



🐦 Birdseye Report | Industry Deep Dive

Media and Entertainment

Presented by ListenFirst

There's no business like show business

With quarantine shutting theaters and limiting entertainment options, television became the center of the cultural conversation on social media in 2020. But as 2021 saw movie theaters reopen and COVID protocols slowed the production of new television content, the Twitter conversation around film began to heat up once again.

High vaccination rates have allowed some TV and movie projects to return to pre-pandemic production scale, and it's expected that the entertainment industry will go from playing catch-up to actually moving forward in 2022.

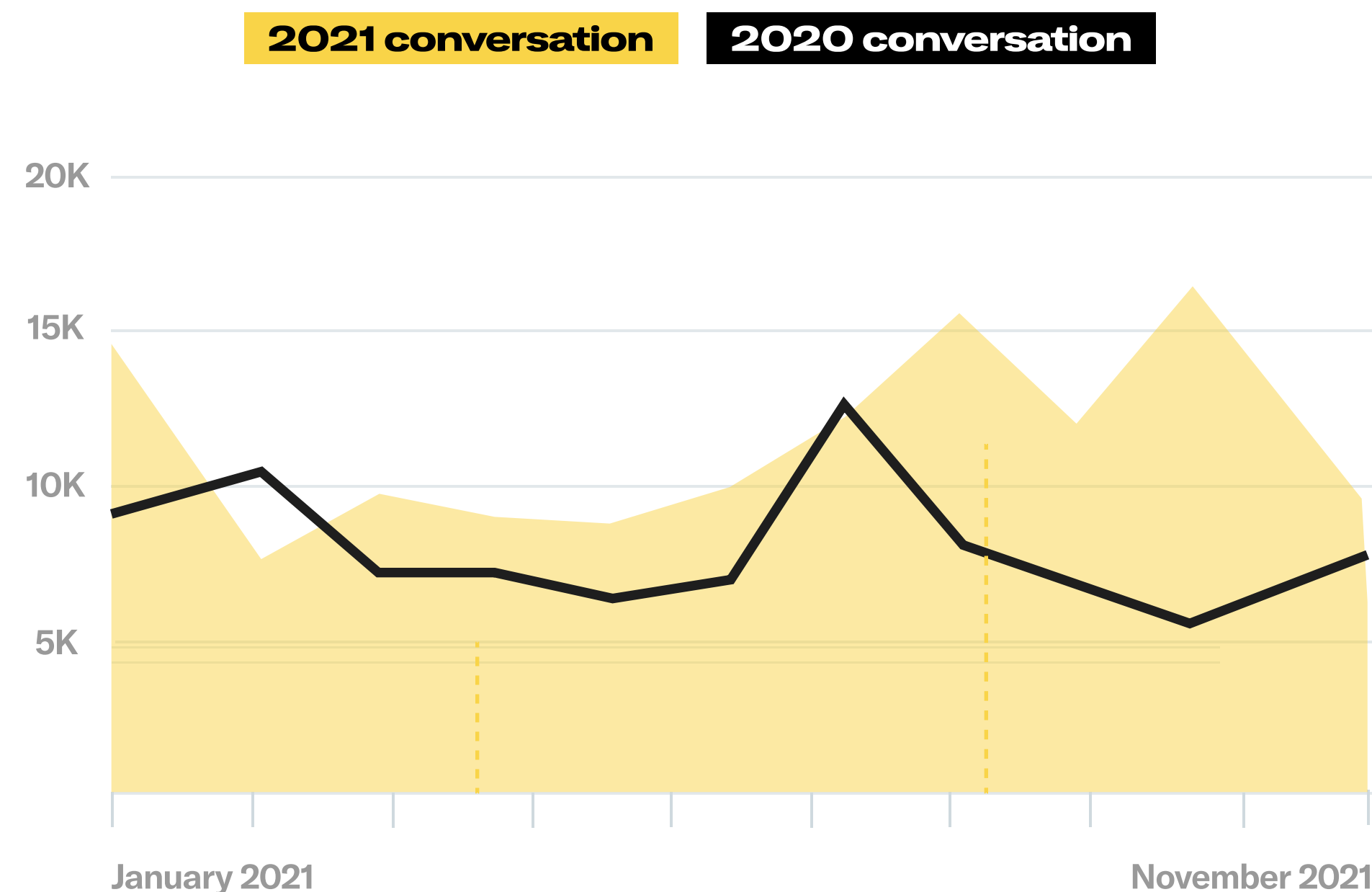
+40.8% YoY

Twitter conversation about films

-18.2% YoY

Twitter conversation about TV shows

Tweets mentioning film brands by month



The chart above data points is based on global Twitter mentions from January 1 - November 16 in 2020 and 2021. "Film" refers to ListenFirst's proprietary Film - Majors + Independents dataset. See Methodology for details.



Movie lovers are engaged on Twitter

+301% YoY

New followers on social media generated by film brands

+29.4% YoY

Engagements for Tweets mentioning movie brands

+10.5% YoY

Twitter video views generated by film brands

-10% YoY

Tweets from film brands

The above data points are based on global Twitter mentions from January 1 - November 16 in 2020 and 2021. "Film" refers to ListenFirst's proprietary Film - Majors + Independents dataset. "TV Shows" is based on ListenFirst's proprietary TV Universe / Episodic brand universe, which tracks over 4,000 episodic TV shows. Details in the Methodology.

The YoY period references Jan - Nov 2020 vs. Jan - Nov 2021.

“The pandemic has blown up the status quo for the entertainment industry. In such a fluid environment, social media analytics and ensuring your project connects with the right audience has never been more important. Focus on audience affinities, sentiment data, demographic information, and real-time trends to better understand what campaign strategy will be the most effective.”

