


























## Twitter TV Audience Snapshot

Tweets: 1,259,182  
 Uniques: 702,790  
 Avg. # of Followers/Unique: 605  
 Twitter TV Programs: 974  
 Avg. # of Tweets/Unique: 1.79










## All Programs Report

RANK	NETWORK(S)	PROGRAM	TYPE	UNIQUES (Share)	FOLLOWERS/ UNIQUE	TWEETS (Share)	TWEETS/ UNIQUE
1	 <small>FS DETROIT NESN</small>	MLB Baseball	Sports event	51,461 (7.32%)	491	89,167 (7.08%)	1.73
2		Duck Dynasty	Series	52,225 (7.43%)	322	73,486 (5.84%)	1.41
3		Big Brother	Series	27,291 (3.88%)	631	62,502 (4.96%)	2.29
4	 <small>FS CAROLINAS FS INDIANA FS MIDWEST FS OHIO FS TENNESSEE</small>	MLB Baseball	Sports event	25,729 (3.66%)	488	60,811 (4.83%)	2.36
5	 <small>CSN CHICAGO</small>	MLB Baseball	Sports event	19,751 (2.81%)	715	30,820 (2.45%)	1.56
6		2013 U.S. Open Tennis	Sports event	18,901 (2.69%)	824	32,275 (2.56%)	1.71
7		America's Got Talent	Series	15,911 (2.26%)	471	28,428 (2.26%)	1.79
8	 <small>W O X</small>	Futurama	Series	16,185 (2.30%)	451	22,798 (1.81%)	1.41
9	 <small>FS HOUSTON FOX NEW ORLEANS FOX SOUTHWEST FS OKLAHOMA</small>	MLB Baseball	Sports event	12,832 (1.83%)	668	21,785 (1.73%)	1.70
10	 <small>ESPN 2 ESPN NEWS</small>	SportsCenter	Series	13,169 (1.87%)	411	15,393 (1.22%)	1.17











## Series Report

RANK	NETWORK(S)	PROGRAM	TYPE	UNIQUES (Share)	FOLLOWERS/ UNIQUE	TWEETS (Share)	TWEETS/ UNIQUE
1		Duck Dynasty	Series	52,225 (7.43%)	322	73,486 (5.84%)	1.41
2		Big Brother	Series	27,291 (3.88%)	631	62,502 (4.96%)	2.29
3		America's Got Talent	Series	15,911 (2.26%)	471	28,428 (2.26%)	1.79
4	 	Futurama	Series	16,185 (2.30%)	451	22,798 (1.81%)	1.41
5	 	SportsCenter	Series	13,169 (1.87%)	411	15,393 (1.22%)	1.17
6		MasterChef	Series	11,107 (1.58%)	506	21,600 (1.72%)	1.94
7		Here Comes Honey Boo Boo	Series	11,774 (1.68%)	406	15,250 (1.21%)	1.30
8	   	It's Always Sunny in Philadelphia	Series	11,330 (1.61%)	408	14,814 (1.18%)	1.31
9		The League	Series	10,691 (1.52%)	381	14,234 (1.13%)	1.33
10		The Challenge: Rivals II	Series	9,299 (1.32%)	632	16,262 (1.29%)	1.75



















## Primetime Report (Airtime)

RANK	NETWORK(S)	PROGRAM	TYPE	DATE	UNIQUES (Share)	FOLLOWERS/ UNIQUE	TWEETS (Share)	TWEETS/ UNIQUE
1		<b>Duck Dynasty</b> (New) A-Jase-ent Living: Jase and the children stay w...	Series	09/04	22,349 (3.18%)	309	30,805 (2.45%)	1.38
2	 <small>PS DETROIT NESN</small>	<b>MLB Baseball</b> (New) Detroit Tigers at Boston Red Sox	Sports event	09/04	20,313 (2.89%)	478	33,346 (2.65%)	1.64
3		<b>Big Brother</b> (New) Contestants compete in the veto competition.	Series	09/04	19,078 (2.71%)	580	40,860 (3.24%)	2.14
4		<b>America's Got Talent</b> (New) Six acts advance to the next round; Fall Out Bo...	Series	09/04	10,791 (1.54%)	435	18,875 (1.50%)	1.75
5		<b>America's Got Talent</b> (New) Performance recap.	Series	09/04	10,624 (1.51%)	464	18,317 (1.45%)	1.72
6		<b>MasterChef</b> (New) Top 4 Compete; Top 3 Compete: The cooks split i...	Series	09/04	9,495 (1.35%)	506	18,924 (1.50%)	1.99
7		<b>2013 U.S. Open Tennis</b> (New) Men's and Women's Quarterfinals: From the USTA ...	Sports event	09/04	9,694 (1.38%)	797	15,314 (1.22%)	1.58
8	 <small>SPEED</small>	<b>UFC Fight Night</b> (New) Glover Teixeira vs. Ryan Bader: Ali Bagautinov ...	Sports event	09/04	6,482 (0.92%)	818	12,816 (1.02%)	1.98
9	 <small>CSN CHICAGO</small>	<b>MLB Baseball</b> (New) Chicago White Sox at New York Yankees	Sports event	09/04	6,840 (0.97%)	712	10,185 (0.81%)	1.49
10	 <small>FOX SPEED</small>	<b>The Ultimate Fighter</b> (New) Team Rousey vs. Team Tate: History in the Making	Series	09/04	6,222 (0.89%)	684	12,439 (0.99%)	2.00











