







































## Twitter TV Audience Snapshot

Tweets: 2,285,528  
 Uniques: 1,088,599  
 Avg. # of Followers/Unique: 541  
 Twitter TV Programs: 931  
 Avg. # of Tweets/Unique: 2.10












## All Programs Report

RANK	NETWORK(S)	PROGRAM	TYPE	UNIQUES (Share)	FOLLOWERS/ UNIQUE	TWEETS (Share)	TWEETS/ UNIQUE
1	 	NFL Football	Sports event	265,010 (24.34%)	554	510,638 (22.34%)	1.93
2		The Voice	Series	138,222 (12.70%)	452	273,474 (11.97%)	1.98
3	    	How I Met Your Mother	Series	72,896 (6.70%)	346	115,982 (5.07%)	1.59
4		WWE Monday Night RAW	Series	41,573 (3.82%)	715	140,566 (6.15%)	3.38
5		Dancing With the Stars	Series	46,365 (4.26%)	595	83,943 (3.67%)	1.81
6	 	Breaking Bad	Series	48,867 (4.49%)	560	59,677 (2.61%)	1.22
7	 	MLB Baseball	Sports event	35,760 (3.28%)	525	72,729 (3.18%)	2.03
8		Black Ink Crew	Series	30,801 (2.83%)	896	61,476 (2.69%)	2.00
9	  	SportsCenter	Series	31,830 (2.92%)	398	39,639 (1.73%)	1.25
10		Dexter	Series	28,176 (2.59%)	586	38,512 (1.69%)	1.37











## Series Report

RANK	NETWORK(S)	PROGRAM	TYPE	UNIQUES (Share)	FOLLOWERS/ UNIQUE	TWEETS (Share)	TWEETS/ UNIQUE
1		The Voice	Series	138,222 (12.70%)	452	273,474 (11.97%)	1.98
2	    	How I Met Your Mother	Series	72,896 (6.70%)	346	115,982 (5.07%)	1.59
3		WWE Monday Night RAW	Series	41,573 (3.82%)	715	140,566 (6.15%)	3.38
4		Dancing With the Stars	Series	46,365 (4.26%)	595	83,943 (3.67%)	1.81
5	 	Breaking Bad	Series	48,867 (4.49%)	560	59,677 (2.61%)	1.22
6		Black Ink Crew	Series	30,801 (2.83%)	896	61,476 (2.69%)	2.00
7	  	SportsCenter	Series	31,830 (2.92%)	398	39,639 (1.73%)	1.25
8		Dexter	Series	28,176 (2.59%)	586	38,512 (1.69%)	1.37
9	  	Castle	Series	18,370 (1.69%)	462	63,627 (2.78%)	3.46
10		Sleepy Hollow	Series	19,808 (1.82%)	549	40,927 (1.79%)	2.07





















## Primetime Report (Airtime)

RANK	NETWORK(S)	PROGRAM	TYPE	DATE	UNIQUES (Share)	FOLLOWERS/ UNIQUE	TWEETS (Share)	TWEETS/ UNIQUE
1	 	<b>NFL Football (New)</b> Oakland Raiders at Denver Broncos: Peyton Manni...	Sports event	09/23	209,388 (19.23%)	543	379,483 (16.60%)	1.81
2		<b>The Voice (New)</b> The Blind Auditions, Part 1: Vocalists perform ...	Series	09/23	125,505 (11.53%)	439	245,438 (10.74%)	1.96
3		<b>WWE Monday Night RAW (New)</b> New details about the WWE Championship match at...	Series	09/23	34,760 (3.19%)	706	123,815 (5.42%)	3.56
4		<b>Dancing With the Stars (New)</b> The couples perform for the judges; elimination.	Series	09/23	40,878 (3.76%)	566	73,401 (3.21%)	1.80
5		<b>How I Met Your Mother (New)</b> The Locket: Robin and Barney make a startling d...	Series	09/23	29,414 (2.70%)	336	41,011 (1.79%)	1.39
6		<b>Black Ink Crew (New)</b> Premiere: A court visit brings baby mamas toget...	Series	09/23	21,870 (2.01%)	898	44,078 (1.93%)	2.02
7		<b>Sleepy Hollow (New)</b> Blood Moon: A vision from Ichabod's former wife...	Series	09/23	15,266 (1.40%)	534	31,955 (1.40%)	2.09
8		<b>How I Met Your Mother (New)</b> Coming Back: Robin wonders how Barney will reac...	Series	09/23	16,201 (1.49%)	352	21,726 (0.95%)	1.34
9		<b>Castle (New)</b> Valkyrie: Beckett and Castle face the consequen...	Series	09/23	12,711 (1.17%)	457	42,792 (1.87%)	3.37
10		<b>The Blacklist (New)</b> Pilot: One of the most-wanted fugitives in the ...	Series	09/23	14,818 (1.36%)	575	24,447 (1.07%)	1.65

