



Measure the social engagement of your TV shows

Signals Network Edition

- ✓ 114 U.S. TV networks
- ✓ 22K+ TV shows
- ✓ 1M+ TV telecasts
- ✓ Track show response in realtime

“Real-world and online chatter – the exponential movement of a conversation through the population – drives the success or failure of TV shows and, in turn, the allocation of \$72 billion in U.S. television ad spending.”

David Poltrack
Chief of Research,
CBS Corporation
Technology Review

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Let's talk.
contact@bluefinlabs.com

Visit our Website
www.bluefinlabs.com

The value of television programming can no longer be measured in viewers alone. Each day more and more viewers take to the web, commenting on what they watch and dramatically increasing the reach and impact of television and television advertising. Forward thinking networks have now begun to think of their audience in 360 degrees, both in front of the TV set and online.

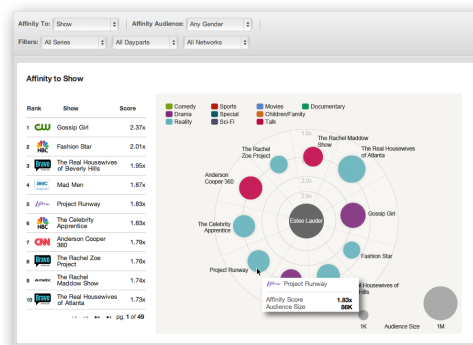
Bluefin Signals Network Edition, analyzes and organizes social media conversations about everything on TV so that this 360 degree view of the audience is both possible and profitable.

Bluefin solutions for networks

With Signals Network Edition, TV networks can make smarter, more informed programming and sales decisions based on social TV measurements.

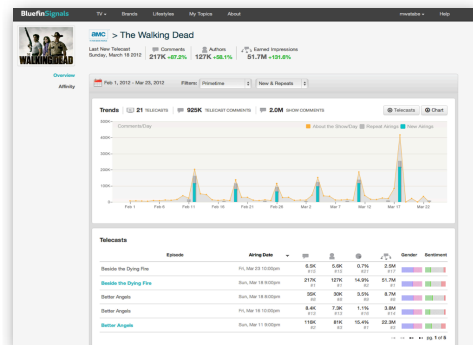
Better understand and engage your audience

- ▶ Analyze commentary episode-by-episode to see what content is resonating with your audience.
- ▶ Listen to and engage directly with fans of your shows.
- ▶ Don't miss any social media conversations about your shows because of time shifted viewing. Track the responses to your shows 24x7.
- ▶ Track engagement across platforms and by age, gender, and lifestyle.



Drive ad sales revenue and CPMs

- ▶ Demonstrate how engaged your TV viewing audience is online and compare to competitors.
- ▶ Arm your sales force with clear, scientific analysis of brand affinity to your networks and shows.
- ▶ Sell audience anticipation for a new series upfront, before it even airs.



Up-level your marketing and promotions

- ▶ Optimize your TV promo placements to leverage cross-channel engagement.
- ▶ Increase social media buzz around your shows to pique new viewer interests.