



Fresh Social TV Around the world Fall 2013

By TheWitSpottER, TheWit (Switzerland)

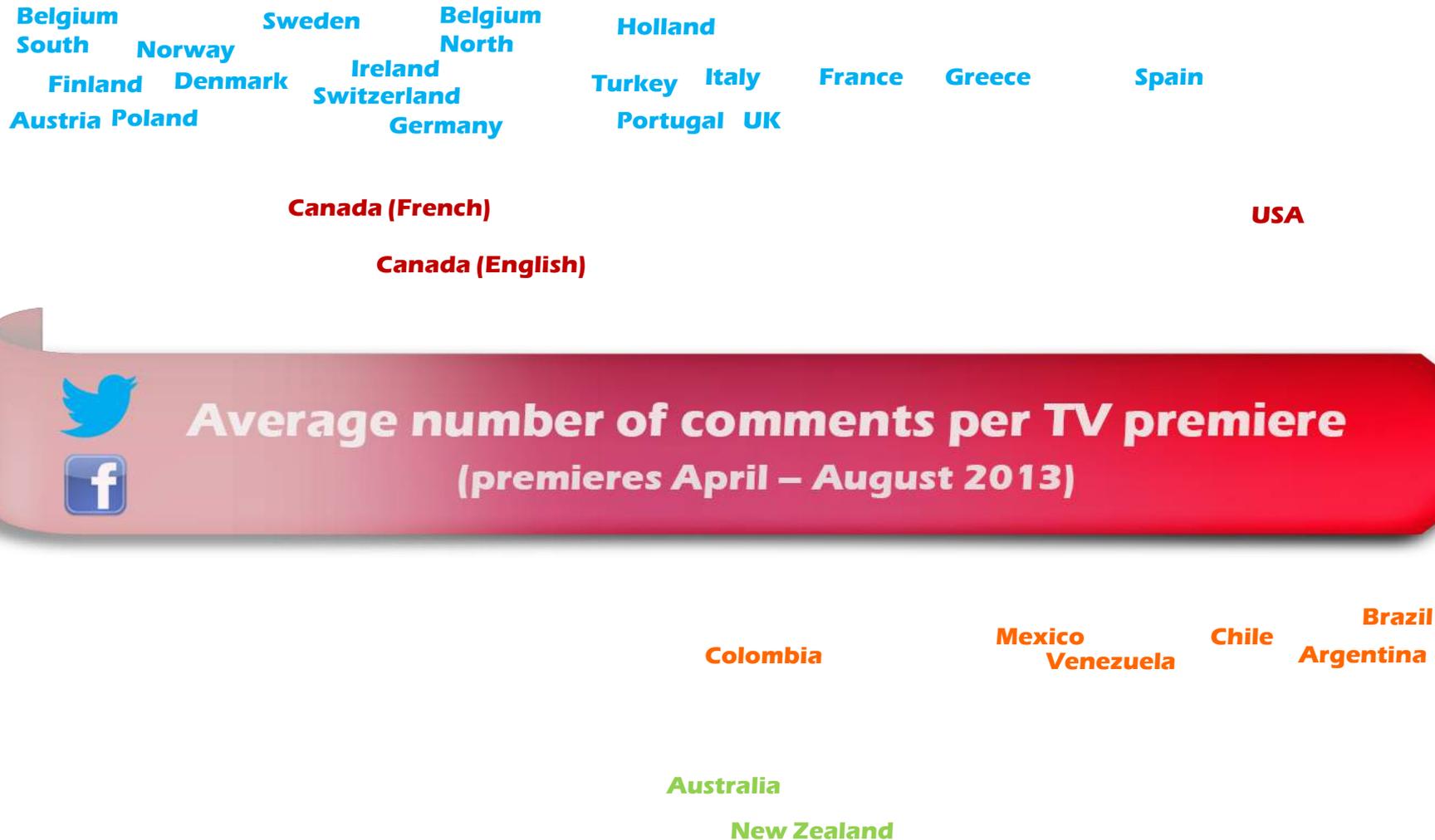


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September 11, 2013

Latinos are the biggest social TV buzzers



EUROPE
NORTH AMERICA

LATIN AMERICA
OCEANIA



Average number of comments per TV premiere
(premieres April – August 2013)

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

Latinos are the biggest social TVbuzzers

- ✓ **5 Latin American and 5 Spanish-Speaking countries** are in the Top 10 of the most active commentators of TV premieres in social media.
- ✓ **Brazil** is the **World's #1**.
- ✓ **Spain** is Europe's **#1**
- ✓ **Chile** is the **most active country per inhabitant**
- ✓ **USA** had a few big social TV events but the **US « average social activity » is lower than in Latin or European countries.**
- ✓ **A few highly social premieres** spinned the numbers in **Portugal** (Celebrity Splash, Sing if you Can) and **Greece** (Your Face Sounds Familiar).