## Episodes Report (Airtime)

RANK	NETWORK(S)	PROGRAM	TYPE	DATE	UNIQUES (Share)	FOLLOWERS/ UNIQUE	TWEETS (Share)	TWEETS/ UNIQUE
1		<b>Duck Dynasty</b> (New) A-Jase-ent Living: Jase and the children stay w...	Series	09/04	22,349 (3.18%)	309	30,805 (2.45%)	1.38
2		<b>Big Brother</b> (New) Contestants compete in the veto competition.	Series	09/04	19,078 (2.71%)	580	40,860 (3.24%)	2.14
3		<b>America's Got Talent</b> (New) Six acts advance to the next round; Fall Out Bo...	Series	09/04	10,791 (1.54%)	435	18,875 (1.50%)	1.75
4		<b>America's Got Talent</b> (New) Performance recap.	Series	09/04	10,624 (1.51%)	464	18,317 (1.45%)	1.72
5		<b>MasterChef</b> (New) Top 4 Compete; Top 3 Compete: The cooks split i...	Series	09/04	9,495 (1.35%)	506	18,924 (1.50%)	1.99
6		<b>8 Mile</b> The people of Detroit know 8 Mile as the city l...	Feature Film	09/04	9,171 (1.30%)	524	10,402 (0.83%)	1.13
7		<b>The Ultimate Fighter</b> (New) Team Rousey vs. Team Tate: History in the Making	Series	09/04	6,437 (0.92%)	693	12,829 (1.02%)	1.99
8		<b>The Challenge: Rivals II</b> (New) Diemnesia: CT and Diem's romance ignites; the f...	Series	09/04	5,857 (0.83%)	628	10,183 (0.81%)	1.74
9		<b>R&amp;B Divas LA</b> (New) Reunion: The R&B Divas of LA reunite to talk in...	Series	09/04	4,829 (0.69%)	1,020	17,275 (1.37%)	3.58
10		<b>Good Morning America</b> (New) "Dancing With the Stars" cast announcement; the...	Series	09/04	5,189 (0.74%)	765	6,964 (0.55%)	1.34

## Sports Events Report

RANK	NETWORK(S)	PROGRAM	TYPE	DATE	UNIQUES (Share)	FOLLOWERS/ UNIQUE	TWEETS (Share)	TWEETS/ UNIQUE
1	 <small>THE WORLDWIDE LEADER IN SPORTS</small>  	<b>MLB Baseball</b> Detroit Tigers at Boston Red Sox	Sports event	09/04	51,461 (7.32%)	491	89,167 (7.08%)	1.73
2	  	<b>MLB Baseball</b> St. Louis Cardinals at Cincinnati Reds	Sports event	09/04	25,729 (3.66%)	488	60,811 (4.83%)	2.36
3	  	<b>MLB Baseball</b> Chicago White Sox at New York Yankees	Sports event	09/04	19,751 (2.81%)	715	30,820 (2.45%)	1.56
4		<b>2013 U.S. Open Tennis</b> Men's and Women's Quarterfinals: From the USTA ...	Sports event	09/04	18,901 (2.69%)	824	32,275 (2.56%)	1.71
5	  	<b>MLB Baseball</b> Texas Rangers at Oakland Athletics	Sports event	09/04	12,832 (1.83%)	668	21,785 (1.73%)	1.70
6	  	<b>MLB Baseball</b> Pittsburgh Pirates at Milwaukee Brewers	Sports event	09/04	12,650 (1.80%)	711	18,736 (1.49%)	1.48
7		<b>MLB Baseball</b> Los Angeles Dodgers at Colorado Rockies	Sports event	09/04	11,847 (1.69%)	607	24,095 (1.91%)	2.03
8	  	<b>UFC Fight Night</b> Glover Teixeira vs. Ryan Bader: Ali Bagautinov ...	Sports event	09/04	10,375 (1.48%)	903	22,014 (1.75%)	2.12
9	  	<b>MLB Baseball</b> San Francisco Giants at San Diego Padres	Sports event	09/04	9,976 (1.42%)	709	15,833 (1.26%)	1.59
10	  	<b>MLB Baseball</b> Baltimore Orioles at Cleveland Indians	Sports event	09/04	9,481 (1.35%)	648	14,479 (1.15%)	1.53

## Networks Report

RANK	NETWORK	UNIQUES (Share)	FOLLOWERS/ UNIQUE	TWEETS (Share)	TWEETS/ UNIQUE
1	 <b>ESPN</b> <small>THE WORLDWIDE LEADER IN SPORTS</small>	64,249 (9.14%)	510	108,114 (8.59%)	1.68
2	 <b>A&amp;E</b>	57,180 (8.14%)	333	80,434 (6.39%)	1.41
3	 <b>FSDETROIT</b>	51,492 (7.33%)	491	89,205 (7.08%)	1.73
4	 <b>NESN</b>	51,461 (7.32%)	491	89,169 (7.08%)	1.73
5	 <b>CBS</b>	40,073 (5.70%)	644	82,554 (6.56%)	2.06
6	 <b>ESPN 2</b>	39,685 (5.65%)	738	62,121 (4.93%)	1.57
7	 <b>NBC</b>	33,203 (4.72%)	633	53,877 (4.28%)	1.62
8	 <b>FOX</b>	33,527 (4.77%)	629	47,970 (3.81%)	1.43
9	 <b>COMEDY CENTRAL</b>	32,149 (4.57%)	502	42,927 (3.41%)	1.34
10	 <b>ROOT SPORTS</b>	29,497 (4.20%)	666	51,133 (4.06%)	1.73