























Twitter TV Audience Snapshot

Tweets:	17,938,812
Uniques:	4,960,387
Avg. # of Followers/Unique:	597
Twitter TV Programs:	2,752
Avg. # of Tweets/Unique:	3.62
























All Programs Report

RANK	NETWORK(S)	PROGRAM	TYPE	UNIQUES (Share)	FOLLOWERS/ UNIQUE	TWEETS (Share)	TWEETS/ UNIQUE
1	 	Breaking Bad	Series	829,665 (16.73%)	531	1,929,676 (10.76%)	2.33
2	  	NFL Football	Sports event	265,010 (5.34%)	554	510,638 (2.85%)	1.93
3		NFL Football	Sports event	199,318 (4.02%)	643	471,926 (2.63%)	2.37
4		The Voice	Series	202,459 (4.08%)	470	440,426 (2.46%)	2.18
5		NFL Football	Sports event	179,782 (3.62%)	611	348,466 (1.94%)	1.94
6		The X Factor	Series	150,824 (3.04%)	1,028	409,621 (2.28%)	2.72
7	  	SportsCenter	Series	165,105 (3.33%)	386	252,135 (1.41%)	1.53
8		NFL Football	Sports event	147,344 (2.97%)	594	351,192 (1.96%)	2.38
9	  	NFL Football	Sports event	138,723 (2.80%)	618	311,861 (1.74%)	2.25
10	 	Grey's Anatomy	Series	134,300 (2.71%)	365	305,439 (1.70%)	2.27
11		NFL Football	Sports event	131,449 (2.65%)	606	291,252 (1.62%)	2.22
12		NFL Football	Sports event	135,534 (2.73%)	624	246,978 (1.38%)	1.82
13		College Football	Sports event	121,983 (2.46%)	677	257,495 (1.44%)	2.11
14		NFL Football	Sports event	122,513 (2.47%)	641	250,078 (1.39%)	2.04








































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RANK	NETWORK(S)	PROGRAM	TYPE	UNIQUES (Share)	FOLLOWERS/ UNIQUE	TWEETS (Share)	TWEETS/ UNIQUE
15	 	MLB Baseball	Sports event	118,277 (2.38%)	459	227,307 (1.27%)	1.92
16		NFL Football	Sports event	115,892 (2.34%)	612	202,277 (1.13%)	1.75
17	  	Glee	Series	105,976 (2.14%)	582	252,378 (1.41%)	2.38
18	     	How I Met Your Mother	Series	104,784 (2.11%)	365	168,118 (0.94%)	1.60
19	   	Law & Order: Special Victims Unit	Series	93,605 (1.89%)	529	217,301 (1.21%)	2.32
20		Jimmy Kimmel Live	Series	86,494 (1.74%)	717	127,037 (0.71%)	1.47
21		NFL Football	Sports event	74,730 (1.51%)	647	159,401 (0.89%)	2.13
22		Laura	Series	63,851 (1.29%)	570	169,032 (0.94%)	2.65
23		NFL Football	Sports event	64,643 (1.30%)	610	131,052 (0.73%)	2.03
24	 	Criminal Minds	Series	64,964 (1.31%)	451	125,844 (0.70%)	1.94
25		College Football	Sports event	62,605 (1.26%)	669	116,521 (0.65%)	1.86

Series Report

RANK	NETWORK(S)	PROGRAM	TYPE	UNIQUES (Share)	FOLLOWERS/ UNIQUE	TWEETS (Share)	TWEETS/ UNIQUE
1	 	Breaking Bad	Series	829,665 (16.73%)	531	1,929,676 (10.76%)	2.33
2		The Voice	Series	202,459 (4.08%)	470	440,426 (2.46%)	2.18
3		The X Factor	Series	150,824 (3.04%)	1,028	409,621 (2.28%)	2.72
4	  	SportsCenter	Series	165,105 (3.33%)	386	252,135 (1.41%)	1.53
5	 	Grey's Anatomy	Series	134,300 (2.71%)	365	305,439 (1.70%)	2.27
6	  	Glee	Series	105,976 (2.14%)	582	252,378 (1.41%)	2.38
7	     	How I Met Your Mother	Series	104,784 (2.11%)	365	168,118 (0.94%)	1.60
8	   	Law & Order: Special Victims Unit	Series	93,605 (1.89%)	529	217,301 (1.21%)	2.32
9		Jimmy Kimmel Live	Series	86,494 (1.74%)	717	127,037 (0.71%)	1.47
10	 	Laura	Series	63,851 (1.29%)	570	169,032 (0.94%)	2.65
11	  	Criminal Minds	Series	64,964 (1.31%)	451	125,844 (0.70%)	1.94
12	  	Saturday Night Live	Series	62,418 (1.26%)	742	109,778 (0.61%)	1.76
13	 <small>COMEDY TELEVISION</small>	South Park	Series	61,594 (1.24%)	485	90,125 (0.50%)	1.46
14		Marvel's Agents of S.H.I.E.L.D.	Series	57,537 (1.16%)	569	125,790 (0.70%)	2.19
15		Once Upon a Time	Series	50,036 (1.01%)	397	136,627 (0.76%)	2.73
16	    	The Big Bang Theory	Series	55,645 (1.12%)	418	84,240 (0.47%)	1.51

