TV Analysis of Netflix' #MakingAMurderer

Twitter and TV have a strong relationship and make for great bedfellows. In fact Twitter conversations around TV programmes are constantly happening, so it comes as no surprise that 60% of Twitter users have a strong interest in TV shows and TV series and 76% of Twitter users have previously downloaded a TV app.

These conversations around TV shows and genres can provide more insight into the target audience and their media consumption patterns. In light of how important this data can be, we've attempted to capture the full conversation of Netflix's #MakingAMurderer on Twitter. If marketers are looking only at their follower's Tweets or brand mentions, they're missing a key marketing trick. It's important to look at the overall picture of conversations and the people having them to understand what makes your audience and in this case your TV show tick.

The report covers three main sections:

Conversations
Which will look at the overall conversation landscape of #MakingAMurderer on Twitter, and why this is important to plan your future TV strategy.

People
Explores the insight behind the Twitter users having these conversations. Why it's important for Netflix to collect this data and how this information can be a powerful force for TV marketers.

The Next Time
Will cover how the various forms of insight collected from Twitter can be implemented in the pre-planning stages of your next show launch.
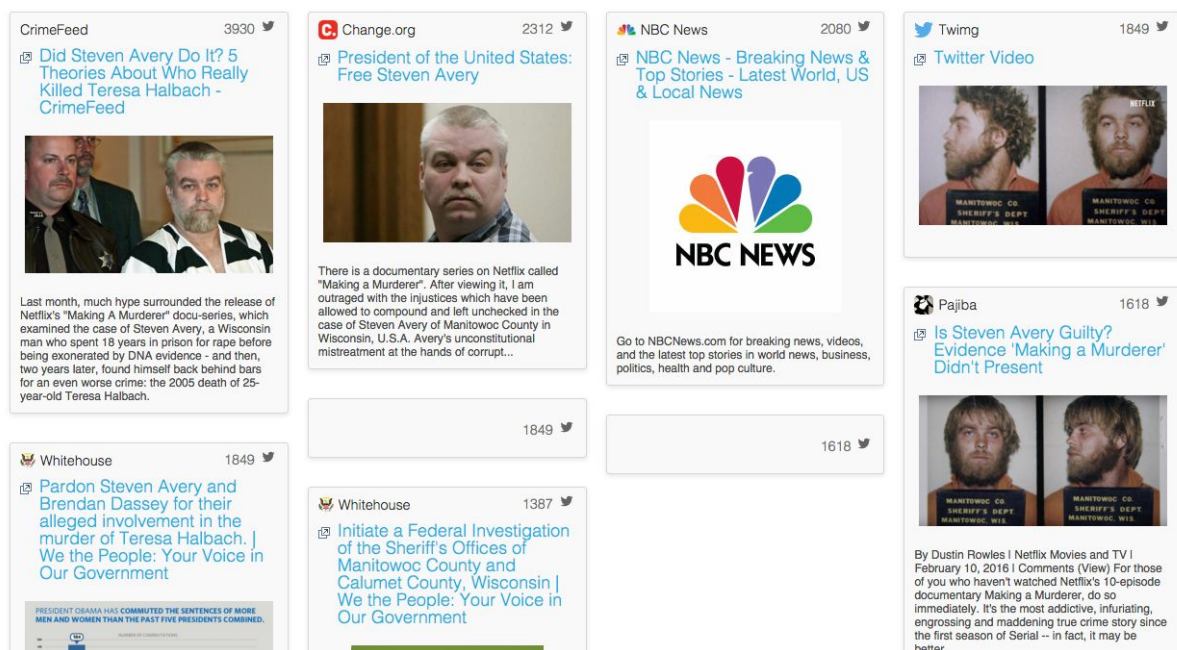
Capture The Full Conversation

We monitored the full conversation around #MakingAMurderer. For this, we used multiple keywords, hashtags and Twitter handles including the official Twitter handle of @MakingAMurderer, hashtags like #MakingAMurderer, #MakingOfAMurderer, #BrendenDassy, #FreeBrendenDassy, #StevenAvery and #FreeStevenAvery.

