

The 5 Principles of TV, Social Media & 2nd Screen Engagement



Results Deck: 2012



[Summary of Time Warner Medialab Study: The Five Principles of TV, Social Media And Second Screen Engagement](#)

Breakthrough Time Warner Media Lab study using advanced capabilities identifies second screen and social media principles. Millennial respondents came to the Time Warner Media Lab to watch Conan O'Brien and TMZ under a number of critical second screen conditions. Some used social media. Some used synched apps, some watched together in pairs, some watched alone. The Lab's ability to capture biometric responses, track visual attention to each screen, and capture all social media transactions of participants, demonstrates what can be known with advanced research capabilities.

Below are The Five Principles of TV and Second Screen Engagement:

1. **Embrace the Facts.** Social media and second screen are here to stay. More than 9 in 10 young adults (18-34) have mobile phones and almost 2/3 of those are smart phones (Nielsen). They don't turn off these electronic companions when they choose to watch TV. We have no choice but to understand and address it.

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Principal #1: Embrace the Facts

Two-thirds of those who use social media while watching TV do so at least once a day.

Frequency of Using Social Networks While Watching TV

Frequency	Percentage
Once a day or more	66%
Once a week or more	17%
Less than once a week	18%

Source: Quantitative survey (3/9/12 – 3/14/12) administered by Ipsos

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2. **Social viewing vs. solo viewing.** According to this study, biometrically monitored engagement during social viewing is higher than during solo viewing. Social viewing with another, in-person, delivers the highest levels of engagement. “Second screen” social viewing delivers the next highest amount of engagement, followed by solitary viewing. The viewer has more to keep them engaged when connected to another person than when they watch alone. This does not guarantee that their eyes are on the screen.

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Principal #2: Social Viewing More Engaging than Solo Viewing

Engagement during content & ads for *Conan* and *TMZ*.

Social viewing is
(pairs in same room w/o 2nd screen)
1.3Xs Higher

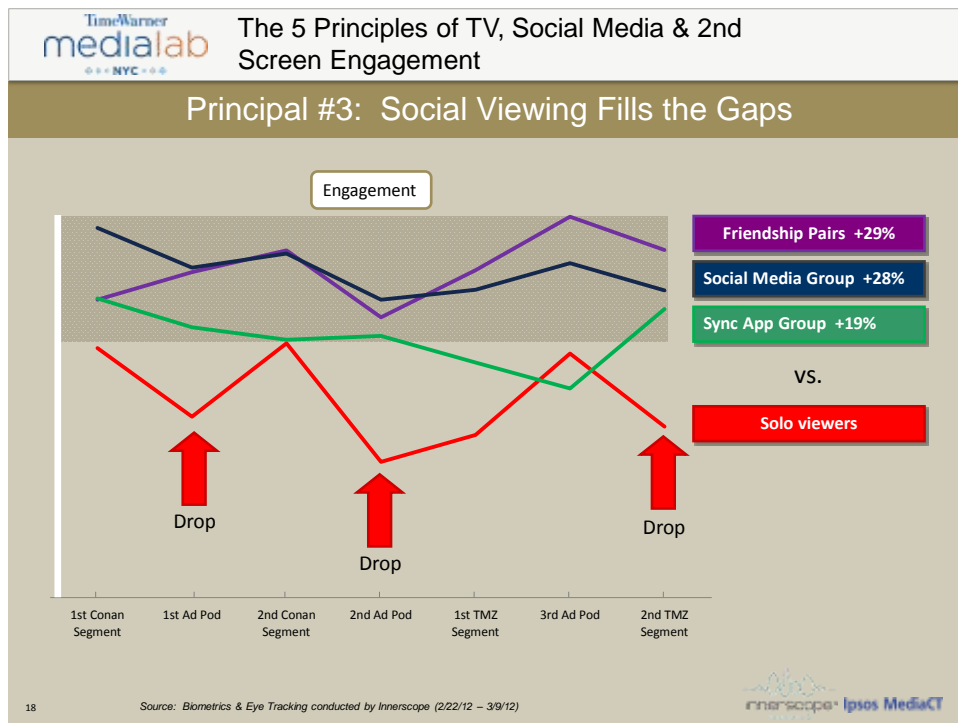
Solo Viewing

Use of Social Media while watching TV is
1.3Xs Higher
and Sync App use w/TV is
1.2Xs Higher

