



Search



Sign in

Tweet

# 8 reasons why Twitter is the home of TV conversation

Tuesday, September 29, 2015 | By Gordon Macmillan (@gordonmacmillan), Editorial manager, TwitterUK [15:19 UTC]

People on Twitter love television, often have two screens going as they watch, and are influencers on all things TV related. These are some of the findings of a new study on TV and Twitter that again highlights how the platform is the home for TV conversation.

Conversation around TV programming is always happening. You can see it reflected in this [chart highlighting the volume of Tweets around 'Game of Thrones'](#). And it is echoed in the research conducted for Twitter by IPSOS MediaCT (IpsosConnectUK), which found that 60% of Twitter UK users have a strong interest in TV shows – 20% higher than non-users.

They not only have a strong interest, but they also regularly talk about TV and seek out more content beyond traditional platforms. This means they embrace on-demand services, [online votes](#) and TV-related mobile apps.

## Twitter users love to talk about TV

One of the things Twitter does so well is bring people together when they watch great TV programmes. Rather than “[sitting by yourself](#) to watch, you’re connecting with the wider world”. This insight is




More tips, tools & best practices

[business.twitter.com](https://business.twitter.com)


Ready to advertise on Twitter?

Let's go!

Already advertising? [Log in to TwitterAds](#)

<b>Tweets</b>		<b>Follow</b>
	<b>Twitter Ads UK</b> @TwitterAdsUK	11 Dec
How Twitter created the		

underscored by the IPSOS study, which found that 97% of Twitter users have several screens (phone or tablet) on when watching TV.



**Seth Meyers**  
@sethmeyers

Follow

I like it when we all watch the same thing

4:14 AM - 23 Feb 2015

3,255      6,775

The social buzz around TV drives people to do several important things. Many of those users (41%) take to Twitter to talk about the programmes they love. The impact of this Twitter conversation is that it prompts people to tune in and watch – with 1 in 3 users saying that they have watched a TV programme just because of Twitter conversation.

That’s something that Darren Childs (@DarrenMChilds), CEO of TV group UKTV, has talked about when noticing that Twitter was increasingly where the audience is to be found.

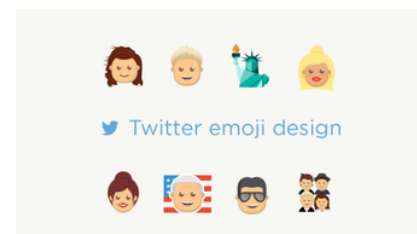
“We were starting to realise that huge amounts of our audience – and opinion formers around what was good on television – were very active on Twitter,” he said.

So what does this all add up to? According to the study, Twitter is the best platform for TV conversation. With Twitter rated top, the next highest scoring platform received under half the amount the votes that Twitter did.



@onedirection, @TheXFactor and the @Pontifex emojis by @emmahopkins  
blog.twitter.com/en-gb/2015/des...

pic.twitter.com/Z11AL7C3Am



Expand



**Twitter Ads UK** 11 Dec  
@TwitterAdsUK

Discover how Niche will connect

Tweet to @TwitterAdsUK

**Recent** | **Popular**

- CreativeFavorites (1)
- Twitter data (1)
- charity (1)
- design (2)
- guest posts (2)
- entertainment (3)
- ads product news (2)
- politics (5)
- movies (3)

Show more tags

Year	Month
2015 (66)	Jan (7)
	Feb (7)
	Mar (6)
	Apr (5)
2014 (59)	



May (4)

Jun (6)

Jul (6)

Aug (3)

Sep (8)

Oct (5)

Nov (5)

Dec (4)

### UK TWITTER USERS LOVE TV AND CONSUME CONTENT WHEREVER THEY CAN



of Twitter users have a **strong** interest in TV shows and TV series - **20% more likely than non-users.**



of users watch TV content on subscription VoD platforms each month, **72% more likely than non-users**



of Twitter users have downloaded a TV app, **33% more likely than non-users.**

### UK TWITTER USERS ARE EXPERTS AND INFLUENCERS ON ALL THINGS TV



more likely to say they watch TV shows before they become popular.



more likely to say they're TV experts and others come to them for advice.

### UK TWITTER USERS ARE MULTI-SCREENERS, THEIR DESIRE FOR TV TALK DRIVES INTERACTION

**163%** more likely to use second screen apps while **watching TV shows** than non-users.

**156%** more likely to **talk about TV online** than non-users.

**1 in 3** Twitter users claim to have watched a TV show because people were **talking about it** on Twitter.

Source: TV's tastemakers are on Twitter: research conducted by IPSOS MediaCT, December 2014, among 547 users and 453 non-users aged 18-49. Contact Neil Taylor (@Neils\_Life) and Lisa Cowie (@LisCowie) for more details.

Source: "TV's tastemakers are on Twitter". Research conducted by IPSOS MediaCT, December 2014, among 547 users and 453 non-users aged 18-49. Contact Neil Taylor (@Neils\_Life) and Lisa Cowie (@LisCowie) for more details.

Topics: research, TV, and Twitter data

Older post

Newer post

Tweet

[About](#) [Company](#) [Blog](#) [Help](#) [Status](#) [Jobs](#) [Terms](#) [Privacy](#) [Cookies](#) [Ads info](#) [Brand](#)  
[Advertise](#) [Businesses](#) [Developers](#)

© 2015 Twitter, Inc.