M6 launched the **TWEET DICTÉE**, an original initiative to promote the launch and invited fans to test themselves in a **series of dictations** via Facebook or Twitter.

Retour au pensionnat à la campagne
France (M6)
September 30, 2013

#reality sitcom #TailoredforTeens #Comeback of a hit format (That'll Teach'em)



Margotton
@MargotAvignon



Tout le monde parle de #M6 avec
#RetourAuPensionnat moi perso j'aurais
aimer y aller juste voir comment c'était !

"Everybody chats about #M6 with #RetourAuPensionnat
I would have loved to be there just to see how it was!"
(@MargotAvignon)



Comedy dating shows on top

1



¿Quién quiere casarse con mi madre?
Spain (Cuatro)
November 19, 2013

#Tweetforfun #ZanyCharacters
#Spinoff of Who Wants to Marry My Son



Rocío G.S

@rocio_garsanchz



Los técnicos de sonido e imagen, los directores de casting, realizadores, etc, de #QQCCMM deberían llevarse un premio, gordo eh!

"Sound & image technicians, casting directors, directors, etc. they should all receive an award, and a big one!!!" (@rocio_garsanchz)

A three-minute weekly podcast moderated by the show's host Lujan Arguelles is available every week in audio stream, download and video on Cuatro's website: guests can be contestants discussing the latest events in the show, getting intimate about their sentimental life, or members of the production team revealing behind-the scene details or editing secrets.

¿Quién quiere escuchar a mi madre?

18 Dic Descubrimos los entresijos de '¿Quién quiere casarse con mi madre?'

Etiquetas: radio - Luján Argüelles - ¿Quién quiere casarse con mi madre?

Me gusta 141 | Twitter 9

La radio de ¿QQCCMM?

“Cada miércoles, un nuevo programa de radio que podrás escuchar online, descargarlo, o ver en video”

Luján Argüelles inaugura un nuevo programa de radio de '¿Quién quiere casarse con mi madre?'. Cada miércoles por la mañana estrenamos un nuevo programa que podrás escuchar online, descargarlo el podcast o ver en video la grabación en el estudio de radio

buscar en este blog

LOS PODCAST DEL PROGRAMA
(pincha botón derecho y elige guardar enlace)

- Programa (11/12/2013)
- Programa (04/12/2013)
- Programa (27/11/2013)
- Programa (20/11/2013)

Para celebrar el final de '¿Quién quiere casarse con mi madre?' Luján recibe en la radio del programa a Pablo Abeleña, director del programa, y David Cardona, productor ejecutivo, que nos descubren los entresijos y nos cuentan las claves del éxito del montaje de sus programas. Ambos coinciden en que Ringer y Alfredo han sido personajes claves y que Paulina ha sido la revolución.

The Hit social Factor

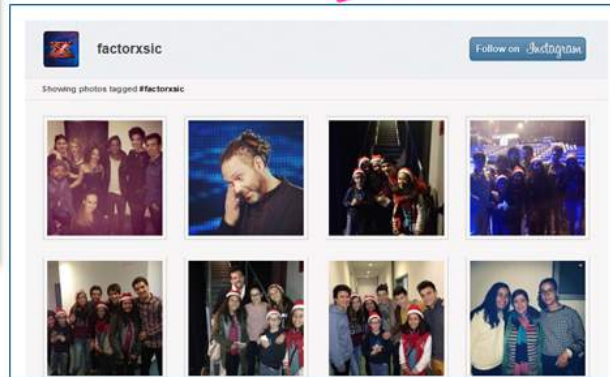
1



Factor X
Portugal (SIC)
October 6, 2013

#engagement #talent #diversity (in music genres, e.g. fado)

An Instagram feed on the Facebook page urges fans to submit their pics using the hashtag #factorxsic

