



# TV Ratings for the Social Media Audience



## Canadian Media Fund Seevibes

Pilot Project  
Research on TV Audience  
& Social Media Activity

November 1st, 2012

Laurent Maisonnave  
President @ Seevibes

@zelaurent @seevibes  
514-519-5800  
[laurent@seevibes.com](mailto:laurent@seevibes.com)

July 22 to September 15, 2012

28 CMF-funded TV Shows

Seevibes Data

BBM Data

# Objectives

## 1. Correlation

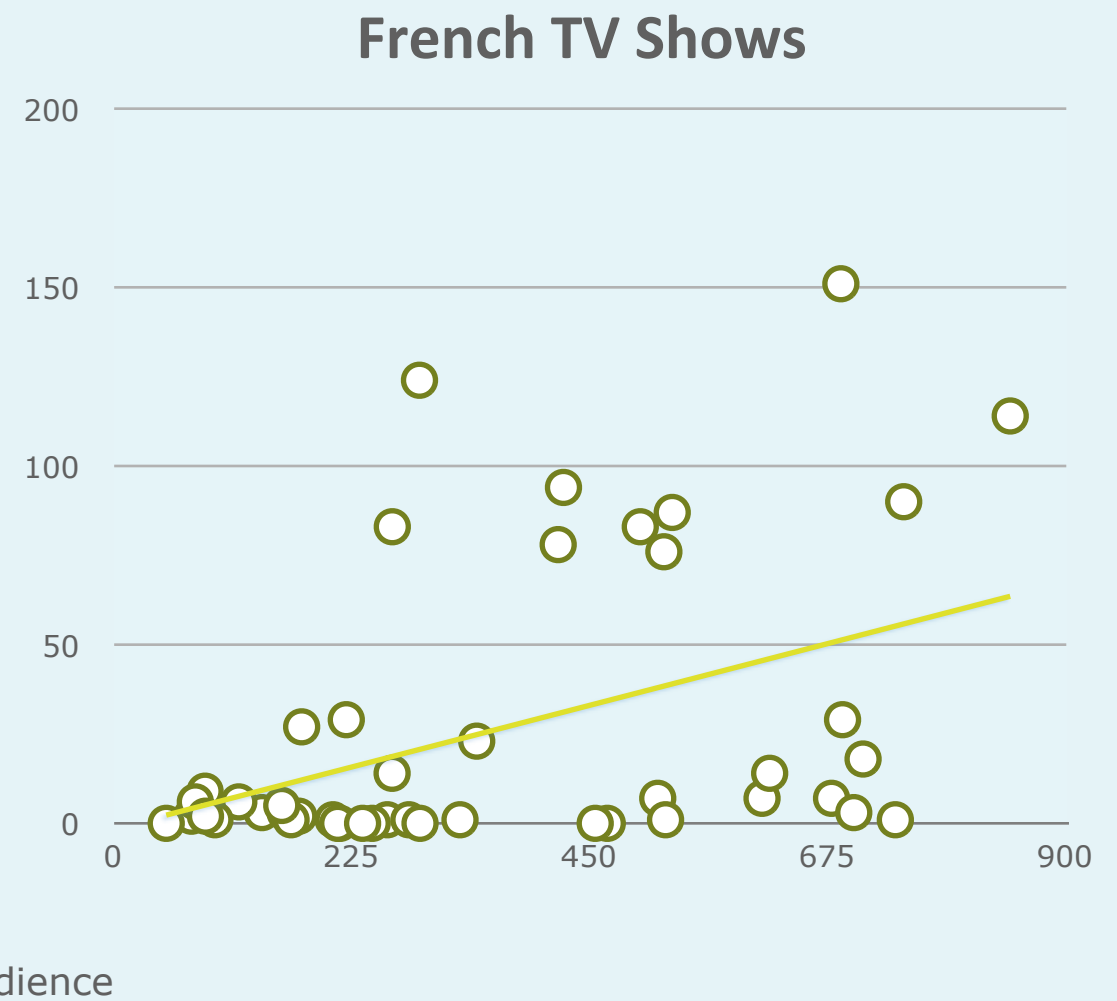
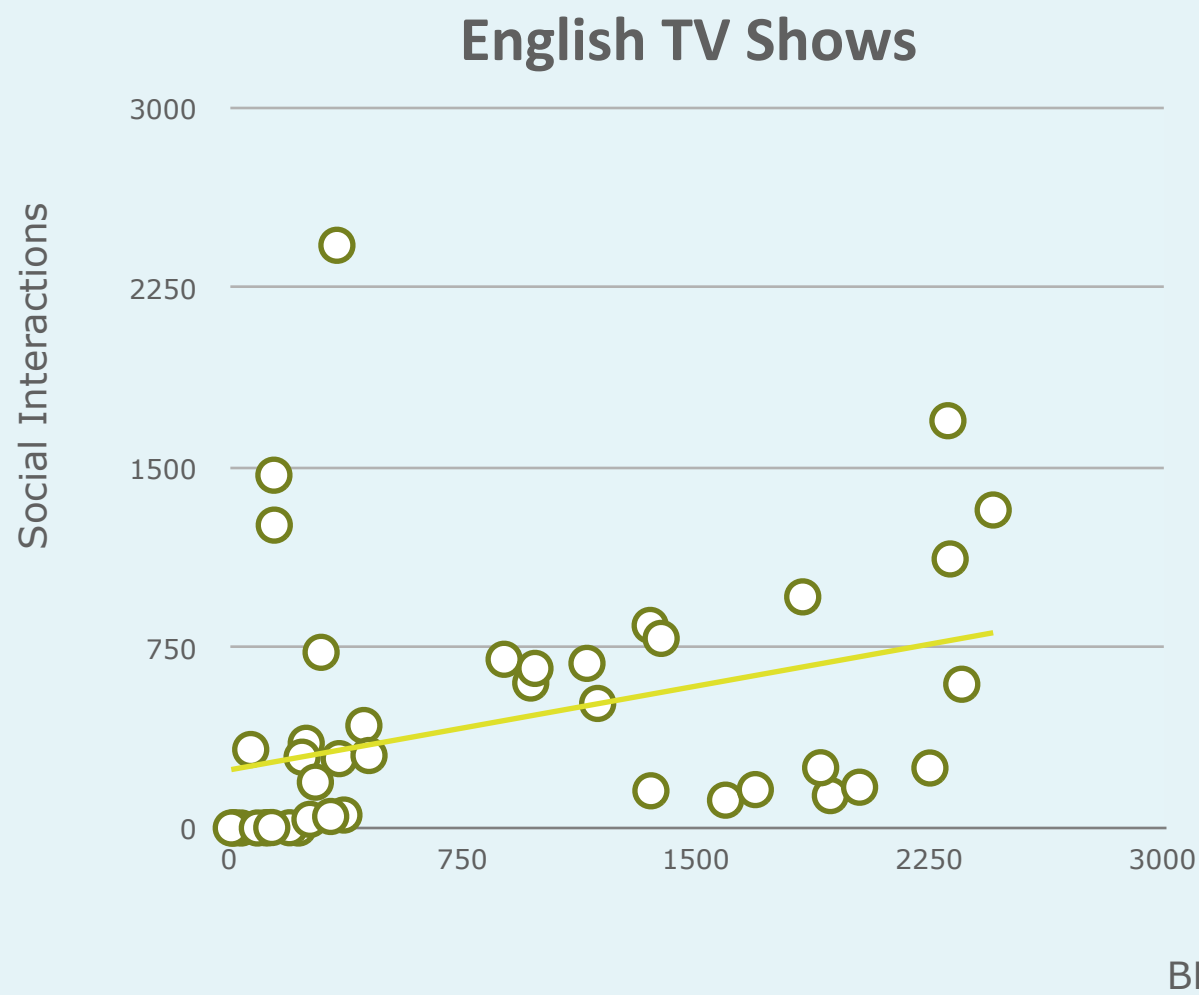
Determine correlation between **social media audience** by Seevibes and **TV viewing** by BBM.