After monitoring the keywords and hashtags, we looked at the most retweeted Tweets. These showed that Making a Murderer has a huge fan base of celebrities. From Demi Lovato, Kristen Bell to Kim Kardashian, this insight could open up a lot of avenues for Netflix if they wished to incorporate influencers in their future releases.

The following shows the most mentioned profiled on Twitter for Making a Murderer:
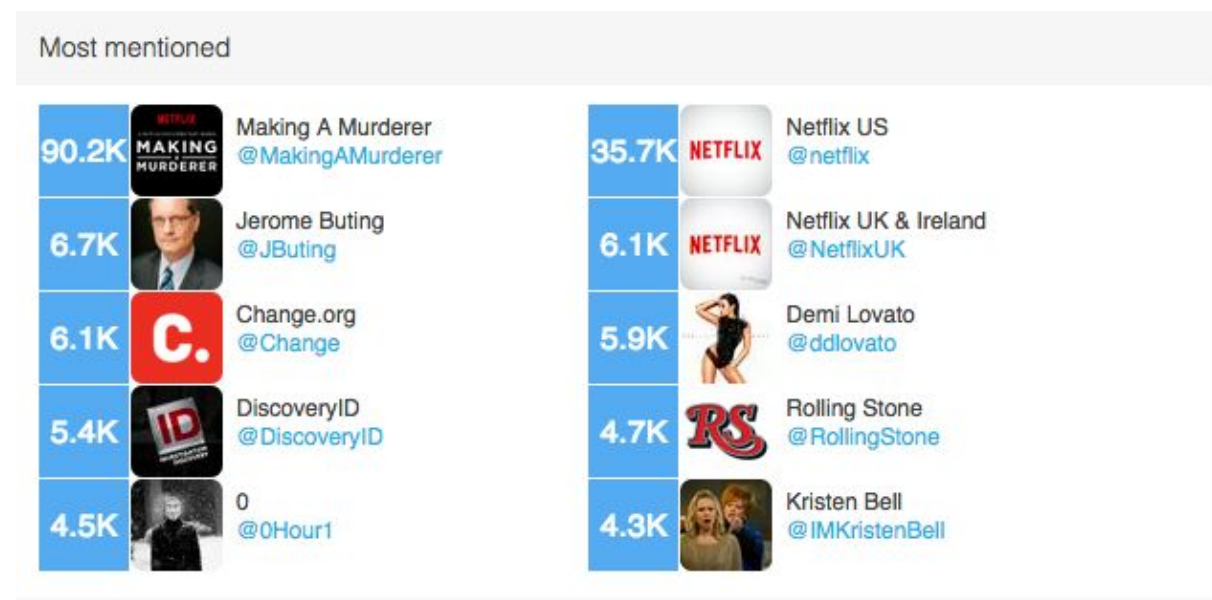
It's important to look at the Tweet content to not only see the positive and negative reactions the show received but also to judge what worked and what didn't. Similarly, looking at what URLs were most shared by the people who are talking about the show will give Netflix an idea of of the kind of content their audience is sharing.

What does monitoring the full conversation do then?

- Exploring the Tweet content of Making A Murderer will show Netflix how best to plan for the future promotion of their next show, perhaps in a similar genre.

- Positive and negative Tweets will also inform future content strategy for Netflix' other TV series.

- Viewing the celebrities who Tweeted about the show and were most retweeted will open up an avenue that Netflix may or may not have thought of: influencer campaigns for the future. For example, Demi Lovato and Kristen Bell are featured in most mentioned Twitter accounts as well as most retweeted, a trick not to be missed.

- Looking at the most shared links shows Netflix the kind of content their audience is sharing, and how best to leverage the topics and publications in the future.