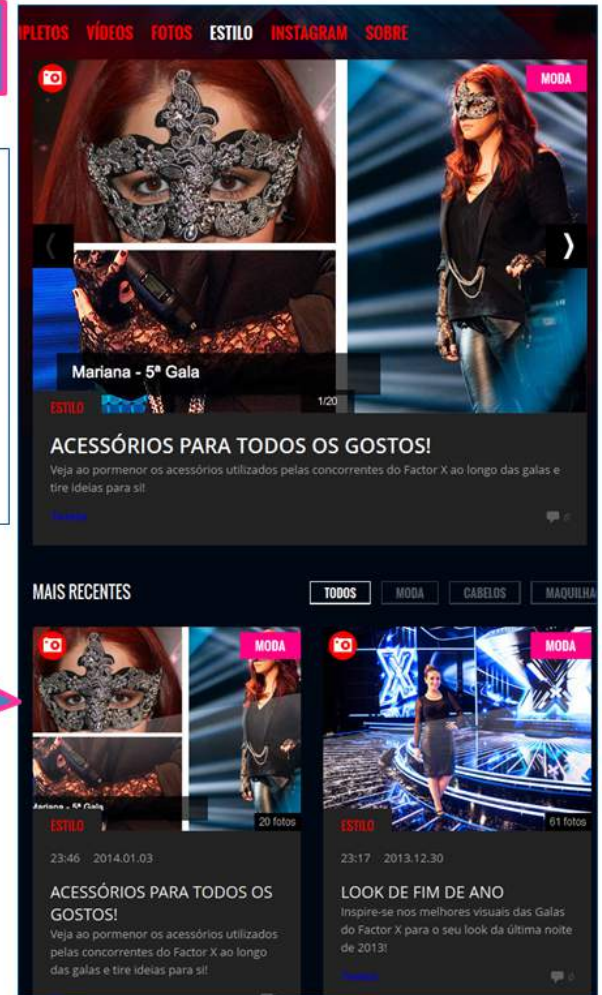


On the show's website, a Fashion section delivers advice and one-minute clips explaining the secrets behind the contestants' looks, giving styling tips (hair, fashion, make-up...)



Gosto do #FactorX porque não se limita só à treta do POP como idolos e afins

"I like the #XFactor because it's not all about POP music like Idols & others" (@tostamistica)



A fresh & contemporary teen series



On Facebook, fans are entertained daily with backstage pictures, bonus clips, and can engage with the characters on their "personal" Facebook pages:

 **I love it** shared a link.
27 September 2013

Para terminarmos a semana em beleza, fica aqui mais um presente para vocês. Pedro e Bia deixam-vos uma mensagem muito apaixonada!! We love it!!

<http://www.tvi.iol.pt/iloveit/extras/e-oficial-pedro-e-bia-na-1494124>

See translation

 **I love it**
27 September 2013


A Bia já manifestou a sua felicidade na sua página 😊

<https://www.facebook.com/beatriz90madeira>

See translation

 **Beatriz Madeira**
Be Infinite and Awake
Fictional Character: 10,966 like this.

Like · Comment · Share 👍 143



É oficial, Pedro e Bia namoram | i Love it
www.tvi.iol.pt

I love It
Portugal (TVI)
September 9, 2013
#music #teens #edgy #modern

 **DD (Diogo Fernandes)**
@ddfernandes Follow

Curti. Ao menos é diferente e não há nada assim na televisão portuguesa. Vai melhorar de certeza #ILoveIt

"It will improve for sure, but at least there's nothing like #iloveit on Portuguese TV". (@ddfernandes)

High profile romantic dramas stir conversations on Twitter

1



Firuze
Turkey (Show TV)
December 5, 2013

#Romantic #promisingstory #promisingcast



Esmâ Seref-Aras
@EsmâXimuM



Follow

@fratC Oguz bey^{efc} tebrikler süper oyunculuk^{efc} nihayet persembeyi doldurduk hayırlı uğurlu olsun #firuze

Congrats to all! Our Thursdays are now interesting! Good luck!(@ EsmâXimuM)

The show received disappointing ratings and was rescheduled in late night by the channel , stirring a wave of protest by fans on Twitter:



Hava Affelay
@Havapiyes



Follow

Do not end the dizi #Firuze #showtv !!! We want #Firuzedizi back on our screens!! #firuzebitemezshowtv!!!!