## 2. Influence

Determine whether any **variables** have an influence on the **level of social media engagement**.

# Hypothesis #1

High TV Ratings + Social Media Strategy = High Social TV Audience



# Hypothesis #2

Variables that impact social media activity

## Program Genre

The program genre is strongly correlated with social media activity.

Type of show	Avg. Correlation Index
Variety and performing arts	0.11
Drama	0.10
Children's & Youth	0.01
Documentary	0.00

# Hypothesis #2

Variables that impact social media activity

## Age of the Audience

Based on the two age segments provided by CMF (2/49 and +50), it wasn't possible to identify a correlation

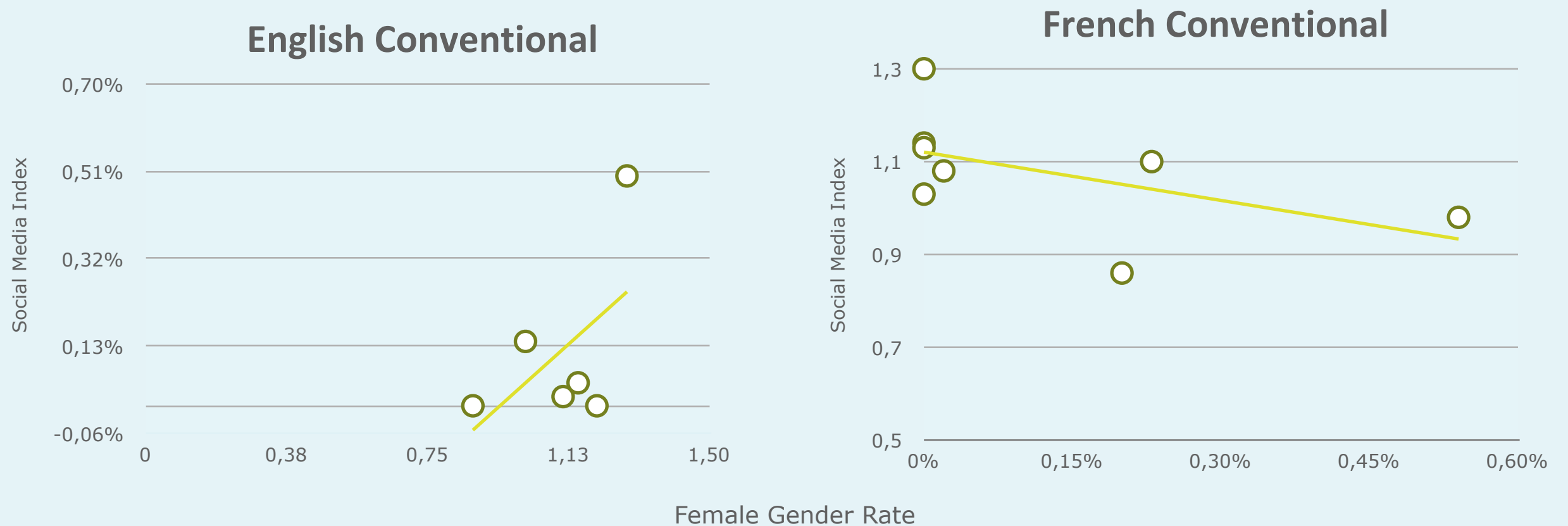
- The sample was too small
- The segments were too large

# Hypothesis #2

## Variables that impact social media activity

### Gender of the Audience

The hypothesis has been validated for the English-language market. For the French-language market, the sample given was too small.



# Recommendations

**This preliminary study found identifiable correlations between TV audience and social media activity.**

**These initial results can help us specify a more thorough study:**

- Larger audience sample
- Better study period (Fall 2012)
- Break audience into more age segments
- Compare with historical BBM data





## TV Ratings for the Social Media Audience

**Laurent Maisonnave**

@zelaurent

@seevibes

(514) 519-5800

laurent@seevibes.com

seevibes.com