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RANK	NETWORK(S)	PROGRAM	TYPE	UNIQUES (Share)	FOLLOWERS/ UNIQUE	TWEETS (Share)	TWEETS/ UNIQUE
17	 	Dexter	Series	52,456 (1.06%)	583	73,052 (0.41%)	1.39
18	 	WWE Monday Night RAW	Series	43,048 (0.87%)	714	143,484 (0.80%)	3.33
19		Dancing With the Stars	Series	46,365 (0.93%)	595	83,943 (0.47%)	1.81
20	   	Family Guy	Series	45,864 (0.92%)	662	55,331 (0.31%)	1.21
21	 	Catfish: The TV Show	Series	42,477 (0.86%)	814	66,617 (0.37%)	1.57
22	   	Modern Family	Series	39,814 (0.80%)	546	55,275 (0.31%)	1.39
23		Black Ink Crew	Series	37,318 (0.75%)	895	71,342 (0.40%)	1.91
24	 	NCIS	Series	28,717 (0.58%)	390	94,923 (0.53%)	3.31
25		Sons of Anarchy	Series	32,374 (0.65%)	466	53,778 (0.30%)	1.66

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Primetime Report (Airtime)

RANK	NETWORK(S)	PROGRAM	TYPE	DATE	UNIQUES (Share)	FOLLOWERS/ UNIQUE	TWEETS (Share)	TWEETS/ UNIQUE
1		Breaking Bad (New) Felina: The story concludes.	Series	09/29	265,746 (5.36%)	490	449,678 (2.51%)	1.69
2	 	NFL Football (New) Oakland Raiders at Denver Broncos: Peyton Manni...	Sports event	09/23	209,388 (4.22%)	543	379,483 (2.12%)	1.81
3		NFL Football (New) New England Patriots at Atlanta Falcons: Tom Br...	Sports event	09/29	126,441 (2.55%)	645	266,515 (1.49%)	2.11
4		The Voice (New) The Blind Auditions, Part 1: Vocalists perform ...	Series	09/23	125,505 (2.53%)	439	245,438 (1.37%)	1.96
5	 	NFL Football (New) San Francisco 49ers at St. Louis Rams	Sports event	09/26	100,441 (2.02%)	615	210,044 (1.17%)	2.09
6		The X Factor (New) Auditions No. 5: Hopefuls perform for the judges.	Series	09/25	93,431 (1.88%)	999	222,404 (1.24%)	2.38
7		Grey's Anatomy (New) Seal Our Fate; I Want You With Me: Following th...	Series	09/26	78,773 (1.59%)	368	177,639 (0.99%)	2.26
8		The Voice (New) The Blind Auditions, Part 2: As blind auditions...	Series	09/24	75,956 (1.53%)	485	147,020 (0.82%)	1.94
9		Glee (New) Love, Love, Love: The glee club performs The Be...	Series	09/26	68,881 (1.39%)	559	151,730 (0.85%)	2.20
10		Law & Order: Special Victims Unit (New) Surrender Benson; Imprisoned Lives: The SVU squ...	Series	09/25	54,907 (1.11%)	525	126,906 (0.71%)	2.31
11		The X Factor (New) Judges' Deliberations: Top 40 Revealed: The jud...	Series	09/26	50,955 (1.03%)	1,140	121,698 (0.68%)	2.39
12		College Football (New) Wisconsin at Ohio State	Sports event	09/28	45,641 (0.92%)	605	78,209 (0.44%)	1.71
13		Marvel's Agents of S.H.I.E.L.D. (New) Pilot: As the world comes to grips with the exi...	Series	09/24	40,700 (0.82%)	547	90,370 (0.50%)	2.22
14		WWE Monday Night RAW (New) New details about the WWE Championship match at...	Series	09/23	34,760 (0.70%)	706	123,815 (0.69%)	3.56
15		Dancing With the Stars (New) The couples perform for the judges; elimination.	Series	09/23	40,878 (0.82%)	566	73,401 (0.41%)	1.80
16		Hocus Pocus After moving to Salem, Mass., teenager Max Denn...	Feature Film	09/27	42,654 (0.86%)	462	49,659 (0.28%)	1.16
17	 	SEC Storied (New) The Book of Manning: Exploring the personal and...	Special	09/24	39,221 (0.79%)	491	55,608 (0.31%)	1.42
18		Once Upon a Time (New) Heart of the Truest Believer: Unfriendly mermai...	Series	09/29	33,561 (0.68%)	391	89,464 (0.50%)	2.67





