Reply Retweet Favorite More

1

RETWEET

2

FAVORITES



5:03 AM - 31 Dec 13



Tugba
@UTLU2



Follow

Je suis grave émue le dizi Firuze est maintenu finalement #firuze @fratC va enfin se réveiller de son coma #duygulandim

View translation

Reply Retweet Favorite More

2

FAVORITES



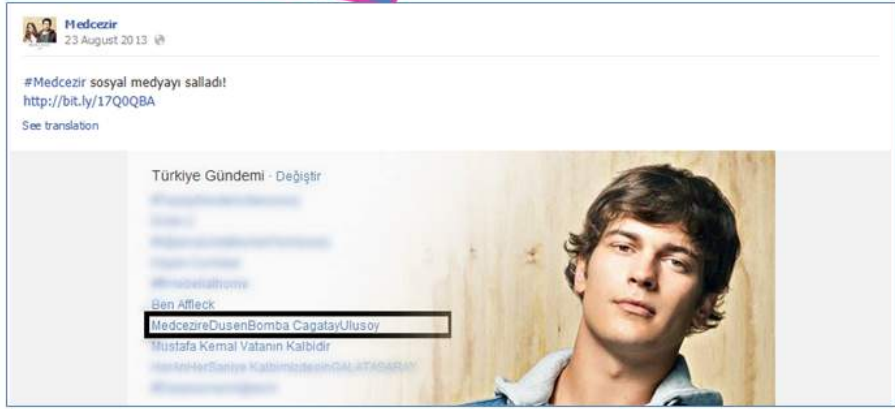
The O.C. « made in Turkey » : a modern take on social & cultural antagonisms



2

The most liked new show of the season on social networks: over 1.6 million Facebook fans up to date, and 128,000 Twitter followers! Daily teasers on Facebook and Twitter helped the series become a trending topic on Twitter 2 weeks ahead of its launch:

**Medcezir (The O.C.)
Turkey (Star TV)
September 13, 2013**
**# hit format #teenrage #sexymaleactor
#contemporary #socialissues**



♥♥MedCezir YaMira ♥♥
@DeKuRdlrEn

Follow

#MedCezir'in yeni bölümünü sabırsızlıkla bekleyenler #RT

"RT If you can't wait for the next episode of MedCezir"
"@ DeKuRdlrEn"

Medcezir shared a link.
23 August 2013 near İstanbul, Turkey

Size?
See translation

Anket: 2013 Yeni Sezon Dizilerinden Hangisi Zirveye Otaracak?
Dış Film Platformu...
www.alevyaynilar.com

Sezon fuat başlayacak. Bir çok diziyi iz bulupmayı bekliyor. Peki siz yeni başlayacak bu dizilerden hangisini izleyeceksiniz?

Medcezir
23 August 2013

Medcezir'de Çağatay Ulusoy'un canlandırdığı Yaman hakkında bilmeniz gerekenler:
See translation

Yaman Hıyer (Çağatay Ulusoy)
Medcezir'de Yaman Hıyer karakterini canlandıran aktörün hayatı hakkında bazı bilgiler.

Çocukluğu zorlu bir ortamda geçen Yaman, küçük yaşta bir kazayla babasını kaybeder ve daha büyük yaşta, hayatını tehlike altında tutan bir ailede büyür. Yaman'ın hayatı, bir gün kazandıktan sonra değişir. Yaman'ın hayatı, bir gün kazandıktan sonra değişir. Yaman'ın hayatı, bir gün kazandıktan sonra değişir.

Like Comment Share

Like Comment Share

Occasional but passionate tweeting

1



In questa notte fantastica
Italy (Rai 1)
September 2, 2013
[#fanbase](#) [#music](#) [#engagement](#)



Mara Esposito
@MaraEsposito3



Il bello di questa sera è che stiamo twittando tutti [#@lorenzojova](#) [#Lorenzonegistadi](#) [#lorenzojova](#) [#inquestanottefantastica](#)

"The beauty of tonight is that we are all tweeting [#lorenzojova](#) [#lorenzonegistadi](#) [#inquestanottefantastica](#)" (@MariaEsposito3)

2



Masterpiece
Italy (Rai 3)
November 17, 2013
[#curiosity](#) [#newformat](#) [#talentsearch](#)



Domenico Naso
@domeniconaso



Primo provvisorio bilancio: non è male. Affatto. Ma è come se mancasse qualcosa. La narrazione è incompleta. [#masterpiece](#)