The country ranking is based on the average number of comments on Facebook and Twitter for each new tv show launched over the period **April – August 2013**, in each country, as tracked in the FreshTV database. The shows are measured from 6 hours before, to 6 hours after premiere.

The most social TV premieres in the USA : one-off events

1



Skywire Live With Nik Wallenda
USA (Discovery Channel)
For one night only
#livetweeting#eventTV



Piers Morgan ✓
@piersmorgan



Follow

Now THIS is cable news. #skywire

The ranking is based on the number of comments on Facebook and Twitter for each new tv show launched over the period April – August 2013, as tracked in the Fresh TV database, measured from 6 hours before, to 6 hours after premiere.

2



Sharknado
USA (Syfy)
#TweetforfunTV
#The summer's genuine + guilty pleasure



Wil Wheaton ✓
@wilw



Follow

"We lost the night to #SharkNado? What the hell is that?" - every non-syfy network executive tomorrow morning.

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3



Being Mary Jane
USA (BET)
#Aspirational#contemporary
A social take on black female singlehood



Tasha
@MissTashaBaby



Follow

Seriously sitting here thinking I'm #BeingMaryJane my life is so mirrored to her's sheesh!!!! Lol

← Reply ↩ Retweet ★ Favorite ... More

1:10 AM - 3 Jul 13

The most social TV premieres in Europe: outstanding and outrageous

1



The Best, le meilleur artiste
France (TF1)
talent show # social tv tailored



LA BOSS A LYES
@ShaashoOulzy



Je suis restée bouche-bée devant The Best. Je bavais, je crois. C'est rare. La barre a été placée très très haut. #TheBest

The ranking is based on the number of comments on Facebook and Twitter for each new tv show launched over the period April – August 2013, as tracked in the Fresh TV database, measured from 6 hours before, to 6 hours after premiere.

2



Doggin Tales
UK (Channel 4)
ShockTV



IP
@IsaacPoll

I have never been so entertained/confused/annoyed/amazed/gobsmacked at the same time in all of my life #doggingtales

12:07 AM - 5 Apr 2013

3



Un principe para Corina
Spain (Cuatro)
#reality tv #zany #hilarious



Sandra Eslava Hidalgo
@Sandrycandy



Muero de risa con #UnPrincipeParaCorina jajajaja...Programa basura pero me hace reir mil jajaja #MuyGrande #FanDeLosNerds

The most social TV premieres in Latin America: telenovelas

1



Aliados
Argentina (Telefe)
#Telenovelas

#Teens issues # Music # Transmedia



62 days

@Blessbelleber



Follow

Cris Morena, vale oro! yo se por donde va, el sabe los sufrimientos de los adolescentes, la soledad... ella es increíble. #aliados

2



Amor a vida
Brazil (Globo)

#Telenovelas

Suspense # Romance # Sexy



Ewerton Azevedo @SrGLOBAL

21 May

Gente, quando foi a ultima vez que uma **estréia** de novela causou tanta adrenalina em vocês? #AmorÀVida já começou hitando.

from Paulista, Pernambuco Reply Retweet Favorite More

3



Sangue Bom
Brazil (Globo)

#Telenovelas

Contemporary # Colourful # Edgy



Alexandre

@alexcavalcante_



Follow

Prum primeiro capítulo foi ótimo, né? Pode vir com tudo, #SangueBom, que eu tô pronto pra te amar.

The ranking is based on the number of comments on Facebook and Twitter for each new tv show launched over the period April – August 2013, as tracked in the Fresh TV database, measured from 6 hours before, to 6 hours after premiere.

The most anticipated TV shows of 2013: the most liked shows before their TV premiere



On Facebook, fans rule

1



Among the top fan
growths of the season

Köln 50667
Germany (RTLII)

- ✓ Fan Base
- ✓ Spin-off of hit format Berlin Tag & Nacht
- ✓ Cross-promotion / Cross-storytelling

Steffanie Fichtner cool ich finde es echt super cool

2



The Bible
USA (History)

- ✓ The most engaged Fan Base « ever »
- ✓ The "greatest love story ever told"



Kathleen Funk Thank you so much for bringing the Bible to life .
The way the world is today, we need something on TV for our kids
to watch. God bless you and your family.
26 December 2012 at 18:11 via mobile · Like · 2

3



Teens Titan Go!
USA (Cartoon Network)

- ✓ Fan Base
- ✓ Revival of the hit cartoon-based TV series Teen Titans (2003).