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RANK	NETWORK(S)	PROGRAM	TYPE	DATE	UNIQUES (Share)	FOLLOWERS/ UNIQUE	TWEETS (Share)	TWEETS/ UNIQUE
19		Criminal Minds (New) The Inspiration: The team tracks an increasingl...	Series	09/25	30,802 (0.62%)	348	68,280 (0.38%)	2.22
20		Saturday Night Live (New) Host Tina Fey; Arcade Fire performs.	Series	09/28	31,635 (0.64%)	617	60,137 (0.34%)	1.90
21		Once Upon a Time (New) Journey to Neverland: A series recap includes M...	Series	09/29	25,480 (0.51%)	382	67,734 (0.38%)	2.66
22		How I Met Your Mother (New) The Locket: Robin and Barney make a startling d...	Series	09/23	29,414 (0.59%)	336	41,011 (0.23%)	1.39
23		Talking Bad (New) Guests discuss the episode "Felina."	Series	09/29	25,900 (0.52%)	541	31,910 (0.18%)	1.23
24		NCIS (New) Whiskey Tango Foxtrot: An explosion at an event...	Series	09/24	19,580 (0.39%)	263	70,325 (0.39%)	3.59
25	 	MLB Baseball (New) Tampa Bay Rays at New York Yankees	Sports event	09/26	24,083 (0.49%)	496	37,654 (0.21%)	1.56







Episodes Report (Airtime)

RANK	NETWORK(S)	PROGRAM	TYPE	DATE	UNIQUES (Share)	FOLLOWERS/ UNIQUE	TWEETS (Share)	TWEETS/ UNIQUE
1		Breaking Bad (New) Felina: The story concludes.	Series	09/29	269,095 (5.42%)	490	454,510 (2.53%)	1.69
2		The Voice (New) The Blind Auditions, Part 1: Vocalists perform ...	Series	09/23	125,505 (2.53%)	439	245,438 (1.37%)	1.96
3		The X Factor (New) Auditions No. 5: Hopefuls perform for the judges.	Series	09/25	93,431 (1.88%)	999	222,404 (1.24%)	2.38
4		Grey's Anatomy (New) Seal Our Fate; I Want You With Me: Following th...	Series	09/26	78,773 (1.59%)	368	177,641 (0.99%)	2.26
5		The Voice (New) The Blind Auditions, Part 2: As blind auditions...	Series	09/24	75,956 (1.53%)	485	147,020 (0.82%)	1.94
6		Glee (New) Love, Love, Love: The glee club performs The Be...	Series	09/26	68,881 (1.39%)	559	151,730 (0.85%)	2.20
7		Law & Order: Special Victims Unit (New) Surrender Benson; Imprisoned Lives: The SVU squ...	Series	09/25	54,907 (1.11%)	525	126,906 (0.71%)	2.31
8		The X Factor (New) Judges' Deliberations: Top 40 Revealed: The jud...	Series	09/26	50,955 (1.03%)	1,140	121,698 (0.68%)	2.39
9		Hocus Pocus After moving to Salem, Mass., teenager Max Denn...	Feature Film	09/27	58,396 (1.18%)	451	67,950 (0.38%)	1.16
10		Marvel's Agents of S.H.I.E.L.D. (New) Pilot: As the world comes to grips with the exi...	Series	09/24	40,700 (0.82%)	547	90,370 (0.50%)	2.22
11		WWE Monday Night RAW (New) New details about the WWE Championship match at...	Series	09/23	34,850 (0.70%)	706	124,087 (0.69%)	3.56
12		Dancing With the Stars (New) The couples perform for the judges; elimination.	Series	09/23	40,878 (0.82%)	566	73,401 (0.41%)	1.80
13	 	SEC Storied (New) The Book of Manning: Exploring the personal and...	Special	09/24	39,238 (0.79%)	491	55,630 (0.31%)	1.42
14		Once Upon a Time (New) Heart of the Truest Believer: Unfriendly mermai...	Series	09/29	33,561 (0.68%)	391	89,464 (0.50%)	2.67
15		Saturday Night Live (New) Host Tina Fey; Arcade Fire performs.	Series	09/28	36,275 (0.73%)	628	67,978 (0.38%)	1.87
16		Once Upon a Time (New) Journey to Neverland: A series recap includes M...	Series	09/29	31,724 (0.64%)	382	84,211 (0.47%)	2.65
17		Miss World 2013 (New) Women from all over the globe compete for the C...	Special	09/28	34,308 (0.69%)	692	60,290 (0.34%)	1.76
18		Criminal Minds (New) The Inspiration: The team tracks an increasingl...	Series	09/25	30,802 (0.62%)	348	68,280 (0.38%)	2.22
19		How I Met Your Mother (New) The Locket: Robin and Barney make a startling d...	Series	09/23	29,414 (0.59%)	336	41,011 (0.23%)	1.39

