"First review is not bad. At all. But I miss something. The narration is incomplete [#masterpiece](#)" (@Domeniconaso)

Web voting for Masterpiece :
At the end of the casting phase, 3 eliminated contestants were saved back into the competition by web users registered on Rai.it

CONCORRENTI AL WEB VOTING

Il web voting per ripescare 3 concorrenti si è tenuto dal 29 dicembre al 6 gennaio. Grazie per aver partecipato. [Leggi il regolamento completo](#)

 FINALISTA STEFANO BUSSA	 FINALISTA MARGHERITA FIACCAVENTO	 FINALISTA LORENZO GUARINO
 FINALISTA ANTONIO LANDINO	 FINALISTA FEDERICA LAUTO	 FINALISTA ALESSANDRO LIGI
 FINALISTA LUCA MALETTA	 FINALISTA ADELMO MONACESE	 FINALISTA MARIA PALAZZO

Twitter clashes



Helden – Wenn Dein Land Dich braucht
 Germany (RTL)
 October 3, 2013

#disasterTVmovie #sharknado effect



Promi Big Brother
 Germany (SAT.1)
 September 13, 2013

#celebs #hit format #lovetohate

Promi BB was integrated to SAT.1 Social TV platform **CONNECT**, which featured a live stream, chat rooms, voting options influencing the events in the house and a **web show** (before & after the show + during commercial breaks)

S. Rebstock
 @BlockN5

[Follow](#)

#Helden - unfreiwillig komisch bisher!

[View translation](#)

#Helden – unintentionally funny so far!
 (@BlockN5)

fashionbisque.
 @FashionBisque

[Follow](#)

Das werden geniale, kranke, peinliche & trashige zwei Wochen!!! >>>
 #PromiBigBrother

Those brilliant, sick, embarrassing & trashy two weeks! #PromiBigBrother
 (@FashionBisque)

Warsaw doesn't have shores... but has its Jersey shore



Merchandising items with catchphrases from the show are sold via a partnership with online retailer Cupsell.pl

Captions & memes: over 200 K Likes up to date on the official Facebook page

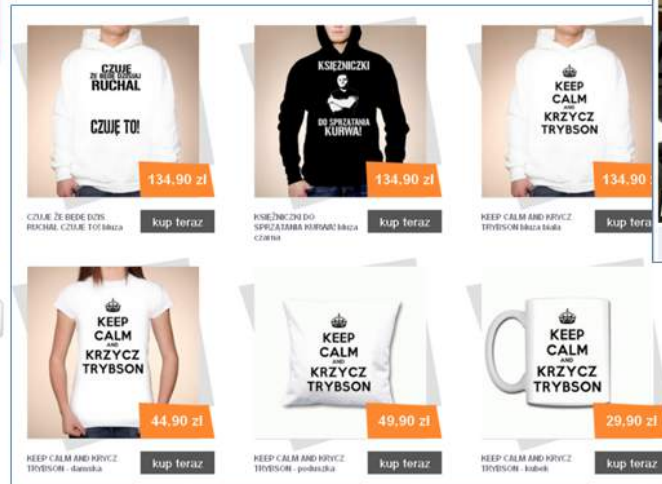
Warsaw Shore - Ekipa z Warszawy
Poland (MTV Polska)
November 10, 2013
#guiltypleasure #viral #outrageous



Follow

Ten program jest taki pusty, ze mi IQ idzie w góre #warsawshore

"This program is so empty that my IQ goes up #warsawshore" (@Zenmymalik_)



Discreet social TV activity, occasional tweeting

1



Boer zoekt Vrouw Internationaal
The Netherlands (Ned1)
September 8, 2013

#HitFormat #SureValue #TweetforFun



Sara
@Stukjes



O dames wat heb ik gelachen. Volgende week zelfde plaats zelfde tijd? Voor de online uitzending? #bzv

"Oh ladies I laughed so much. Next week, same place, same time? For the online broadcast? # BZV ". (@Stukjes)

2



SynDROOM
The Netherlands (RTL4)
October 3, 2013

#Inspiring #StarHost JohnnydeMol
#autism #dreams



fatima naumann
@faatje030



Jaaaa...mooi! Warme en inspirerende tv #syndroom. Leuke tent ook #deonthaasting.