Evangeline Robertson not going to be the same show that
made me a geek... hope its still going to be alright...
April 22 at 5:57pm · Like

The most anticipated shows of 2013: the most followed shows before their premiere

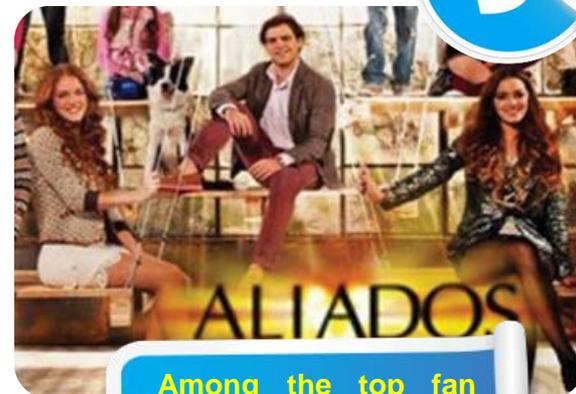
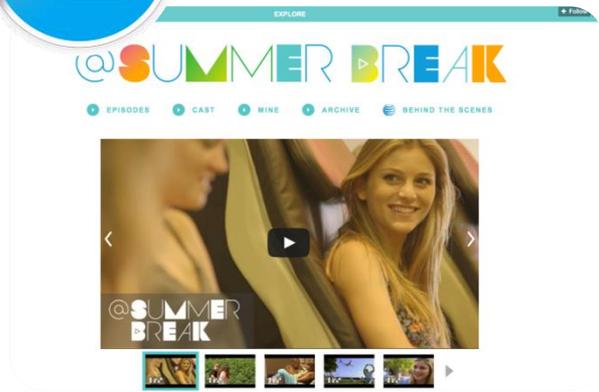
1



On Twitter, teens rule

2

3



Summer Break USA (Transmedia)

- ✓ Teens + Web
- ✓ Branded (AT&T) digital-native series tailored for teens
- ✓ Multiple touchpoints: Twitter / Vine, YouTube, Instagram, Tumblr.

Sam & Cat USA (Nickelodeon)

- ✓ Teens + Fans
- ✓ Youth sitcom starring 2 characters from the hit franchises i-Carly and Victorious.
- ✓ Crossover, built-in fan base

Among the top fan growths of the season

Aliados Argentina (Telefe)

- ✓ Teens + Web
- ✓ First multiplatform teen novela
- ✓ Comeback of the queen of teen novelas Cris Morena (Rebelde Way, Chiquititas)

robertcarroll @robertcarroll 14 Jun
Great idea. Curious to see execution. MT @SummerBreak is reality show on Twitter, Instagram, Tumblr, YouTube and Vine on.mash.to/16oXshA

Diamond White @Diamondkwhite 7 Jun
IM SO EXCITED FOR SAM AND CAT! It's to the point where im equally excited for this show and food. Now that says a lot @ArianaGrande
Expand

Lourdes Tomasella @jourdetomasella Follow

Creo que medio pais esta esperando que de #aliados

Twitter followers, as measured on the official account 1 day before the premiere of each new show launched over the period January – August 2013, as tracked in the Fresh TV database.

Scripted series are the most anticipated TV shows in social media

Among all the new TV shows, fiction is the genre which drives the highest Facebook / Twitter activity in anticipation of premieres.



	Average number of Likes before TV premiere	Average number of Followers before TV premiere
Entertainment	4 086	2 908
Factual	3 133	1 086
Fiction	11 943	3 447
Game Shows	1 841	1 371
Talk shows	3 497	1 498
General average	6 221	2 368

Facebook Likes and Twitter followers, as measured on the official account 1 day before the premiere of each new show launched over the period **January – August 2013**, as tracked in the Fresh TV database, i.e. 1270 titles measured.

The 10 most anticipated TV premieres of 2013: various fates



- ✓ Among the top 10 worldwide, 8 were Scripted Shows:
 - With preexisting fan bases (**Köln 50667**)
 - Blockbusters driving highly-engaged online communities (**Christians, geeks, gamers...**)
- ✓ CMT's crime themed docu-soap **Dog and Beth: On The Hunt** – featuring A&E's reality star « **Dog the Bounty Hunter** » was the most anticipated unscripted show of the year on Facebook.
- ✓ **Ready For Love** was the 2nd most anticipated unscripted show of the year but failed to progress and was canceled after 2 episodes.