Jonathan Cohen, Director,
Content and Communications
at ListenFirst



Key trends

It's a period of tremendous change in the entertainment industry, and the social media data reveals exactly what is, and isn't, being embraced by audiences in the new normal.

01 **Big screens vs. steady streams**

The film industry is experiencing more change, thanks in part to the increased demand for new content and production companies' abilities to ramp up once again.

02 **Cutting the cord – and conversation**

While it was a big year for streaming TV shows, there was a decrease in Twitter conversation around broadcast and ad-supported cable shows in 2021.

03 **Korean entertainment in the spotlight**

The appetite for more entertainment from Korea is being driven in part by the upward-trending popularity of Korean influencers like BTS, BLACKPINK and the Netflix hit, Squid Game.



O1

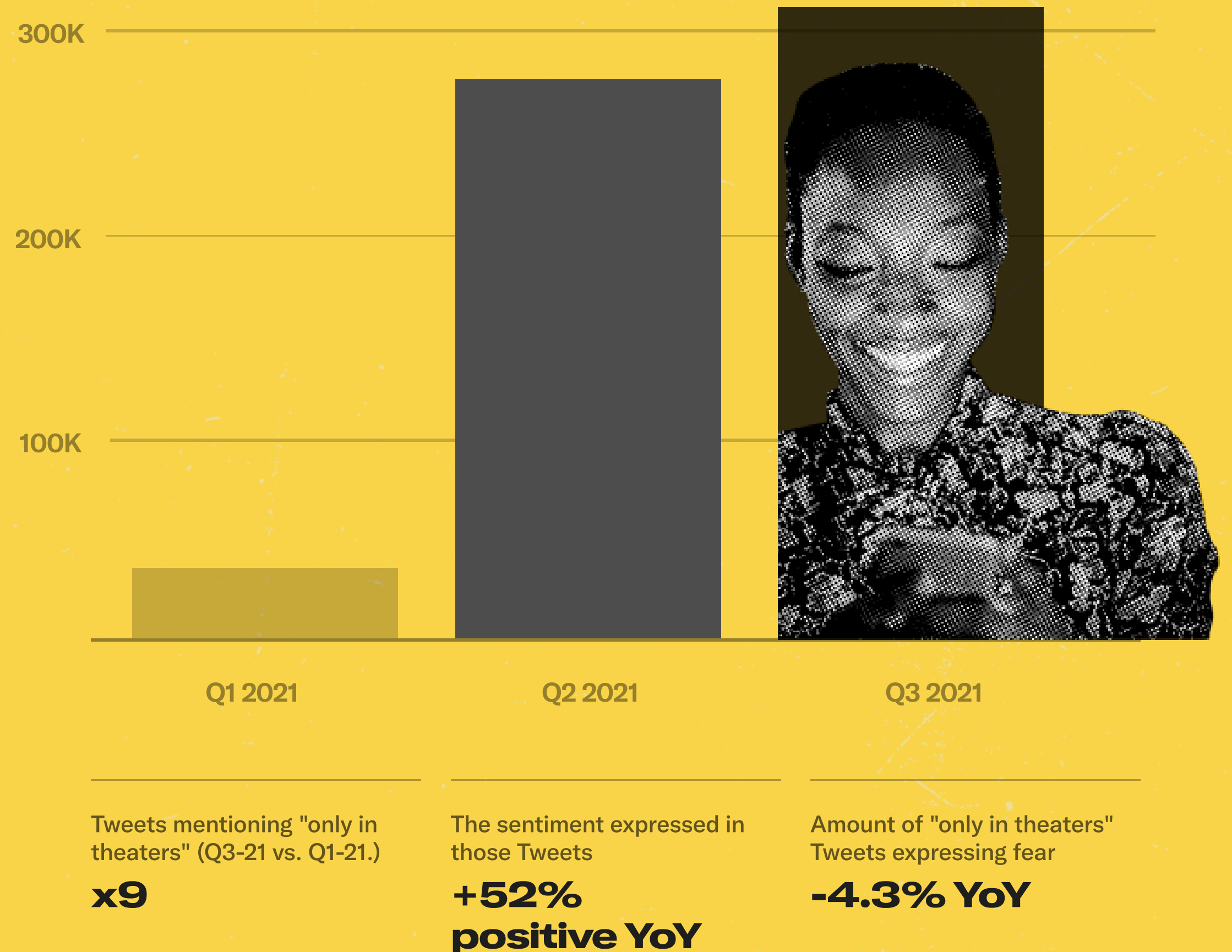
Big screens vs. steady streams

The great entertainment balancing act of 2022.

The Twitter conversation around movies in 2021 may demonstrate more audience interest in new films, but this doesn't necessarily translate to movie theater visits as ticket sales in 2021 still trail 2019's box office by 70%. The combination of the pandemic temporarily shutting down movie theaters and the continued rise of entertainment companies partnering with streaming services has changed how audiences experience new films.