"#Yesss ... nice! Warm and inspirational TV # syndroom" (@Faatje030)

3



Verslaafd
The Netherlands (RTL4)
October 29, 2013

#Impacting #Drugs
#Confrontation #Realistic



Burra Burra
@Burra_Burra



#verslaafd Mooi gemaakt. Dichtbij en met respect voor alle betrokkenen. Knap hoor

"A close and personal look of a sensitive situation while it's approached with great respect. Well done, #verslaafd" (@burra_burra)

2014 Update!

UTOPIA breaks social TV record

An iOS/Android/Windows app was developed around the show, and provided they get a **Paspoort subscription** (€2.50/month), fans can access a 24/7 live stream with various cam angles & two 360° cameras, as well as chat rooms and the possibility to vote during eliminations. On the technical side, however, the reviews were quite negative as the app was not well supported on all platforms as expected.



10,9K
comments

UTOPIA
Netherlands (SBS6)
January 6, 2014
#EventTV #JohnDeMol #ByeByeCocoon

Sanne Bruining
@sannerocks

Fantastische televisie. Ik erger me nu al kapot. Ik ga #utopia op de voet volgen.

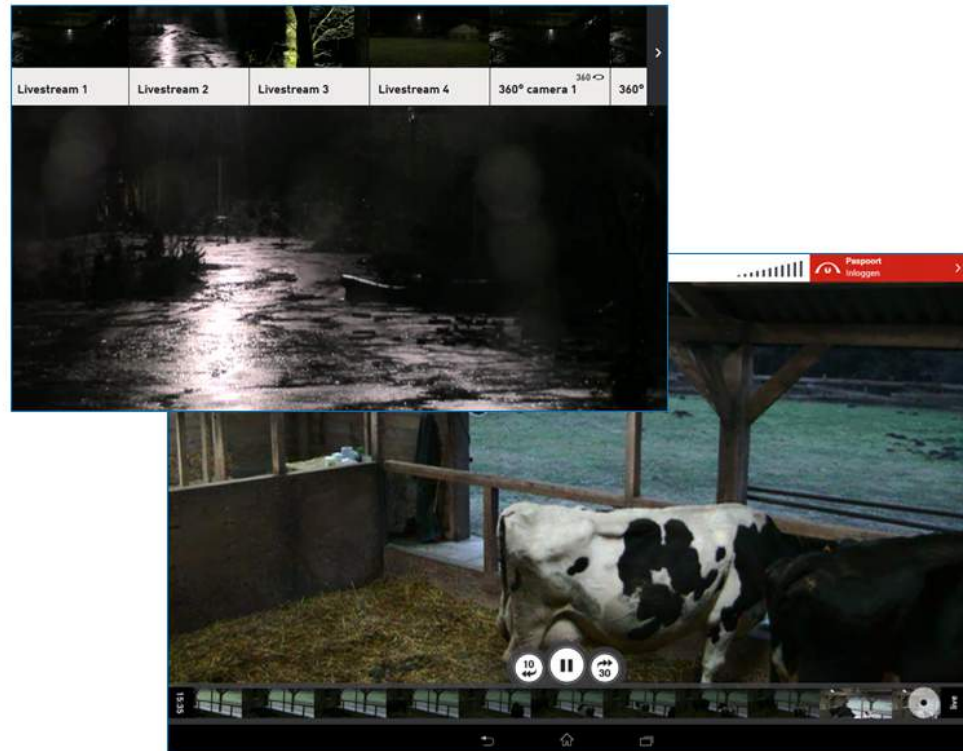
"#Fantastic television. I feel bad it's already over. I'll follow #utopia closely." (@sannerocks)

Jochem Myjer
@jochemmyjer

Nu al met stip de leukste dierentuin van Nederland! #utopia

458 RETWEETS 79 FAVORITES

"Already by far the best zoo in the Netherlands! #utopia." (@jochemmyjer)



Social TV on a low profile: the Slow TV exception in Norway

Norway

1



Nasjonal strikkekveld
Norway (NRK2)
November 1, 2013

#NationwideEvent #SlowTV #KnittingTrend



Sofie H. Solbakken
@Sophieneechan



Follow

It's 5:00 AM and I'll take my jelly legs off to bed. Thank you for a wonderful night up @nrkstrikk! So proud of you all! #knittv #nrkstrikk

Denmark

1



Badehotellet
Denmark (TV2)
December 30, 2013

#trendy period dramas



Annemette Caspersen
@PippiBou



Follow

#Badehotellet på #TV2 er skudt i gang. Sikke en dejlig familie-kronike. Glæder mig allerede til næste uge. Jeg er kæmpe fan!