Rank	Title	Likes 1 day before TV Premiere
1	Köln 50667	327 501
2	The Bible	307 123
3	Teen Titans Go!	240 750
4	Defiance	223 620
5	Twisted	221 103
6	Dog and Beth: On The Hunt	194 021
7	Ray Donovan	188 570
8	Deception	182 127
9	Ready for Love	166 808
10	Bates Motel	160 265

Facebook Likes, as measured on the official account 1 day before the premiere of each new show launched over the period **January – September 10 2013**, as tracked in the Fresh TV database, i.e. 1270 titles measured.

The 10 most anticipated TV premieres of 2013: Digital Best Practices drive anticipation



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Extended



#1

327K Likes

Sequel



#2

307K Likes

Renewed



#3

241K Likes

Köln 50667
Germany (RTL2)

Spin-off feat. a lead character from Berlin TN, 1st person storytelling on Facebook
150K instant Likes from the creation of the page in Nov.12

The Bible
USA (History)

Christian Blockbuster
Very active / early Facebook campaign:
quizzes, sweepstakes, vote for the character featured on the Sunset Strip billboard...

Teen Titans Go!
USA (CN)

The remake of a cult series that engaged “nostalgic nerds”

Renewed



#4

224K Likes



Free comprehensive eBook released 2 weeks before premiere.

Extended



#5

221K Likes

Defiance
USA (Syfy)

Simultaneous launch of video game / series
Transmedia storytelling
Social stunts to engage the “geek” community on Facebook & Twitter (Party Packs...)

Twisted
USA (ABC Family)

TV Sneak peek premiere 2 months in advance
Social stunts to engage the teen community

The 10 most anticipated TV premieres of 2013: Digital Best Practices drive anticipation



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mip**com**.

Extended



#6

194K Likes

Dog and Beth: On The Hunt
USA (CMT)

The comeback of an outrageous reality star

Renewed



#7

189K Likes

Ray Donovan
USA (Showtime)

Showtime's edgy drama of the season
Full pilot preview on YouTube 2 weeks before
Interactive trailer in the NY Times online.

Canceled



#8

182K Likes

Deception
USA (NBC)

A flair of "Revenge"
Full pilot online preview 2 weeks before

Canceled



#9

167K Likes

Ready For Love
USA (NBC)

Eva Longoria as exec producer
Strong on-air and on social media
campaign, started 1 year before premiere.

Renewed

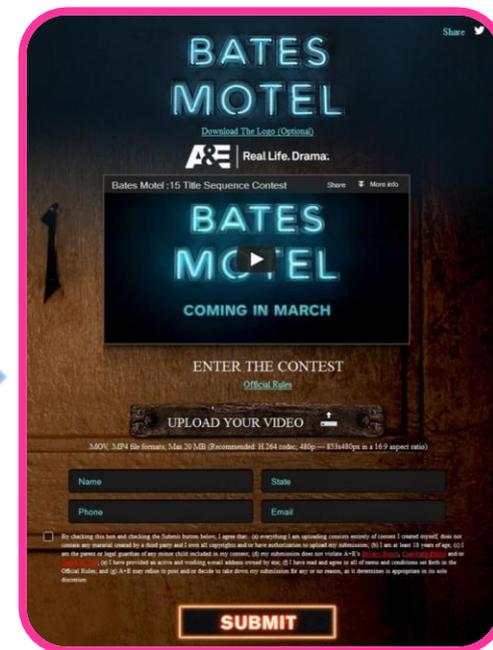


#10

160K Likes

Bates Motel
USA (A&E)

"Psycho" nostalgia
Fan-generated promotion contest
4mn online preview 1 month in advance
Editorial / bonus contents



Game shows is the less anticipated genre in social media...but a second screen app is a plus.



mipTV.
mip.com.

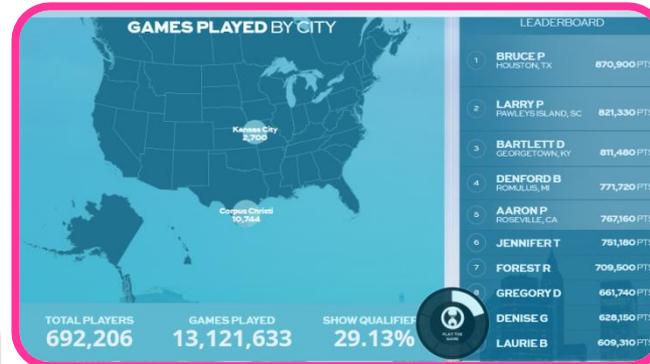


#1

43K Likes

The Million Second Quiz
USA (NBC)

Live 24/7 game show, Event TV
Playalong App available 1 month in
advance, qualifying for the TV show...but
crashed the first night!