A Peep Into Your People's Army

As with any marketing strategies, it's important to remember that there are people on the other side that make the product, service or in this case, the show a success or failure. In the case of Making a Murderer, we looked beyond the followers of the official Twitter handle, as they're just a small part of the entire audience. It's easy to forget but important to remember that to get a full picture of your audience, you have to look at those Tweeting about you and topics relevant to you but may not necessarily follow you - and whether they're saying negative or positive things, these are your people, your audience. Listen to them.

We had a look at the demographic breakdown of the audience Tweeting about #MakingAMurderer.

- The top three countries Tweeting include the United States, United Kingdom and Canada
- The top three cities include London, New York City and Los Angeles
- Interestingly, 32% of "corporate" Twitter accounts made up for "entity type".

But what about building on these audience profiles? The lady Tweeting about Making a Murderer from her iPhone in New York City - Why did she Tweet? What is her personality make up? Where do her affinities lie? What interests does she have? What other TV shows does she watch? What newspapers or news channels does she watch?

These are pertinent questions to ask if you want to enrich your audience profiles and develop your understanding of why. Why they watch your show. Why they're interested in that genre.

So let's look at the **personality insights of the people** who were talking about the show as a whole.

- The users Tweeting about Making a Murderer are collectively rate highest in extraversion with a score of 57.1%

With this information, the marketing team of Netflix could formulate a promotional strategy for shows of similar and different genres that could appeal to this audience group.
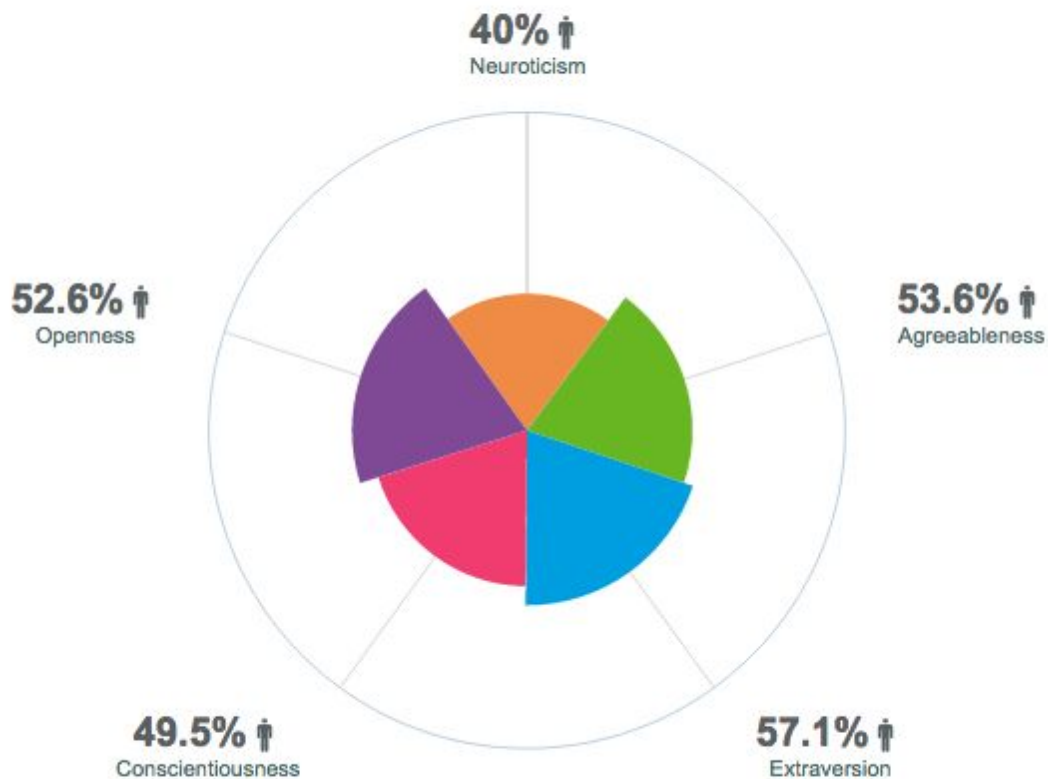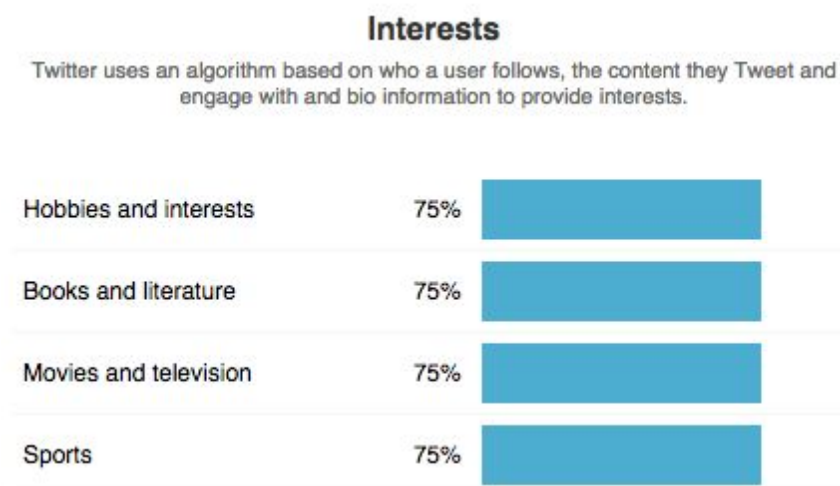