"#Badehotellet#TV2 has begun. What a lovely family chronicle. Looking forward to next week. I'm a massive fan!". (@Pippibou)

Sweden

1



Fest hos Bagge Wahlgren
Sweden (Sjuan)
October 29, 2013

#fun #chemistry



hemmapåvarangata
@ewachriz



Follow

#baggeWahlgren Vilken fest, skratt o allvar. Alla bjöd verkligen på sig själva. Längtar redan t nästa gång. Sånt här behövs på tv.

"#Baggewahlgren What a party, fun and earnest. All invited really at ease. Already longing for the next time. This kind of thing is needed on television". (@ewachriz)

A bold chat show gets viewers' approval



Sarasvuo
Finland (Nelonen)
September 26, 2013

#atypical #insightful
#famous host/entrepreneur/coach



Emilia Howells
@HowellsEm



Keskustellaan koska ilmiöt ja ihmiset
kiinnostaa, ei läpändeeruksen ja lööppien
vuoksi. Tässä ero...no, muihin #Sarasvuo

*#Because the phenomena are discussed with
persons of interest, not stars of tabloids... This is
the difference with... well, others #Sarasvuo"
(@HowellsEm)*

Interviews are posted live on Facebook during the episodes:

Aussies prove their sense of humor with The Bachelor

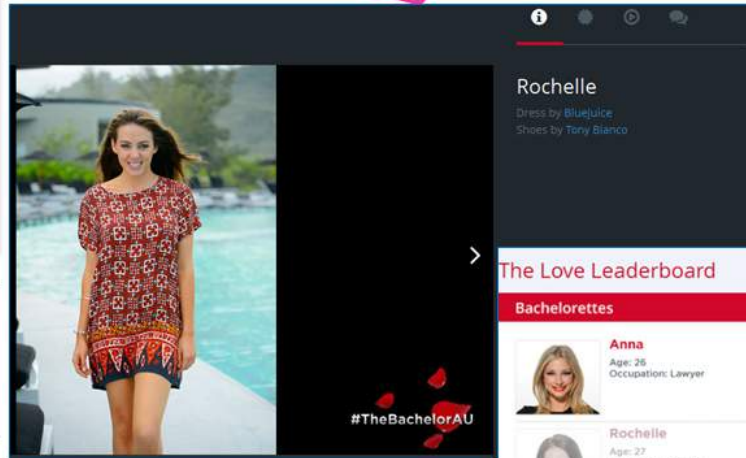
1



The Bachelor
Australia (Ten)
September 8, 2013

#guiltypleasure #outrageous #entertaining

Different types of extra content were featured on the show's website, such as video highlights (Best Bits), a Fashion gallery, Cooking recipes or even a highly efficient monitoring tool called the Love Leaderboard !



The Love Leaderboard

Bachelorettes	Pecks	Embraces	Kisses	Total
 Anna Age: 26 Occupation: Lawyer	31	13	9	53
 Rochelle Age: 27 Occupation: Model	28	11	8	47
 Alli Age: 27 Occupation: Real Estate Agent	21	10	5	36
 Dani Age: 23 Occupation: Events Coordinator	17	4	4	25



A fresh talk show from a popular entertainer

1



**En mode Salvail
 Canada (V)
 October 28, 2013**

#FamousHost #Refreshing #Dynamic

 **Marc Larouche**
 @marcolarouche

divertissant, inattendu, drôle, innovateur,
 #Salvail nous fera coucher avec le sourire
 plutôt que de ressasser les mauvaises
 nouvelles !