#2

31K Likes

Summer Camp
USA (NBC)

Strong Promotion
The "boy scout" trend



#3

15K Likes

Kluz Hazav (Raid the Cage)
Israel (Channel 2)

Long awaited premiere



#4

13K Likes

Kartitsata (The Mole)
Bulgaria (TV7)

Local & international stars (Dennis
Rodman)



#5

13K Likes

Robot Combat League
USA (Syfy)

The "Battle of the Nerds" trend

The most anticipated web TV show of the year



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mip^{com}.

A digital native winner meeting all success factors: geek-oriented, viral, participative and branded



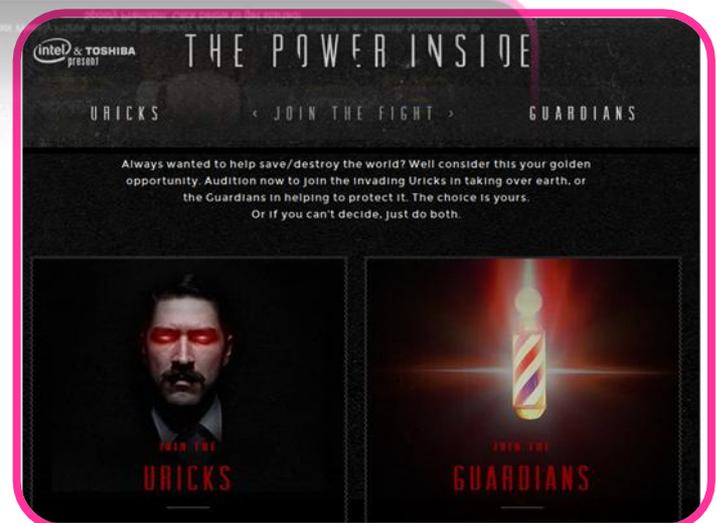
WORLD
Facebook/
YouTube
148K Likes

The Power Inside (Presented by Intel & Toshiba)

Sci-fi web series about the Earth invasion by the Uricks, a race of extraterrestrial moustaches and unbrows who take over the upper lips and eyes of people around the world.

Branded series: mix of Intel & Toshiba Product Placement but also Third-Party deals (weekly product giveaways in exchange for product on-screen integration). Partners include Spotify, Skype, Fossil, Skullcandy...

Social films : the videos are released through social media so that viewers can better engage with and even star in the series (Join the Fight audition app on Facebook).



Anticipation winners around the world: prime time all-star series



Chile
TVN

143K Likes



Somos los Carmona

Humor-filled pre-launch campaign on Facebook
A **Facebook app** launched 2 weeks prior to premiere allowed users to send videos with a **funny message to their Facebook friends**, and by doing so, to enter sweepstakes.
The karaoke-style promo released 1 month in advance went viral.



Turkey
Kanal D

99K Likes

Intikam

Local adaptation of the hit US series *Revenge*
Star actress (Beren Saat: 2.9 M Likes on her personal fan page)



Anticipation winners around the world: cult teen novelas



Brazil
SBT
61K Likes

Chiquititas

Remake of a hit teen novela (1997-2011)
Promotion via a special segment in the
channel's evening newscast : 1-3 mn fake
bulletins.