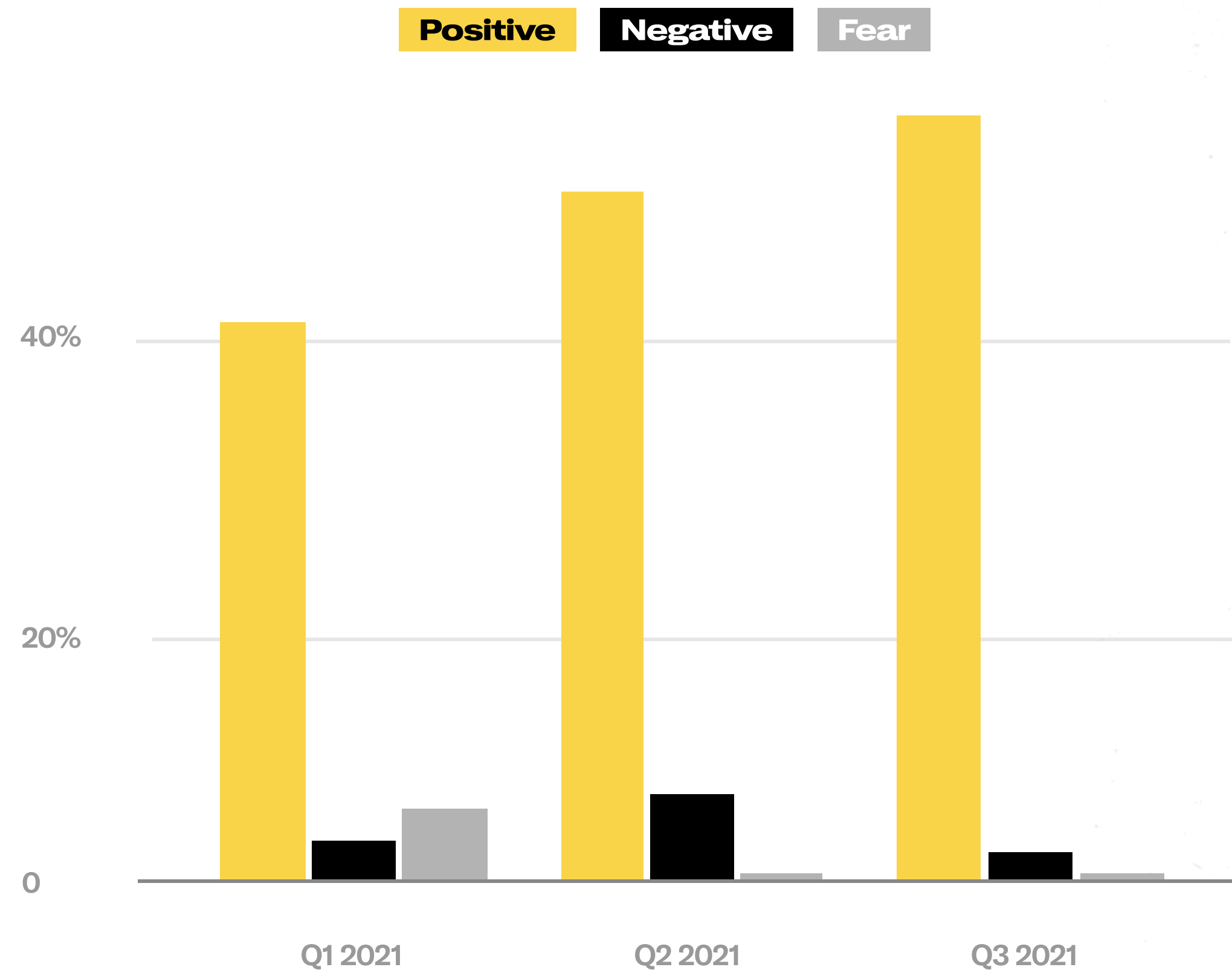
Still, there are signs on Twitter that the audience is becoming more enthusiastic about watching new releases in theaters again. Even while most of the biggest movies of 2021 were debuting on streaming services and in theaters at the same time, as COVID numbers began decreasing, the volume of Tweets discussing "only in theaters" movies increased, as did positive sentiment around that phrase.

"Only in theaters" related tweets



Data based on global Twitter mentions of "Only in Theaters" in Q3-21 vs. Q1-21.

Sentiment of Tweets mentioning “only in theaters”



Conversation drivers

Which related concepts, events, or keywords are driving conversation about this topic on Twitter?

9x

as many Tweets mentioned 16 Warner Brothers movies released in 2021 "on HBO Max" vs. "in theaters".



Q1 2021

-22% YoY

Decrease in Tweets mentioning "watch party" (2021 vs. 2020)

Turn insights into action

- 01** Focus promotional messaging on a film being available either in theaters or on streaming, as multiple CTAs can dilute campaign momentum.
- 02** When promoting a theatrical release, it could be beneficial to position it as a “can’t miss” event. Framing trailers as being “leaked,” urging the audience not to spoil plot points, and playing up the chemistry between romantic leads can build excitement and help drive the audience back into theaters.