*#Funny, surprising, entertaining, innovative,
 #Salvail takes us to bed with a smile instead of
 bad news" (@marcolarouche)*

An iPhone/iPad app allows viewers to answer polls, suggest themes and send photos/videos to be featured on air:



Along with posting contests and challenges on Facebook, the host also got his own mother (Colette Salvail) to manage the official Twitter account for the show:



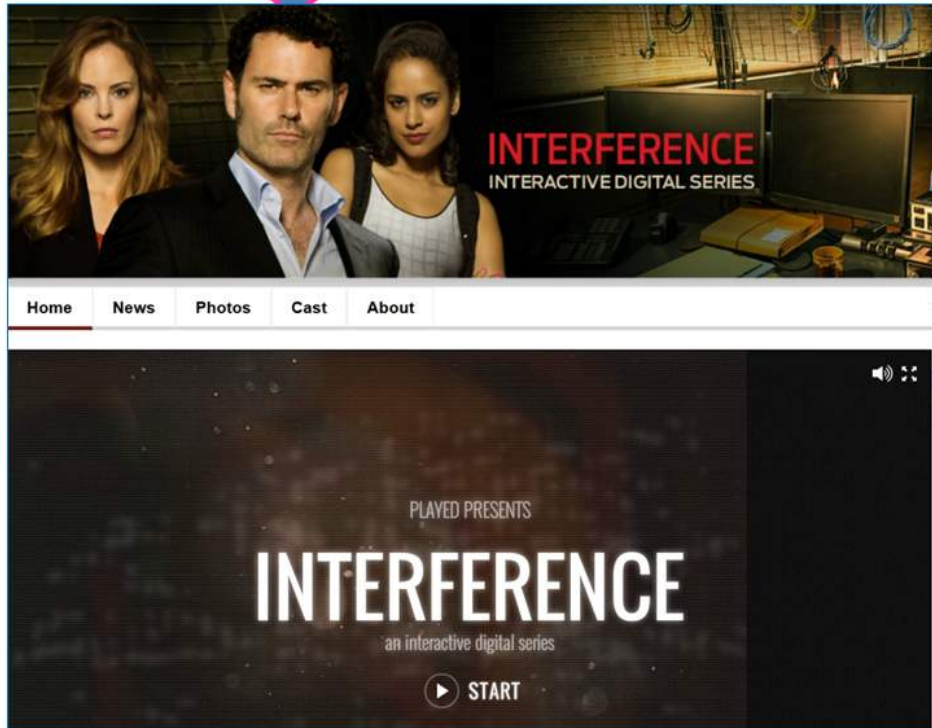
A police drama with a digital spin-off



Part of CTV's ongoing digital strategy (a digital companion series had been launched for The Listener and Saving Hope, among others), a 6-episode "interactive digital series" was released to enrich the experience around the series: in order for the plot to advance, viewers must interact with the episodes using their cell phones (text messages) and their Facebook profile so they can connect to the team of undercover agents.

Played
Canada (CTV)
October 3, 2013

#greatacting #original #slickbutwarm



 **Nikki**
@Byflutterby

@AdrCMitchell Incredible scene and such powerful performance from @GetVincent #Played



Methodology

The WitER measures and analyses social media comments for new TV shows posted on Facebook (selected show pages) and Twitter (main hashtags), 6 hours before, during the broadcast, and up to 6 hours after airing.

Countries covered in this white paper include: the USA, Canada, Latin America (Argentina, Brazil, Colombia, Chile, Mexico, Peru), the UK, Germany, Austria, the Netherlands, Belgium, France, Italy, Spain, Portugal, Turkey, Switzerland, Ireland, Denmark, Norway, Sweden, Finland, Poland, Romania, Australia, New Zealand.

TV shows covered in this special report include new TV shows launched in the above mentioned markets between September 1 and December 31, 2013 and listed in The Wit FreshTV database, excluding one-offs from the regular schedule, one-offs linked to political events, Christmas specials, news and sports events, news, sports.

About the Author

The Wit

The Wit - World Information Tracking - is on a mission to feed its proprietary FreshTV database everyday with new TV and digital content news, trends, practices, from around the world in order to help its subscribers (broadcasters, producers, advertisers) come up with the TV & digital hits of tomorrow.

To help discover the hottest, and sometimes under the radar, new content, **the Witspotter** exclusive analytics track social media activity around TV shows 24/7 from a quantitative and qualitative point of view.

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