VIDEO CONTENT ACCOUNTS FOR 75% OF NIGHTTIME TRENDING TWITTER TOPICS

*New VAB Custom Study, #AloneTogether: Culture in the Time of COVID-19, Examines
Online Conversations During the Pandemic*

NEW YORK – June 16, 2020 – Three out of four (75%) of the top 10 trending topics on Twitter at night were related to people watching video content during the early weeks of the pandemic, according to a newly released VAB custom study, **#AloneTogether: Culture in the Time of COVID-19***.*

#AloneTogether examines real-time social media conversations and uncovers what people have been talking about online *during the pandemic's time of physical* *and emotional isolation. VAB conducted its study March 16 to April 26, 2020, to explore the cultural pulse of the country while people were confined to their homes nationwide.*

"O*ur #AloneTogether study can help marketers understand what type of content people of different ages and life stages are passionate about and how best to reach and engage them across video platforms,*" *said* VAB's Jason Wiese, senior vice president, director of strategic insights. "Real*-time social platforms like Twitter act as a mirror reflecting the topics and interests of importance to our society, especially during this unusual time of home isolation. That knowledge of what content is getting people talking is critical for brands looking to connect with* engaged, attentive consumers."

Video Programming Content Gets People Talking on Twitter

- *Programming content from over 59 different video platforms and networks trended in the top 10 during the six-week analysis (page 13).*
- *More than 140 individual pieces of video content trended, indicating the appeal of video – and premium video specifically - across people of different ages, life stages and interests (page 14).*
- *At least one video-related topic trended each day of the six-week analysis, covering a variety of genres including scripted dramas, reality TV, live news specials and sports-related updates, among others (page 14).*

Ad-Supported TV, in Particular, Gets People Talking on Twitter

- *Ad-supported TV content accounted for over half (54%) of the total topics in the Twitter top 10 at night (page 20), compared to topics related to subscription service Netflix (1%) and topics on Instagram (8%).*
- *Ad-supported TV accounted for 72% of total video-related trending topics (page 20).*
- *Additionally, ad-supported TV programming accounted for over half of the top trending topics on five out of seven nights (page 26).*

Entertainment, Sports and News Programming Among Top Trending Topics

- *Filling the void created by the absence of live sports on TV, entertainment content made up over three-fourths (78%) of ad-supported TV programs trending in the top 10 on Twitter and nearly two-thirds (64%) of total ad-supported TV topics (page 23).*
- Even though there weren't live sports being played, people *were inspired to talk about sports* programming throughout the study's six-*week period providing opportunities for marketers to connect with passionate fans (page 30).*
  - *The 2020 NFL draft, as well as The Last Dance documentary chronicling Michael Jordan's last championship season with the Chicago Bulls, were among the number one top trending Twitter topics.*

Ad-supported TV programming specials, including live music performances, late night fundraisers and televised town halls, also were top trending Twitter topics. The following programs all trended in the number one spot on Twitter the night each aired (page 28).

- *March 29 – Fox's iHeart Living Room Concert music event provided entertainment relief and support for Americans to help fight the spread of COVID-19*
- *March 30 – CBS' Homefest: James Cordon's Late, Late Show special raised money for charity organizations including the CDC Foundation and Feeding America*
- *April 2 – The CNN Town Hall hosted by Anderson Cooper and Dr. Sanjay Gupta reported information and updates related to the coronavirus pandemic and also featured conversations with White House coronavirus task force member Dr. Anthony Fauci and New York Gov. Andrew Cuomo, among others*

Methodology *(page 9)*

VAB analyzed the top 10 trending Twitter topics each night from March 16 to April 26, 2020, during two time periods. Since trending topics are ever-changing, monitoring was conducted nightly to capture what people were talking about online throughout the evening at 9:30pm and 11:00pm EDT. The geography reflects United States-based Twitter Top 10 trending data. Trending topics based on video content includes two types which have been aggregated within VAB's analysis:

- **Direct:** specific 'official' hashtags of entertainment shows, sports conten*t or news programming*

- **Related:** *topics associated with specific video programming including athletes (e.g. football players being selected in the 2020 NFL draft), show characters, celebrity personalities and specific video platform-related news references*

About VAB

VAB *is an insights-driven organization that inspires marketers to reimagine their media strategies resulting in smarter, more educated decisions. VAB develops unique market insights and answers questions from a* marketer's perspective, tackling the toughest is*sues with fresh thinking and supporting data.*

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