## Episodes Report (Airtime)

RANK	NETWORK(S)	PROGRAM	TYPE	DATE	UNIQUES (Share)	FOLLOWERS/ UNIQUE	TWEETS (Share)	TWEETS/ UNIQUE
1		<b>The Voice (New)</b> The Blind Auditions, Part 1: Vocalists perform ...	Series	09/23	125,505 (11.53%)	439	245,438 (10.74%)	1.96
2		<b>WWE Monday Night RAW (New)</b> New details about the WWE Championship match at...	Series	09/23	34,850 (3.20%)	706	124,087 (5.43%)	3.56
3		<b>Dancing With the Stars (New)</b> The couples perform for the judges; elimination.	Series	09/23	40,878 (3.76%)	566	73,401 (3.21%)	1.80
4		<b>How I Met Your Mother (New)</b> The Locket: Robin and Barney make a startling d...	Series	09/23	29,414 (2.70%)	336	41,011 (1.79%)	1.39
5		<b>Black Ink Crew (New)</b> Premiere: A court visit brings baby mamas toget...	Series	09/23	21,870 (2.01%)	898	44,078 (1.93%)	2.02
6		<b>Sleepy Hollow (New)</b> Blood Moon: A vision from Ichabod's former wife...	Series	09/23	15,266 (1.40%)	534	31,955 (1.40%)	2.09
7		<b>How I Met Your Mother (New)</b> Coming Back: Robin wonders how Barney will reac...	Series	09/23	16,201 (1.49%)	352	21,726 (0.95%)	1.34
8		<b>Castle (New)</b> Valkyrie: Beckett and Castle face the consequen...	Series	09/23	12,712 (1.17%)	457	42,794 (1.87%)	3.37
9		<b>The Blacklist (New)</b> Pilot: One of the most-wanted fugitives in the ...	Series	09/23	14,820 (1.36%)	575	24,449 (1.07%)	1.65
10		<b>Dexter</b> Remember the Monsters?	Series	09/23	9,500 (0.87%)	560	12,211 (0.53%)	1.29

## Sports Events Report











RANK	NETWORK(S)	PROGRAM	TYPE	DATE	UNIQUES (Share)	FOLLOWERS/ UNIQUE	TWEETS (Share)	TWEETS/ UNIQUE
1	 	<b>NFL Football</b> Oakland Raiders at Denver Broncos: Peyton Manni...	Sports event	09/23	265,010 (24.34%)	554	510,638 (22.34%)	1.93
2	 	<b>MLB Baseball</b> Pittsburgh Pirates at Chicago Cubs	Sports event	09/23	35,760 (3.28%)	525	72,729 (3.18%)	2.03
3	 	<b>MLB Baseball</b> Baltimore Orioles at Tampa Bay Rays	Sports event	09/23	17,485 (1.61%)	693	28,878 (1.26%)	1.65
4	  	<b>MLB Baseball</b> New York Mets at Cincinnati Reds	Sports event	09/23	14,999 (1.38%)	460	36,253 (1.59%)	2.42
5	 	<b>MLB Baseball</b> Washington Nationals at St. Louis Cardinals	Sports event	09/23	15,517 (1.43%)	638	23,528 (1.03%)	1.52
6	  	<b>MLB Baseball</b> Houston Astros at Texas Rangers	Sports event	09/23	12,834 (1.18%)	591	19,670 (0.86%)	1.53
7		<b>WNBA Basketball</b> Western Conference Semifinal: Phoenix Mercury a...	Sports event	09/23	11,026 (1.01%)	697	20,346 (0.89%)	1.85
8	 	<b>MLB Baseball</b> Detroit Tigers at Minnesota Twins	Sports event	09/23	11,238 (1.03%)	709	15,491 (0.68%)	1.38
9	 	<b>MLB Baseball</b> Kansas City Royals at Seattle Mariners	Sports event	09/23	9,279 (0.85%)	652	17,954 (0.79%)	1.93
10		<b>NHL Preseason Hockey</b> New York Rangers at Calgary Flames	Sports event	09/23	7,914 (0.73%)	649	11,747 (0.51%)	1.48

Daily TV Rankings Date Range: Monday, Sep. 23, 2013

Free Report

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## Networks Report

RANK	NETWORK	UNIQUES (Share)	FOLLOWERS/ UNIQUE	TWEETS (Share)	TWEETS/ UNIQUE
1		340,915 (31.32%)	521	630,357 (27.58%)	1.85
2		279,677 (25.69%)	543	535,165 (23.42%)	1.91
3		276,721 (25.42%)	553	523,983 (22.93%)	1.89
4		172,684 (15.86%)	514	334,900 (14.65%)	1.94
5		89,761 (8.25%)	410	145,422 (6.36%)	1.62
6		82,597 (7.59%)	587	180,672 (7.91%)	2.19
7		58,485 (5.37%)	350	90,170 (3.95%)	1.54
8		55,146 (5.07%)	361	85,351 (3.73%)	1.55
9		51,737 (4.75%)	344	77,719 (3.40%)	1.50
10		42,654 (3.92%)	706	142,046 (6.22%)	3.33