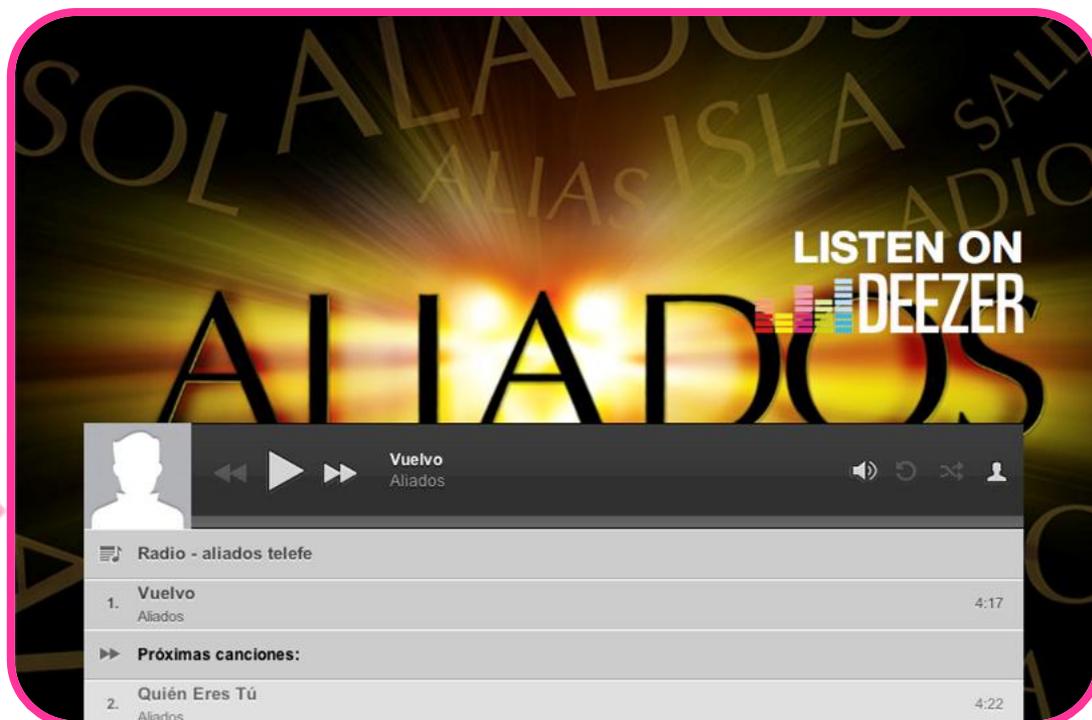
Argentina
Telefe
50K Likes

Aliados

First multiplatform teen novela in the country,
intertwined TV Episodes & webisodes

**Web exclusive content & pre-launch digital
partnerships**

Promotion via IRL events and online teasing



The anticipation winners around the world: star formats



**Australia
Nine**
54K Likes

Australia's Got Talent

New version & accounts of the format previously aired on Seven.



**Canada
TVA**
10K Likes

La Voix Canada (French-speaking)

Adaptation of the hit format



**Canada
Slice**
19K Likes

Big Brother Canada (English-speaking)

First-ever adaptation of the hit format
Very active online pre-launch campaign (sweeps, viral)
Targeted partnerships (BuzzFeed, Virgin Radio) to foster Facebook traffic



BuzzFeed LOL win omg cute geeky trashy fail wtf

Politics Tech Entertainment Celeb Music Lifestyle Food Rewind LGBT Sports Animals More Search Sign In Sign Up

slice Big Brother Canada only on Slice f t

SHARE THIS PAGE f t

Big Brother's Biggest Blow-Ups
If you stick enough intense personalities in one house, crazy things are bound to happen. This formula has been working for Big Brother for over a decade and now Slice's **Big Brother Canada** houseguests will continue the tradition. **Power of Veto**
Tonight at 9et/pt, only on Slice
Big Brother Canada only o... a week ago 3 responses

14 Things You Probably Don't Want Captured On Camera
We all let our guard down from time to time which can lead to embarrassing situations. In today's world with cameras seemingly everywhere, these moments have the potential to last forever. Slice's **Big Brother Canada** houseguests could learn a few things from these moments you don't want caught on camera. **Power of Veto**
Tonight at 9et/pt, only on Slice
Big Brother Canada only o... a week ago 10 responses

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Find your way to the finale! Enter for your chance to WIN THE ULTIMATE VIP TRIP TO TORONTO to be part of Big Brother Canada's live finale. Go to <http://contests.slice.ca/Chevrolet/>