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20		Talking Bad (New) Guests discuss the episode "Felina."	Series	09/29	26,410 (0.53%)	541	32,554 (0.18%)	1.23
21		Black Ink Crew (New) Premiere: A court visit brings baby mamas toget...	Series	09/23	23,550 (0.47%)	897	46,337 (0.26%)	1.97
22		NCIS (New) Whiskey Tango Foxtrot: An explosion at an event...	Series	09/24	19,580 (0.39%)	263	70,325 (0.39%)	3.59
23		Catfish: The TV Show (New) Nick and Melissa fell in love in a chat room si...	Series	09/24	19,956 (0.40%)	884	36,682 (0.20%)	1.84
24		Revenge (New) Fear: Emily's quest for revenge is renewed; the...	Series	09/29	16,835 (0.34%)	595	39,168 (0.22%)	2.33
25		Sons of Anarchy (New) Poenitentia: Jax secures a new alliance for the...	Series	09/24	18,096 (0.36%)	457	30,183 (0.17%)	1.67







Sports Events Report

RANK	NETWORK(S)	PROGRAM	TYPE	DATE	UNIQUES (Share)	FOLLOWERS/ UNIQUE	TWEETS (Share)	TWEETS/ UNIQUE
1	 	NFL Football Oakland Raiders at Denver Broncos: Peyton Mani...	Sports event	09/23	265,010 (5.34%)	554	510,638 (2.85%)	1.93
2		NFL Football New England Patriots at Atlanta Falcons: Tom Br...	Sports event	09/29	199,318 (4.02%)	643	471,926 (2.63%)	2.37
3		NFL Football Philadelphia Eagles at Denver Broncos	Sports event	09/29	179,782 (3.62%)	611	348,466 (1.94%)	1.94
4		NFL Football Seattle Seahawks at Houston Texans	Sports event	09/29	147,344 (2.97%)	594	351,192 (1.96%)	2.38
5	 	NFL Football San Francisco 49ers at St. Louis Rams	Sports event	09/26	138,723 (2.80%)	618	311,861 (1.74%)	2.25
6		NFL Football Dallas Cowboys at San Diego Chargers	Sports event	09/29	131,449 (2.65%)	606	291,252 (1.62%)	2.22
7		NFL Football New York Giants at Kansas City Chiefs	Sports event	09/29	135,534 (2.73%)	624	246,978 (1.38%)	1.82
8		College Football LSU at Georgia	Sports event	09/28	121,983 (2.46%)	677	257,495 (1.44%)	2.11
9		NFL Football Chicago Bears at Detroit Lions	Sports event	09/29	122,513 (2.47%)	641	250,078 (1.39%)	2.04
10	 	MLB Baseball Tampa Bay Rays at New York Yankees	Sports event	09/26	118,277 (2.38%)	459	227,307 (1.27%)	1.92
11		NFL Football Pittsburgh Steelers at Minnesota Vikings: From ...	Sports event	09/29	115,892 (2.34%)	612	202,277 (1.13%)	1.75
12		NFL Football Washington Redskins at Oakland Raiders	Sports event	09/29	74,730 (1.51%)	647	159,401 (0.89%)	2.13
13		NFL Football Baltimore Ravens at Buffalo Bills	Sports event	09/29	64,643 (1.30%)	610	131,052 (0.73%)	2.03
14		College Football Mississippi at Alabama	Sports event	09/28	62,605 (1.26%)	669	116,521 (0.65%)	1.86
15		College Football Wisconsin at Ohio State	Sports event	09/28	61,184 (1.23%)	596	110,284 (0.61%)	1.80
16		NFL Football Cincinnati Bengals at Cleveland Browns	Sports event	09/29	59,801 (1.21%)	564	106,571 (0.59%)	1.78
17		Spanish Primera Division Soccer Real Madrid CF vs. Club Atletico de Madrid	Sports event	09/28	51,479 (1.04%)	650	142,671 (0.80%)	2.77
18		NFL Football New York Jets at Tennessee Titans	Sports event	09/29	53,703 (1.08%)	669	103,084 (0.57%)	1.92
19		NFL Football Indianapolis Colts at Jacksonville Jaguars	Sports event	09/29	47,965 (0.97%)	627	80,860 (0.45%)	1.69
20	 	MLB Baseball Tampa Bay Rays at New York Yankees	Sports event	09/25	47,502 (0.96%)	586	70,930 (0.40%)	1.49