02 Cutting the cord – and conversation

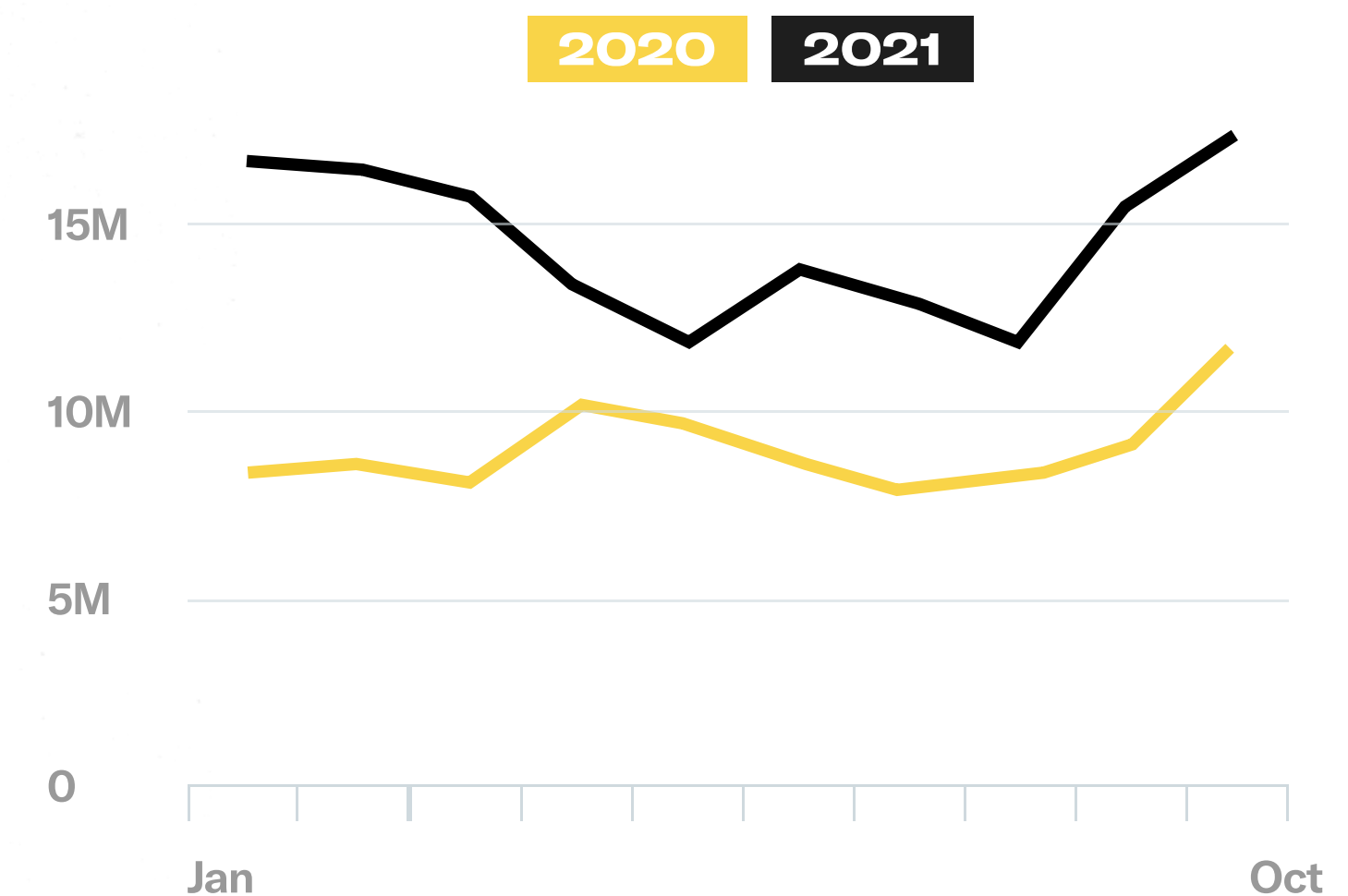
The changing social conversation around traditional TV.

The number of American adults who watch television via cable or satellite plunged from 76% in 2015 to 56% in 2021, while the average monthly household spend on streaming services in the U.S. was up 45% from April 2020 to \$55 in June 2021, and content spending by subscription OTT¹ services grew by 20% in 2021 to nearly \$50 billion, while in the same time period content spending by broadcasters remained below 2019 levels.

¹ OTT stands for "over-the-top" media service that is offered directly to viewers via the Internet.

Number of Tweets that mention:

streaming episodic TV shows



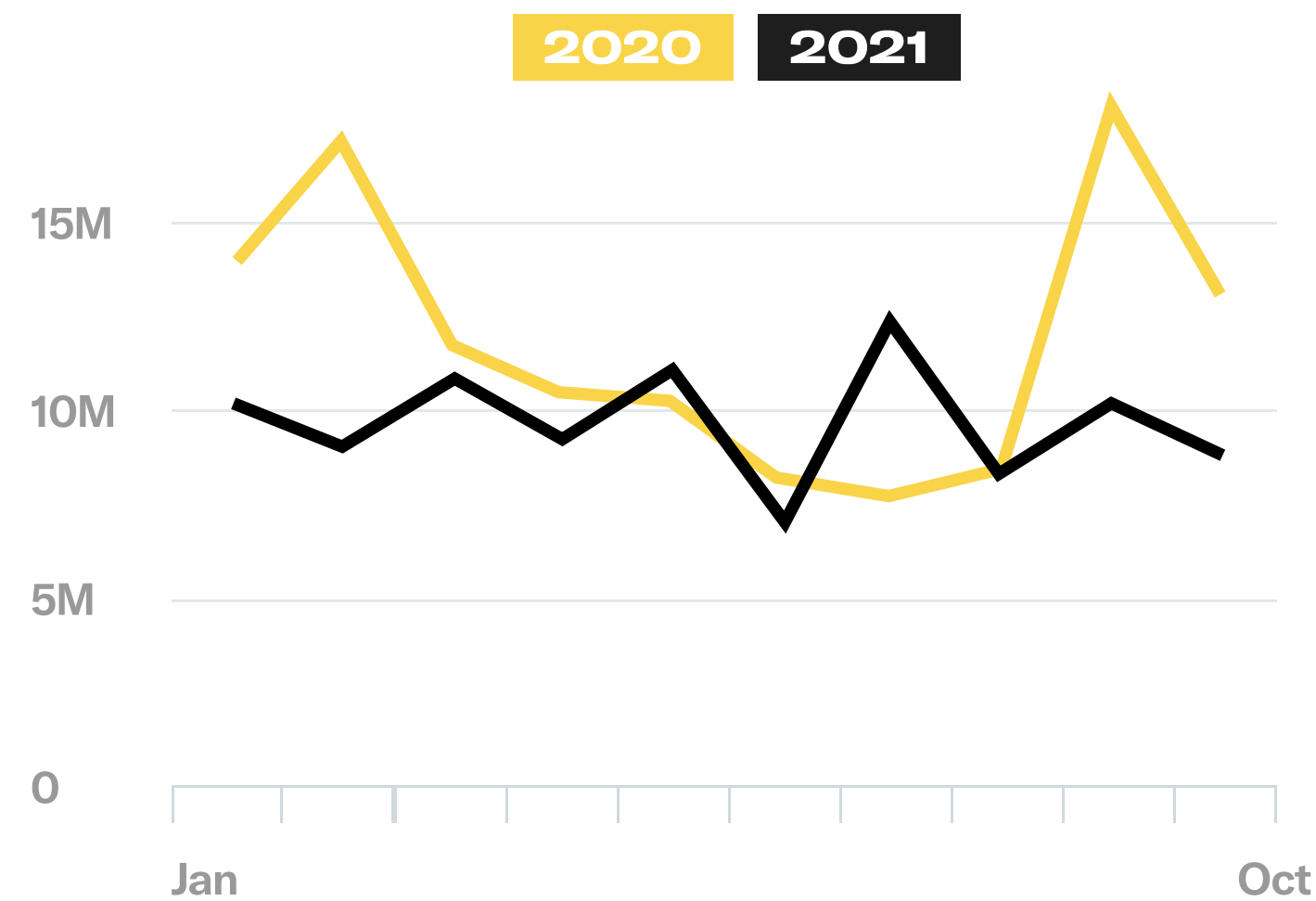
+60.9% YoY

The above data points are based on global Twitter mentions of streaming, ad-supported cable, and broadcast TV shows from January - October in 2020 and 2021. "TV Show" data was pulled from ListenFirst's proprietary TV Universe / Episodic brand universe, which tracks over 4,000 episodic TV shows. Details in the Methodology.

With customers being able to cancel streaming services, as opposed to being locked into cable contracts, churn is an immediate risk. In fact, Deloitte projects that over 150 million people will cancel a paid streaming subscription in 2022. To combat this, the industry continues to invest in creating compelling content for streaming services – and Twitter conversation around these shows has increased, especially when compared to broadcast or ad-supported cable TV shows.

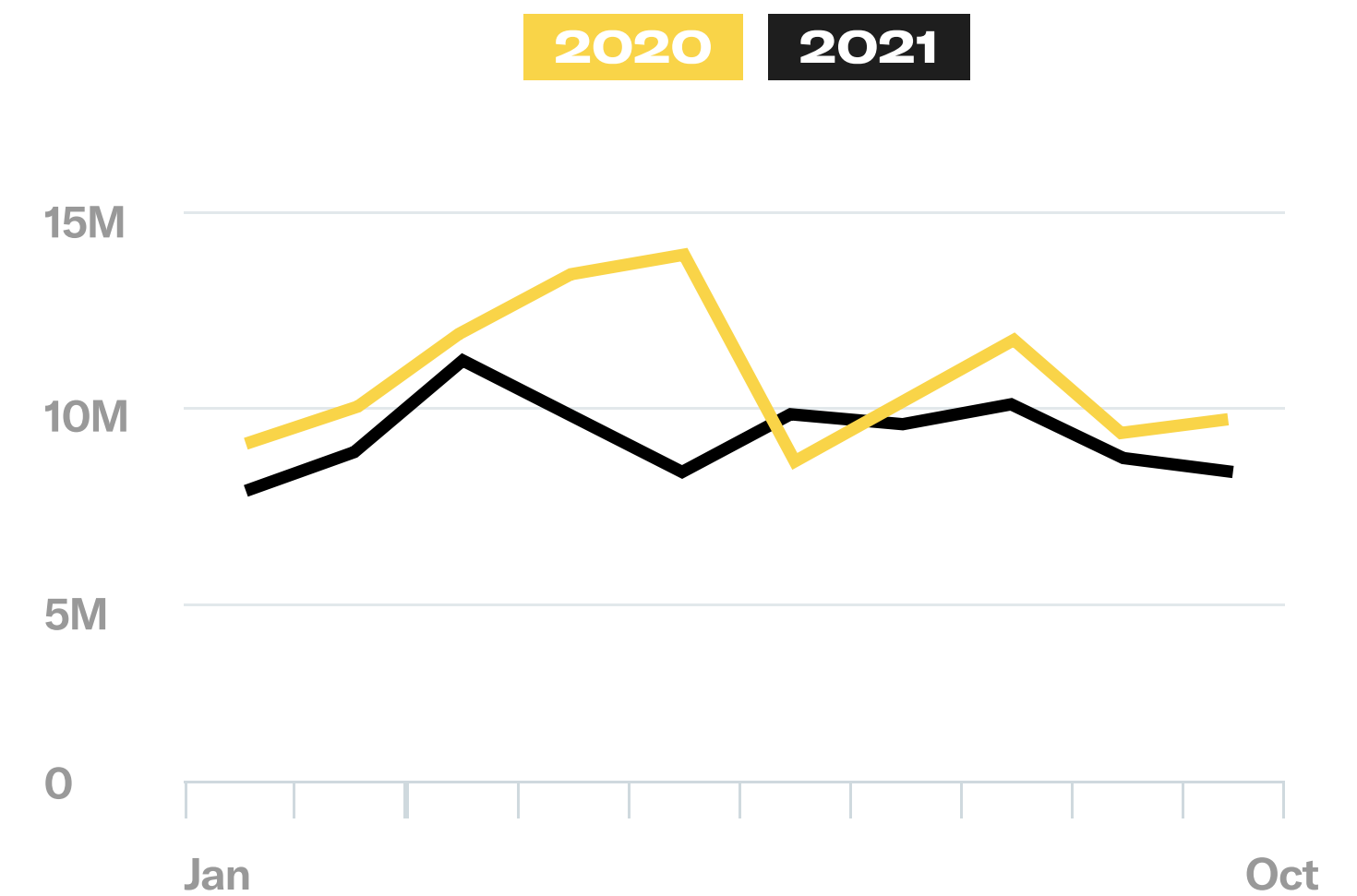
Number of Tweets that mention:

broadcast episodic TV shows



-18.9% YoY

cable ad-supported episodic TV shows



-14% YoY

The above data points and charts are based on global Twitter mentions of streaming, ad-supported cable, and broadcast TV shows from January - October in 2020 and 2021. "TV Show" data was pulled from ListenFirst's proprietary TV Universe / Episodic brand universe, which tracks over 4,000 episodic TV shows. Details in the Methodology.