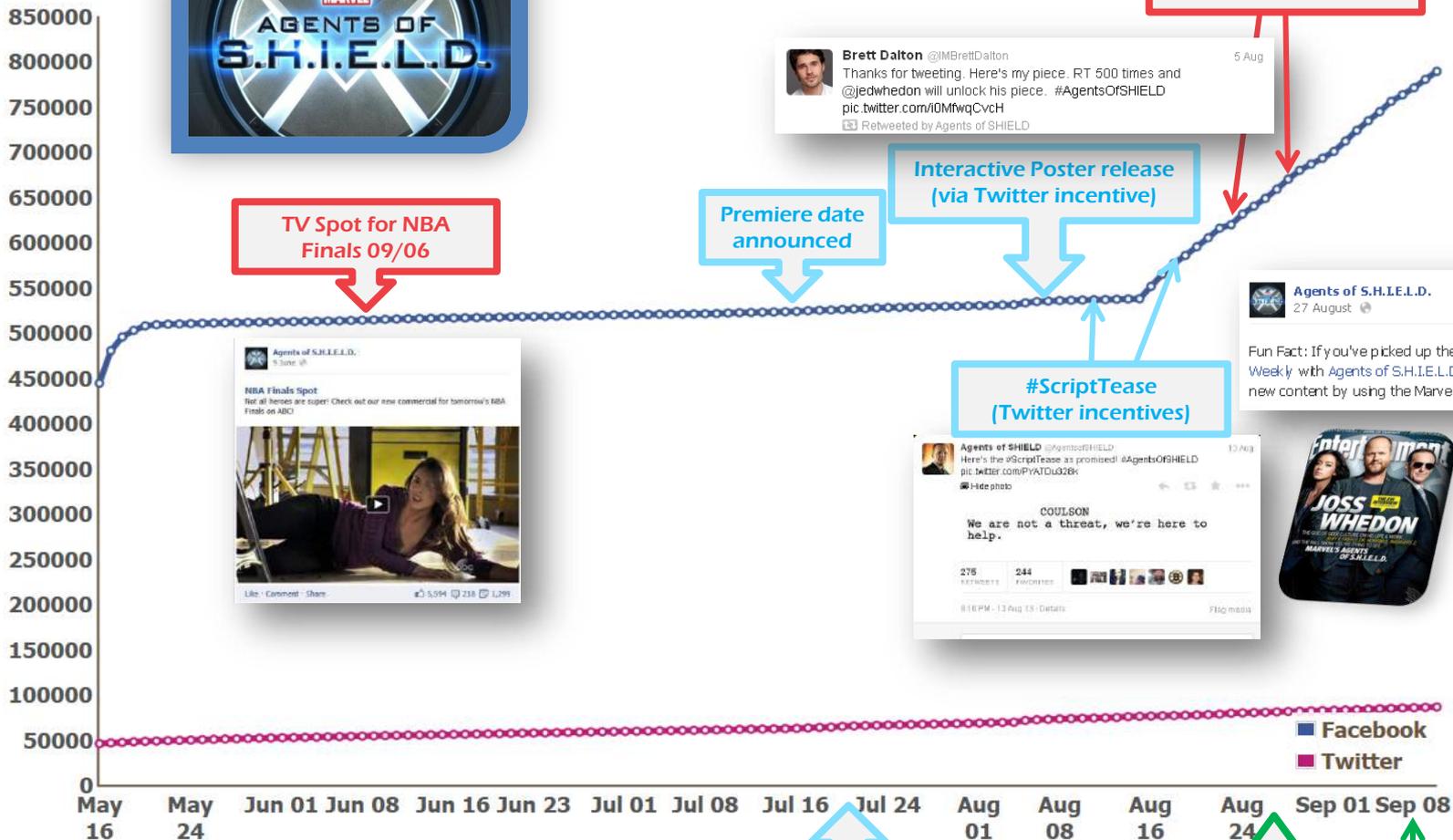
Fall 13 TV Premieres: the most anticipated titles are US dramas with a built-in fan base



Show	Channel (Country)	K Likes	K Followers	Factors
Marvel's Agents of S.H.I.E.L.D.	ABC (USA)	801	86	Joss Whedon created, Fan base (Cult Comics franchise), Social TV native (revival of the « Avengers » character of Coulson following the fan-driven Twitter campaign #CoulsonLives)
Ravenswood	ABC Family (USA)	500	56	Fan base (Pretty Little Liars spin-off → 11.2 Mio Likes)
The Originals	The CW (USA)	429	89	Fan base (The Vampire Diaries spin-off → 16.3 Mio Likes), Vampire trend
Once Upon A Time In Wonderland	ABC (USA)	397	19	Fan base (Once Upon a Time spin-off → 2.9 Mio Likes)
Dracula	NBC (USA)	210	19	Fan base (Old legend + J. Rhys Meyers), Vampire trend

*Facebook Likes and Twitter Followers, as measured on their official accounts on September 11.

The Most anticipated Fall 13 premiere : Engagement Timeline



TV Spot for NBA Finals 09/06



Premiere date announced



Interactive Poster release (via Twitter incentive)



#ScriptTease (Twitter incentives)

