



Hannibal Quick-Response Analysis

April 5, 2013

Introduction

Social Radar Overview

Explosive growth in dialog online promises a wealth of valuable market research data, but interpreting the flood of information is a daunting task. Social Radar harnesses that content with a unique ability to deeply interpret natural language, providing incredible levels of insight. Combined with an industry leading six year historical archive curated from every corner of the web, from traditional media to social networks, Social Radar is the most powerful market research platform available. From sentiment to demographics, interests to influencers, keeping your finger on the pulse of your company and industry has never been easier.

Data Sources

All information presented in this report is generated through the Social Radar platform. Social Radar's insight is powered by deep analysis of natural language curated from a broad array of channels throughout the internet. Content sources include news media, blogs, social networks, discussion forums and more, and is gathered both in real time and through Infegy's historical archive. The dataset is as broad as possible, ensuring analysis includes dialog and opinions by anyone, wherever and however they choose to make themselves heard. All data collected is subject to a sophisticated four-stage filtering process, ensuring only quality, relevant content is used in our analysis and reporting.

Objective

This report is a quick-response analysis measuring reaction and discussion around the premiere of Hannibal on the NBC network the morning after its airing.

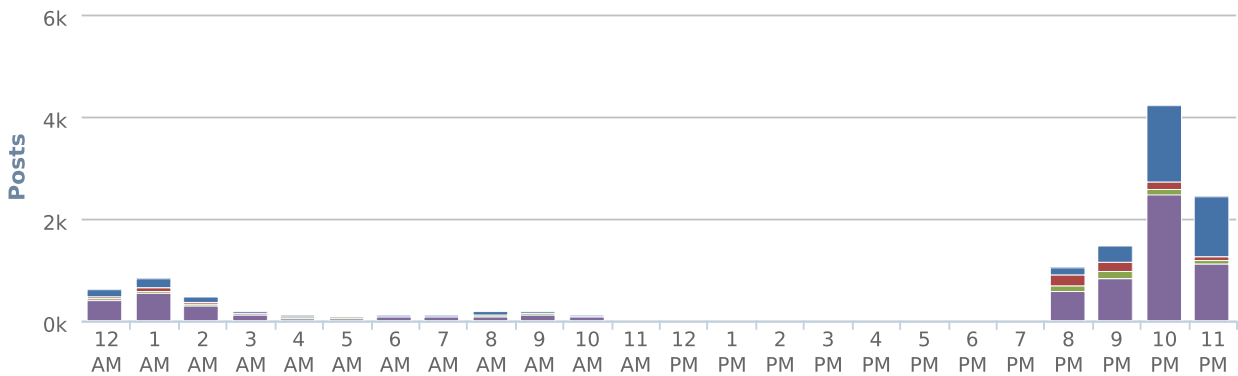
This report was generated at 10:30 AM EST on Friday, April 5, 2013.



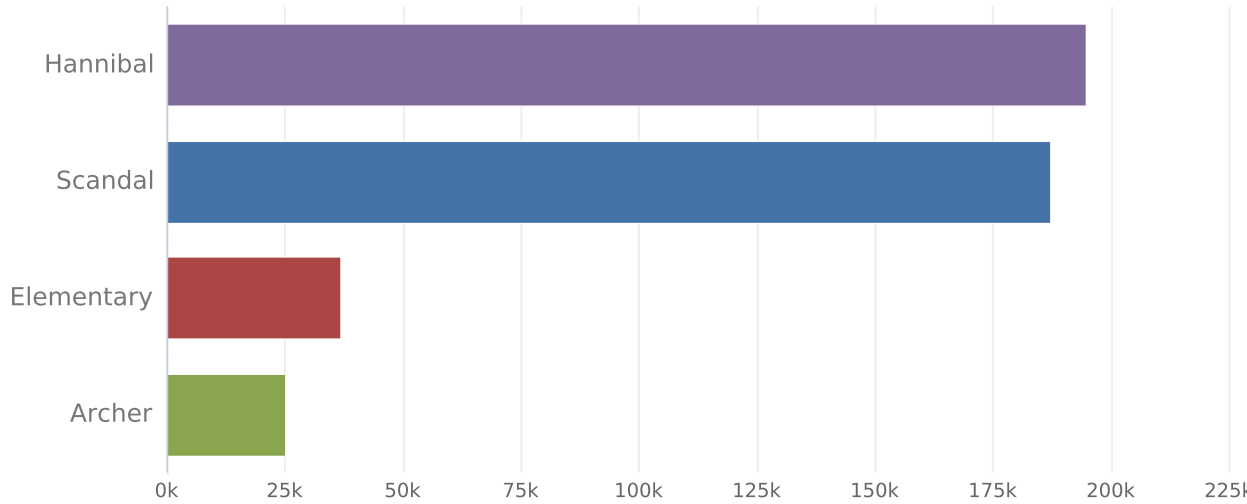
Hannibal Competitive Analysis

Volume

Hannibal received considerable focus, with the largest amount of dialog surrounding the premiere compared to major shows airing on competing networks. During the show's airing, there was 67% more conversation around Hannibal versus second-place Scandal.