Turn insights into action

- 01** Double down on paid amplification of organic content on Twitter to stand out from the crowd.
- 02** Engage audiences of broadcast and cable franchises with a long history by finding ways to be playful with them or use nostalgia to tug at their heartstrings.

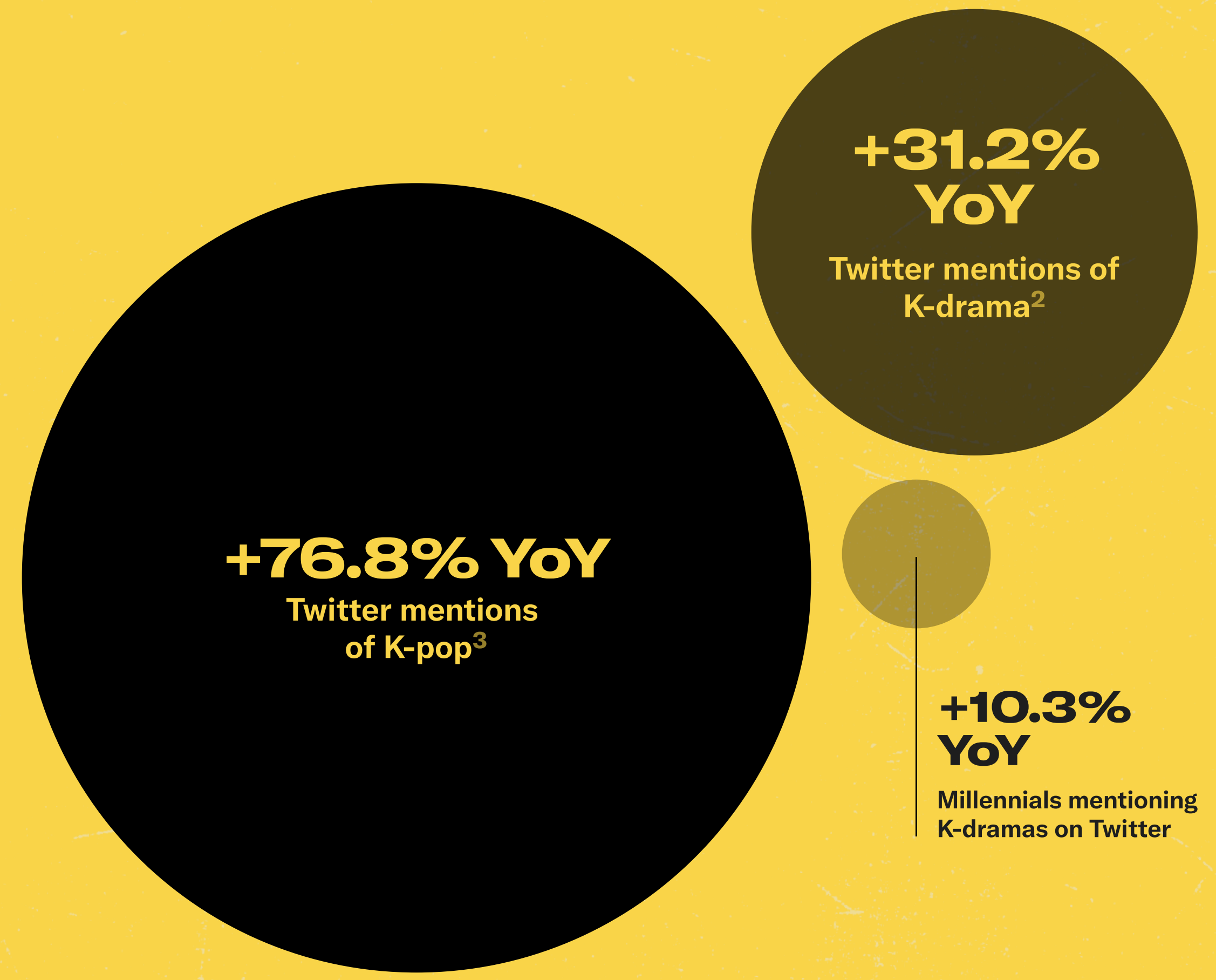


03 Korean entertainment in the spotlight

K-pop and K-drama are fuelling brand growth.

Korean entertainment has been steadily rising to international prominence over a number of years, a growing trend accelerated by the pandemic. In fact, the Korean Ministry of Culture, Sport and Tourism surveyed 8,500 people across 18 different countries, including the US, during the pandemic and found that 29.7% of respondents consumed Korean dramas.

Major streaming services are even earmarking more funding for local programming. Netflix just committed \$500 million this year in South Korean films and TV series, which is no surprise, considering Squid Game became Netflix's breakout hit in 2021, with a record breaking 111 million viewers in the first 4 weeks it was available.