What kind of affinities did the audience have?

The **Affinity Report in the Audiense platform** visualises the affinities of an audience, based on what they say, how they engage and the social graph. Let's look at what affinities the Twitter users who Tweeted about Making a Murder have.

- The celebrities that this section of Twitter users have an affinity to include Emma Watson, Justin Bieber, Kendall Jenner, Mindy Kaling, Hillary Clinton, JK rowling, among other.
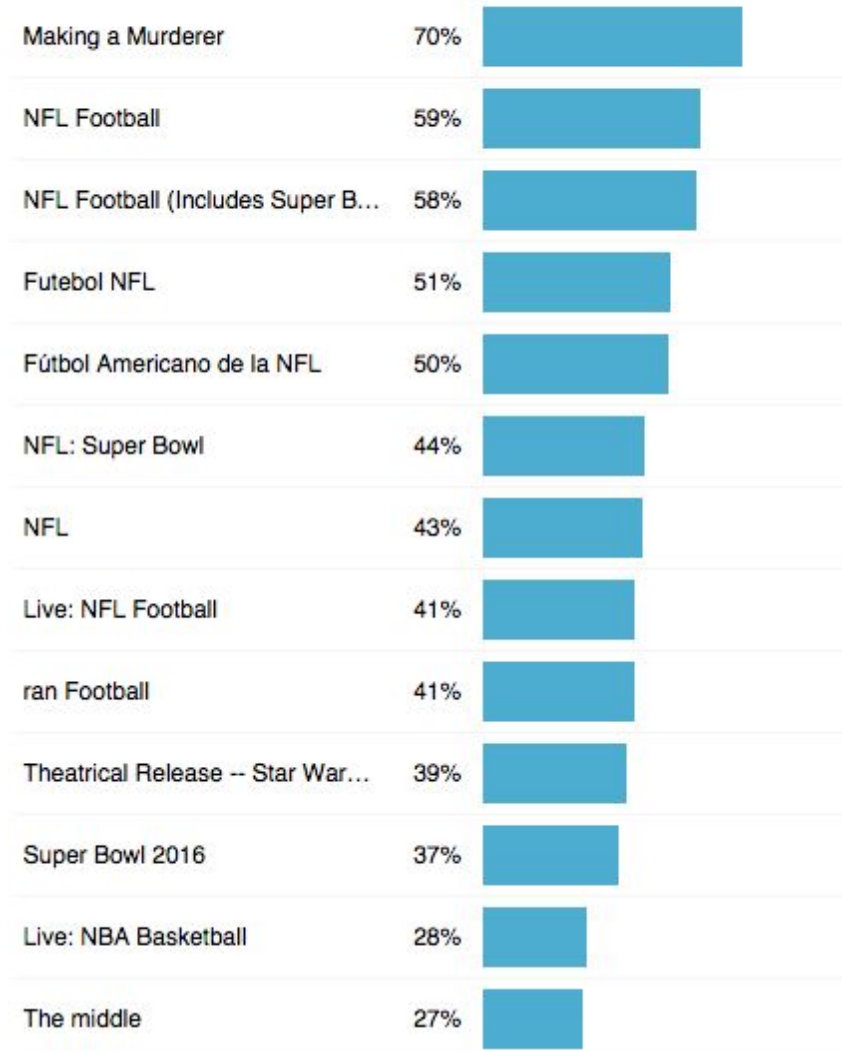- The news publications and channels they follow range from WSJ, Time, BBC World, Reuters to The Onion.
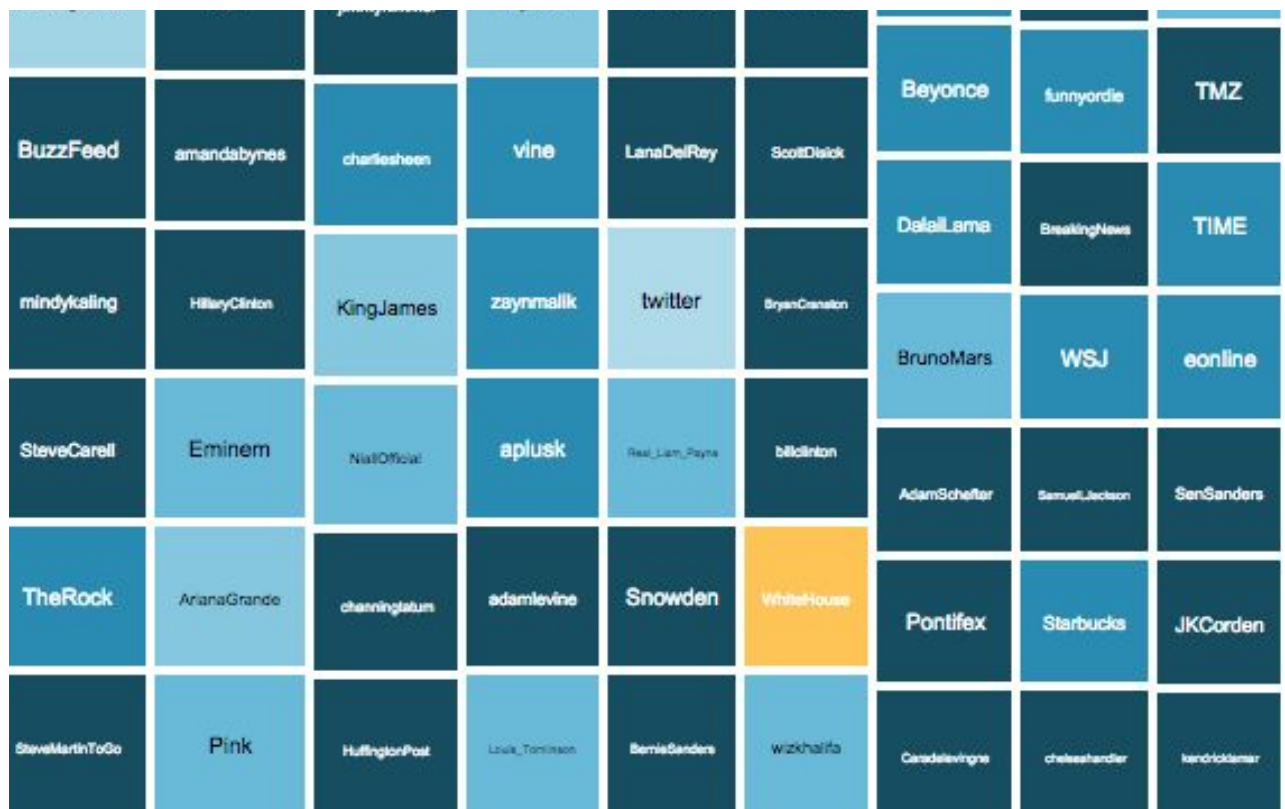
- The Making A Murderer audience also has an in interest in books and literature and unsurprisingly, movies and television and sports.