2 New TV Spots releases

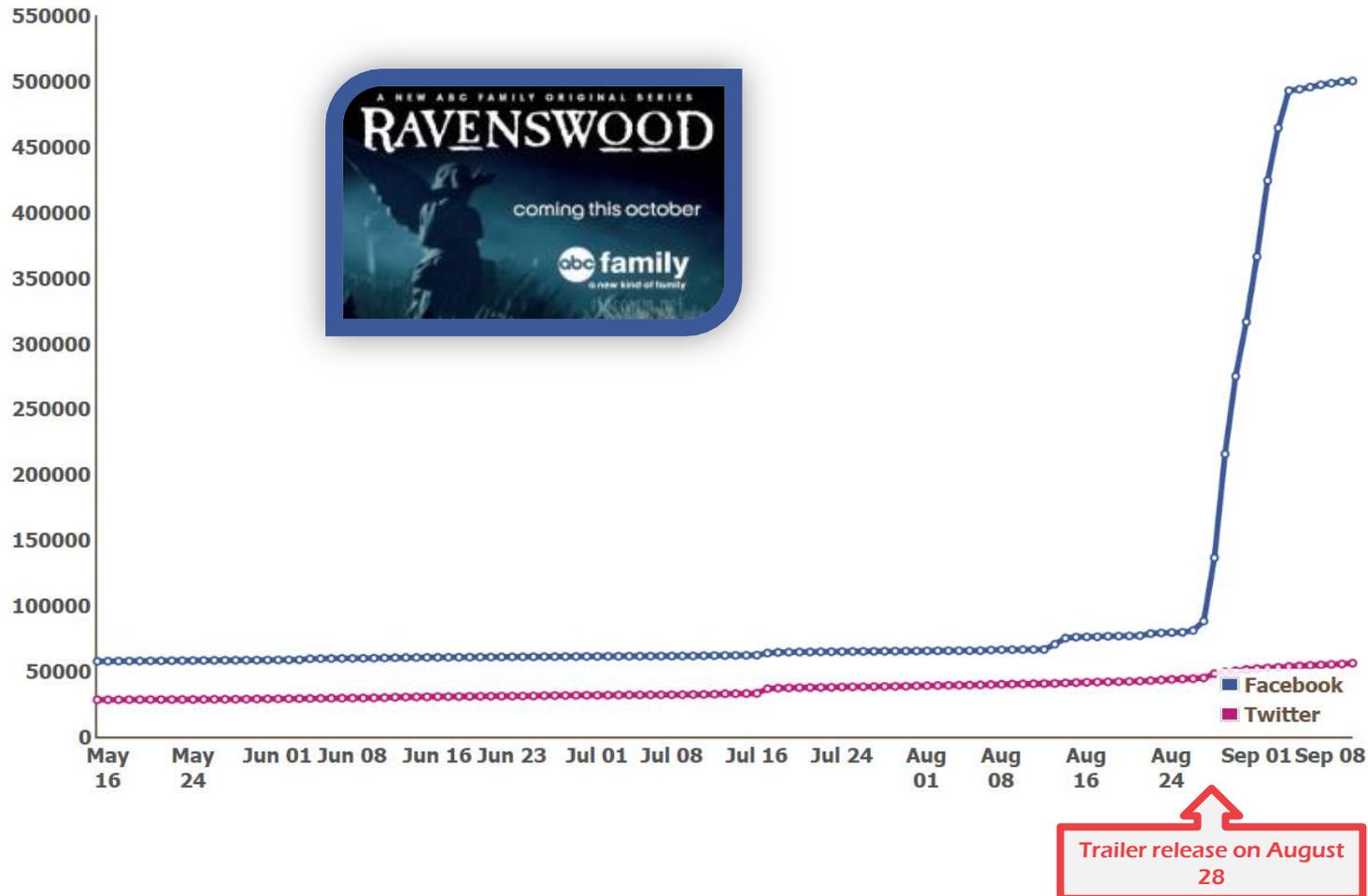


Trailer release on May 14 (Marvel's YouTube channel)

« Declassified » 1mn videos posted each week to introduce a new Hero

iTunes Sets Up A Marvel's Agents Of S.H.I.E.L.D. Page

The 2nd most anticipated Fall 13 premiere : the official trailer is the number 1 boost factor



The Most Viewed Fall 13 YouTube Trailers : Dramas rule



It's all about Fiction, but Dramas raise a lot more views than Sitcoms

- ✓ 3 NBC shows are among the Top 5 titles viewed, but don't attract as many Likes/Followers (e.g. The Blacklist is out of the Facebook Top 10)
- ✓ The most viewed sitcom trailer is powered by a beloved star
- ✓ ABC doesn't stream trailers on YouTube (Marvel's Agents of S.H.I.E.L.D. is streamed on Marvel's fan page).



Program	Genre / Channel	Views*
The Blacklist	Drama / NBC	6,501,982



Marvel's Agents of S.H.I.E.L.D.	Drama / ABC	2,402,898
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The Michael J. Fox Show	Sitcom / NBC	1,710,583
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*YouTube views, as measured on the official YouTube channel for the Official Trailer on September 11.

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

Shows covered in this special report include new shows launched in the above mentioned markets between January 1 and September 11, 2013, excluding off-schedule specials, one-offs linked to political, news and sports events, news, sports. Only new awards shows were included.

Accounts covered are the official Facebook and Twitter pages for each show, as long as they are new and specific to the show. Whenever a show doesn't have an official Facebook or Twitter account, the most popular fan page is taken into account.

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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