Share of Squid Games-related Tweets in English or Korean ("오징어 게임;" or "Ojing-eo Geim") globally

28%

from the United States

7%

from Thailand

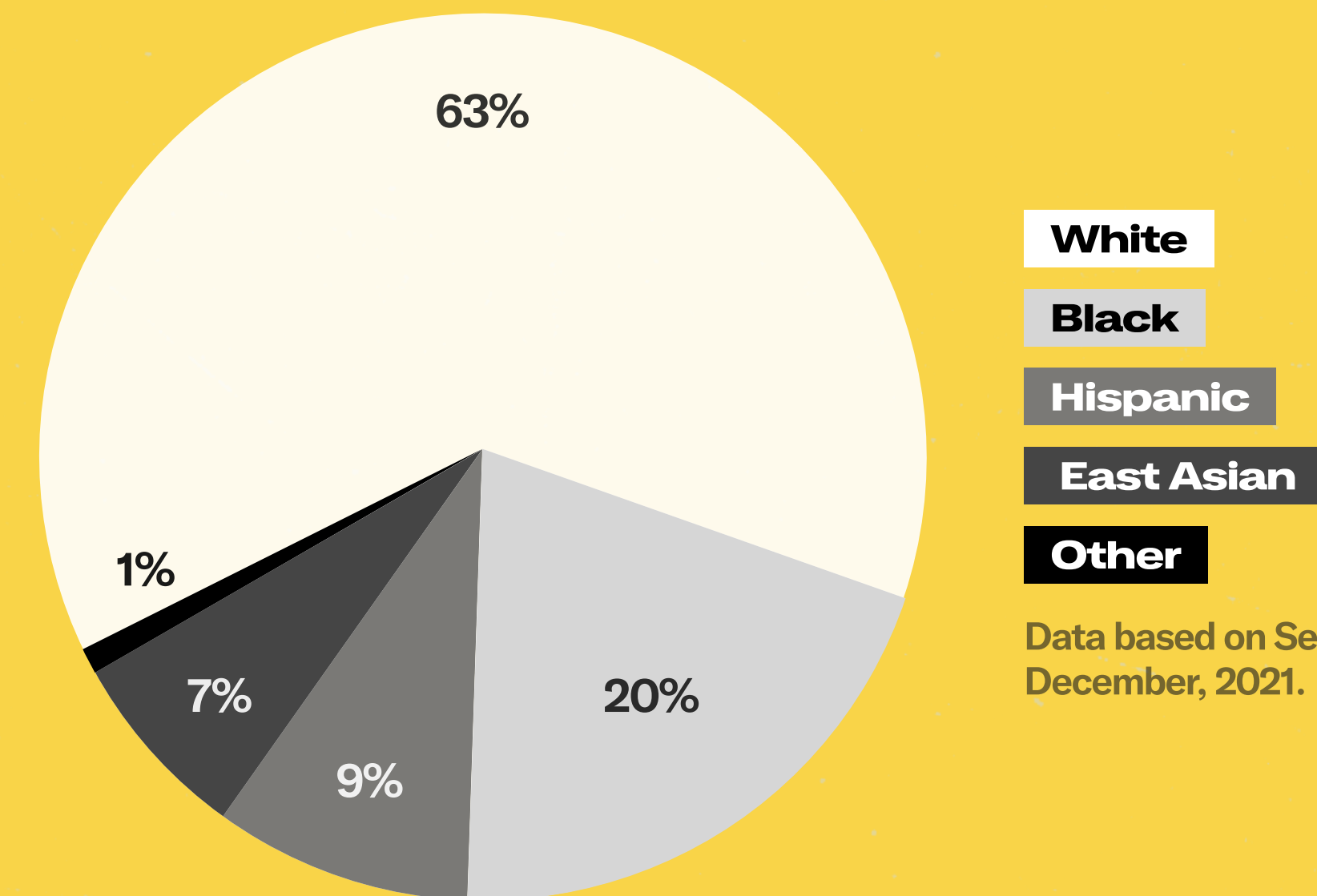
5%

from Malaysia

4%

each from France and England

Squid Game Tweets by US demographic



Data based on September - December, 2021.

Conversation driver

35 of the top 50

best performing organic/boosted Tweets from episodic TV shows in 2021 were about BTS, Squid Game, or BLACKPINK.

Data based on January 1 - November 16, 2021.

Turn insights into action

- 01** Lean on audience data to better understand the demographics of who is discussing an influencer or a project for unexpected insights.

For example:

69.6% of the people Tweeting about K-drama were female, while the top interest for this audience was music and the top hashtag was #BTS. A promoted ads campaign on Twitter targeting women who also like K-pop could be an effective way to raise awareness around new K-drama projects.