Interests

Twitter uses an algorithm based on who a user follows, the content they Tweet and engage with and bio information to provide interests.

Interest		
Hobbies and interests	75%	
Books and literature	75%	
Movies and television	75%	
Sports	75%	

- While the other TV shows and genres that they're talking about the most are sports related with NFL being on top, closely followed by Star Wars and The middle. Other than documentary special interest the audience is also into sports, with drama running closely behind.

TV Shows

Twitter uses an algorithm based on the accounts a user follows, the contents of a user's Tweets, and engagement patterns to provide TV interests.

Show	%	
Making a Murderer	70%	
NFL Football	59%	
NFL Football (Includes Super B...	58%	
Futebol NFL	51%	
Fútbol Americano de la NFL	50%	
NFL: Super Bowl	44%	
NFL	43%	
Live: NFL Football	41%	
ran Football	41%	
Theatrical Release -- Star War...	39%	
Super Bowl 2016	37%	
Live: NBA Basketball	28%	
The middle	27%	

TV Genres

Twitter uses an algorithm based on the accounts a user follows, the contents of a user's Tweets, and engagement patterns to provide TV interests.

Genre	%	
Documentary Special Interest	74%	
Sports	73%	
Drama	72%	
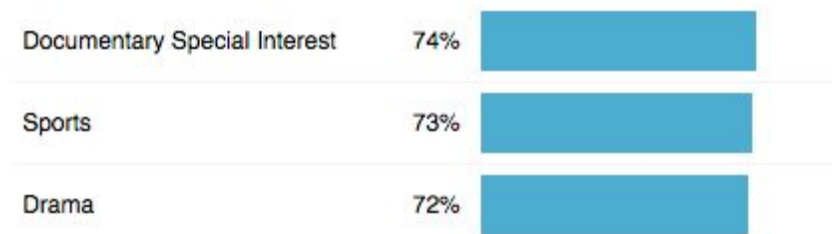
The Next Time:

Applying the above insight can yield a thorough marketing plan, including content based strategy, for the next series release or a continued promotion plan for Making A Murderer

- Using the Affinity treemap, Netflix could plan their content strategy based on the celebrities their audience most follow. For example, the audience have an affinity towards Emma Watson. Netflix could include content based on Emma Watson's HeForShe campaign.
- Similarly, Netflix can plan media spend based on the publications the audience reads. They can advertise in publications such as Time or plan a podcast on NPR.
- Additionally the marketing team will be able to plan a secondary content strategy based on the interests. The TV genres will give an idea of what this audience will prefer next. Perhaps, another crime documentary or a drama TV show. This will help inform their planning for the future original Netflix shows.
- Finally, taking personality insights, demographics and the affinity data into consideration, Netflix will be able to plan a full-fledged Twitter advertising campaign by using tailored audiences (like this sample of Twitter users).

There's a plethora of permutations and combinations that the marketing team of a TV show will be able to execute with all the information given above.

All the information present in this document has been extracted from Audiense. To see it in action, email demo@audiense.com or call +44 208 626 9465 to schedule a demo.