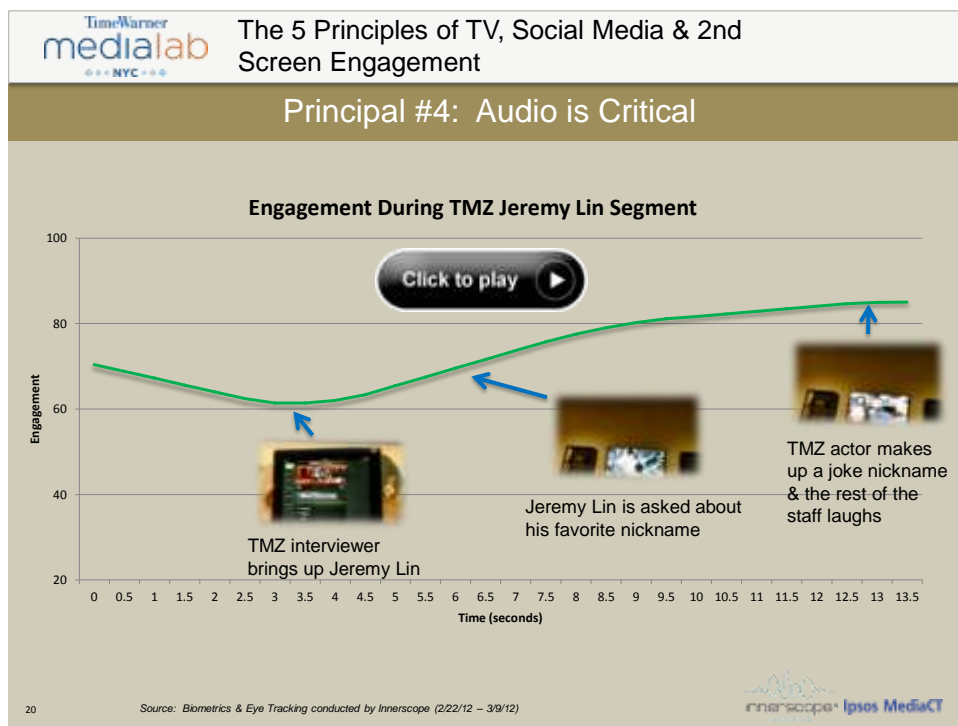
Source: Biometrics & Eye Tracking conducted by Innerscope (2/22/12 – 3/9/12)

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3. **Social viewing fills the gaps.** Inevitably, declines in engagement with the content will occur at times during the show or during ads. Social viewing fills these gaps, and maintains engagement. That should discourage tune out and channel changing.



4. **Audio is critical.** Two screens may be present, but there is still only one audio track. The study found that those who engage in second screen behaviors while the TV is on still listen to the TV, and that audio “snaps them back” to the TV. Decades of research shows that these “orienting reflexes” are powerful drivers of visual attention, even for very young children. Commercials that feature attention grabbing audio, including audio with particular contextual relevance, will snap visual attention back to the TV screen. In this research, popular current songs seem to successfully accomplish this.



5. **Synch apps provide an opportunity to increase engagement.** Those who use these apps are engaged, and engaged viewers are receptive. Viewers say they appreciate apps that provide the opportunity to engage, on their own terms. For programmers, the data shows that if you are going to build it, resources have to be deployed to maintain a quality, meaningful experience. For advertisers, the data shows a large lift in brand favorability, a key ad impact metric for advertisers who sponsor these experiences.