What this means for Media and Entertainment brands

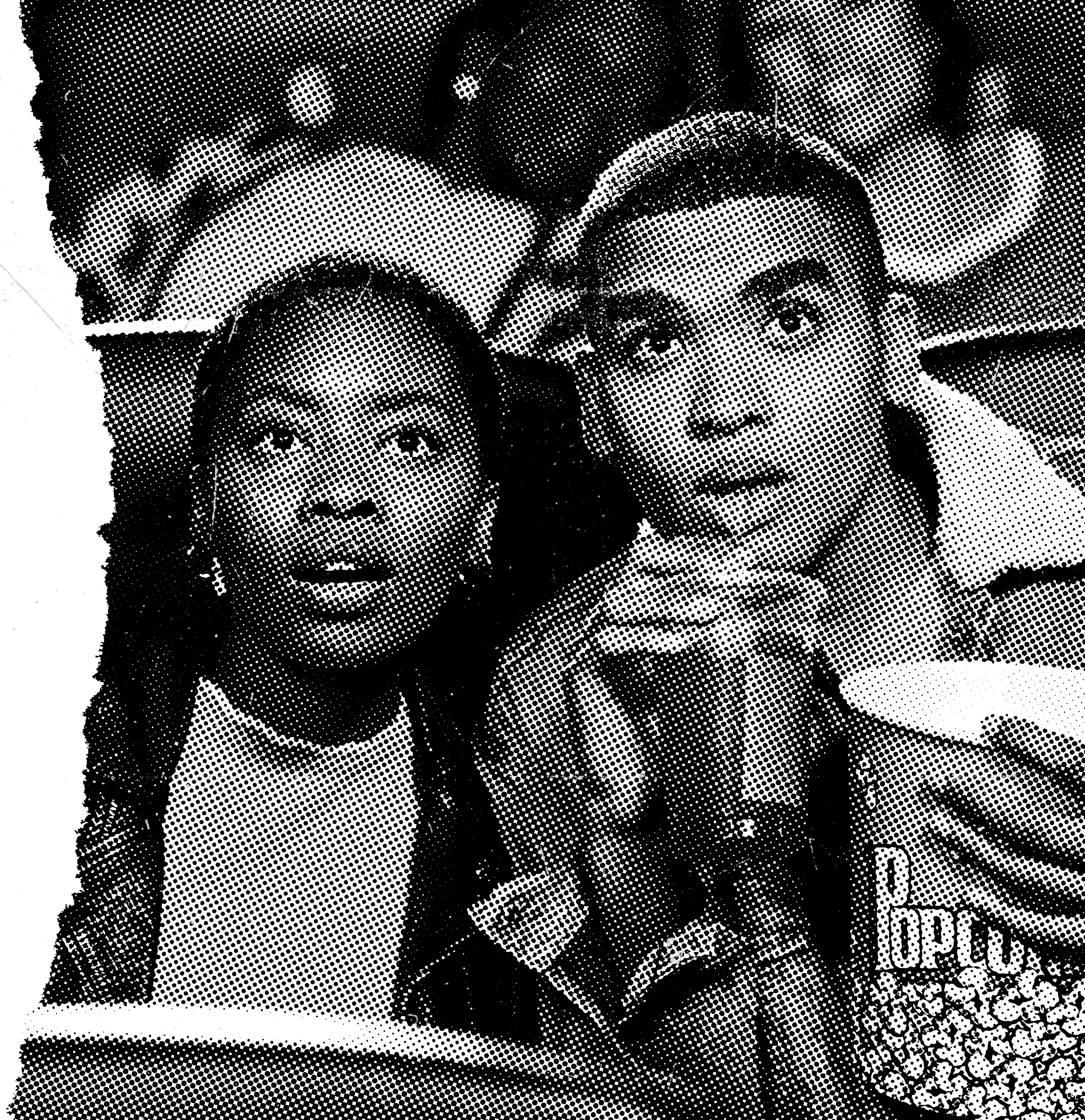
Based on the trends we've discussed, here's how to leverage those insights into 2022 strategies.

- 01** Avoid multiple CTAs around movies – promote them as appearing in theaters or streaming, but not both.
- 02** Promote theatrical-related projects on their respective Twitter handles to extend the period films are top-of-mind.
- 03** Paid amplification of organic Tweets can help streaming shows stand out in a crowded marketplace because audience interest in streaming TV shows is increasing.
- 04** Identify opportunities to partner with K-pop and K-drama-related influencers to amplify your brand and tap into new audiences
- 05** Use audience data to understand exactly who the project is demographically connecting with when promoting foreign language content.

And that's a wrap

TV and film brands are still figuring out what the new normal looks like for them, especially since the allure of the big screen is now in direct competition with the cozy comforts of home. Understanding and acting on the growing trends is key to successful activation within the entertainment category.

Looking for more television and film related Twitter insights? Download ListenFirst's [Media & Entertainment Industry: Social Media Benchmarks](#) report.





LISTENFIRST

Behind the work

ListenFirst is the premier social analytics solution used by the world's leading brands. With a breadth of data and award-winning expertise unmatched in the market, we offer an easy, one-stop solution to optimize social media marketing and maximize ROI.

ListenFirst has been honored with multiple accolades including a 2020 SIIA CODiE Award for Best Emerging Technology, 2020 Cynopsis AdTech Award for Outstanding Data Solution, 2021 High Performer recognition from G2 Crowd, MarTech Breakthrough Award for Best Social Media Monitoring Software, and named one of Inc. 500's fastest growing companies. Founded in 2012, ListenFirst is trusted by leading global brands including AT&T, Amazon, NBCUniversal, and Peloton.

[Learn more](#)

Methodology

The ListenFirst platform combines organic, paid, and earned social media activity for all of your brands and competitive brands in one place, giving you a complete analysis of performance and consistent metrics to optimize campaigns.

The data within this report was taken from the ListenFirst social media analytics platform and is Twitter specific. All the data in this report compared January - October 2021 to the same time period in 2020, unless when otherwise specified. All data used is global unless otherwise specified. We qualify “engagements” as the number of likes, reactions, comments, and shares a brand’s Tweet receives.

Aggregated data about TV shows was taken from ListenFirst's TV Universe // Episodic brand universe which tracks over 4,000 episodic TV shows. ListenFirst’s movie data came from Film - Majors + Independents universe which tracks over 5,000 movies. ListenFirst tracks the official film and TV show hashtags, handle, and keywords as conversation terms on Twitter.



About the Twitter Official Partner Program

Twitter Official Partners are best-in-breed companies with unparalleled access to world-class technology. Expanding possibilities on and off our platform, our partners ensure exceptional experiences for brands.

In order to earn and maintain the Twitter Official Partner badge and to ensure high-quality experiences for businesses, all our partners are vetted for excellence and must consistently meet our high performance standards.

Learn more about [the program](#) and our [Official Partners](#), or reach out to us at officialpartner@twitter.com to begin working with a partner.