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21		NFL Football Arizona Cardinals at Tampa Bay Buccaneers	Sports event	09/29	41,321 (0.83%)	737	75,304 (0.42%)	1.82
22		English League Cup Soccer Manchester United FC vs. Liverpool FC	Sports event	09/25	35,833 (0.72%)	750	83,984 (0.47%)	2.34
23	 	MLB Baseball Pittsburgh Pirates at Chicago Cubs	Sports event	09/23	35,760 (0.72%)	525	72,729 (0.41%)	2.03
24		College Football Texas A&M at Arkansas	Sports event	09/28	36,471 (0.74%)	654	59,043 (0.33%)	1.62
25		College Football South Carolina at Central Florida	Sports event	09/28	34,325 (0.69%)	765	68,728 (0.38%)	2.00

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Networks Report

RANK	NETWORK	UNIQUES (Share)	FOLLOWERS/ UNIQUE	TWEETS (Share)	TWEETS/ UNIQUE
1		1,061,558 (21.40%)	660	2,756,639 (15.37%)	2.60
2		837,355 (16.88%)	531	1,955,866 (10.90%)	2.34
3		714,056 (14.40%)	602	1,642,465 (9.16%)	2.30
4		696,075 (14.03%)	570	1,635,367 (9.12%)	2.35
5		650,554 (13.11%)	551	1,470,326 (8.20%)	2.26
6		594,658 (11.99%)	555	1,199,739 (6.69%)	2.02
7		574,302 (11.58%)	571	1,238,731 (6.91%)	2.16
8		430,458 (8.68%)	546	817,672 (4.56%)	1.90
9		216,792 (4.37%)	626	371,563 (2.07%)	1.71
10		208,498 (4.20%)	417	318,783 (1.78%)	1.53
11		192,034 (3.87%)	558	408,081 (2.27%)	2.13
12		189,944 (3.83%)	542	405,360 (2.26%)	2.13
13		175,542 (3.54%)	561	454,885 (2.54%)	2.59
14		169,640 (3.42%)	406	260,919 (1.45%)	1.54
15		145,687 (2.94%)	619	325,058 (1.81%)	2.23
16		146,904 (2.96%)	494	217,448 (1.21%)	1.48
17		128,790 (2.60%)	721	401,150 (2.24%)	3.11
18		136,339 (2.75%)	507	196,806 (1.10%)	1.44
19		119,991 (2.42%)	508	321,671 (1.79%)	2.68
20		112,527 (2.27%)	731	381,609 (2.13%)	3.39
21		129,603 (2.61%)	416	194,809 (1.09%)	1.50
22		119,598 (2.41%)	584	257,830 (1.44%)	2.16
23		124,461 (2.51%)	611	190,086 (1.06%)	1.53

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RANK	NETWORK	UNIQUES (Share)	FOLLOWERS/ UNIQUE	TWEETS (Share)	TWEETS/ UNIQUE
24		120,645 (2.43%)	599	229,368 (1.28%)	1.90
25		110,564 (2.23%)	660	177,855 (0.99%)	1.61