These TV Series, Specials and Sporting Events Were 2019's Most Social

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4 hours ago
Game of Thrones went out in a blaze of glory, and it did so on social platforms, as well, as Nielsen Social Content Ratings pegged it as the most social primetime TV series of 2019.

The HBO drama blew away the competition with an average of 5.329 million social interactions per episode, eclipsing second-place WWE Monday Night Raw on USA Network, at 1.944 million.

NBC's Saturday Night Live was the top late-night fringe variety series, while the top special for 2019 was the 61st Annual Grammy Awards on CBS.

Nielsen Social Content Ratings said in a blog post, "In today's age of screen-based multitasking, the convergence of TV and social media is creating new experiences for audiences. Marketers, brands, media owners and, increasingly, savvy talent themselves, looking to capitalize on an oft-engaged and connected viewer, have an impetus to understand the power of influence as a way to sway consumers."

The most social TV series of 2019, by total interactions per episode, were:

1. Game of Thrones, HBO/HBO Latino, 5.329 million
2. WWE Monday Night Raw, USA Network, 1.944 million
3. WWE Friday Night SmackDown, Fox/Fox Deportes, 1.656 million

4. America’s Got Talent, NBC, 1.409 million
5. American Idol, ABC, 1.308 million
6. WWE SmackDown!, USA, 1.144 million
7. The Bachelorette, ABC, 937,000
8. The Bachelor, ABC, 768,000
9. Grey’s Anatomy, ABC, 729,000
10. Dancing With the Stars, ABC, 715,000

The year’s most social televised sports events, by total interactions, were:

1. Super Bowl LIII, New England Patriots vs. Los Angeles Rams, CBS/ESPN Deportes, 32.288 million
2. 2019 National Basketball Association Finals, Toronto Raptors at Golden State Warriors, June 13 ABC/ESPN Deportes, 20.627 million
3. 2019 NBA All-Star Game, TNT, 10.822 million
4. 2019 NBA Finals, Warriors at Raptors, June 10, ABC/ESPN Deportes, 10.564 million
5. 2019 National Football League American Football Conference Championship, Patriots at Kansas City Chiefs, CBS, 10.087 million
6. 2019 NBA Finals, Raptors at Warriors, May 30, ABC/ESPN Deportes, 8.103 million
7. 2019 NBA Finals, Raptors at Warriors, June 2, ABC/ESPN Deportes, 7.664 million
8. 2019 NBA Western Conference Finals, Warriors at Houston Rockets, May 10, ESPN/ESPN Deportes, 7.441 million
9. 2019 NFL National Football Conference Championship, Rams at New Orleans Saints, Fox/Fox Deportes, 7.117 million
10. 2019 NBA Finals, Raptors at Warriors, June 5, ABC/ESPN Deportes, 6.901 million

The most social late-night fringe variety series, by total interactions per episode, were:

1. Saturday Night Live, NBC, 618,000
2. The Daily Show With Trevor Noah, Comedy Central, 114,000

3. The Tonight Show Starring Jimmy Fallon, NBC, 102,000
4. The Late Show With Stephen Colbert, CBS, 89,000
5. The Late Late Show With James Corden, CBS, 63,000

The year's most social televised specials (by total interactions) were:

1. 61st Annual Grammy Awards, CBS, 26.215 million
2. 2019 American Music Awards, ABC, 23.575 million
3. Billboard Music Awards, NBC, 21.203 million
4. 91st Academy Awards, ABC, 17.679 million
5. 2019 MTV Video Music Awards, MTV, 17.131 million
6. State of the Union 2019, multiple networks, 15.172 million
7. Golden Globe Awards, NBC, 8.559 million
8. 20th Annual Latin Grammy Awards, Univision, 8.345 million
9. 2020 Democratic Candidates Debate, June 27, Telemundo/NBC, 8.301 million
10. CNN Democratic Debate, Oct. 15, CNN, 8.212 million

The most social primetime Hispanic series, by total interactions per episode, were:

1. Mira Quien Baila All Stars, Univision, 454,000
2. Reina de la Canción, Univision, 348,000
3. La Voz, Telemundo, 171,000
4. El Final del Paraíso, Telemundo, 162,000
5. El Señor de los Cielos, Telemundo, 47,000
6. Amar a Muerte, Univision, 31,000
7. La Reina del Sur, Telemundo, 30,000
8. Juntos, el Corazón Nunca se Equivoca, Univision, 25,000
9. Jugar con Fuego, Telemundo, 20,000
10. Señora Acero, Telemundo, 17,000

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