In total, from 2 hours prior to airing through this report's creation at 10am EST, Hannibal continued to generate considerable interest, remaining the most discussed show analyzed for the evening.



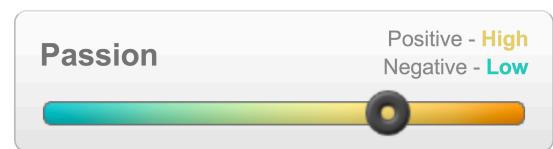
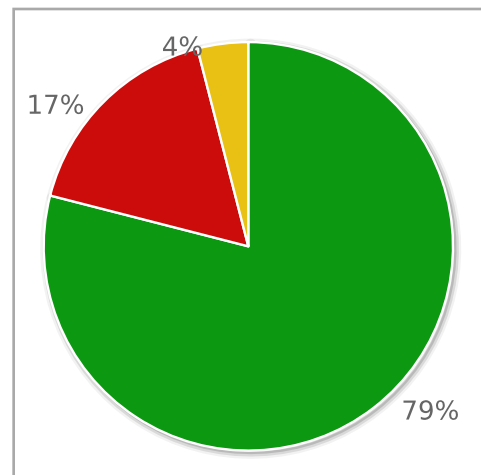
Hannibal Reception analysis

Reception

Reception was largely positive, with 79% of comments expressing opinion favoring the show. Show star Mads Mikkelsen received notable praise for his work, with 86% favorability after the premiere.

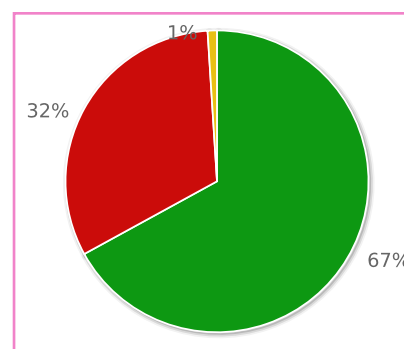
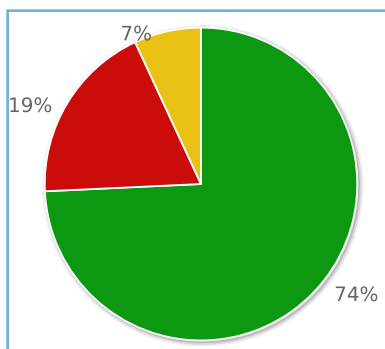
Hannibal's favorability was the highest of shows analyzed for the time slot, above the second-place Elementary at 71%.

Social Radar's Passion, measuring intensity of sentiment towards the show, was very high for Hannibal's premiere, indicating strong positive emotion towards the show.



Male versus Female

Hannibal resonated more strongly with the male portion of the audience, showing 74% positivity versus the females' 67%. Males also showed stronger passion for the show, indicating a stronger level of excitement in their opinions.

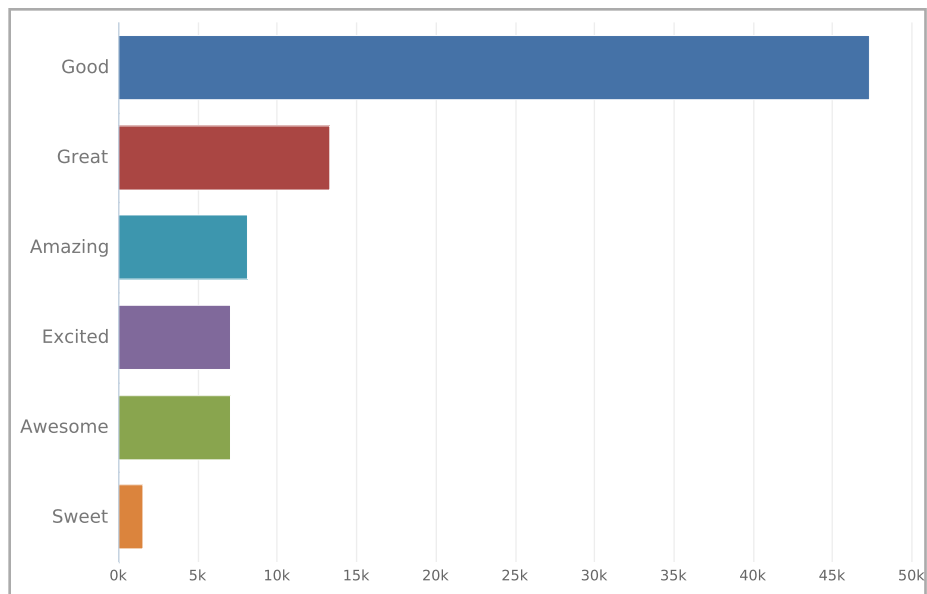


Hannibal Dialog analysis

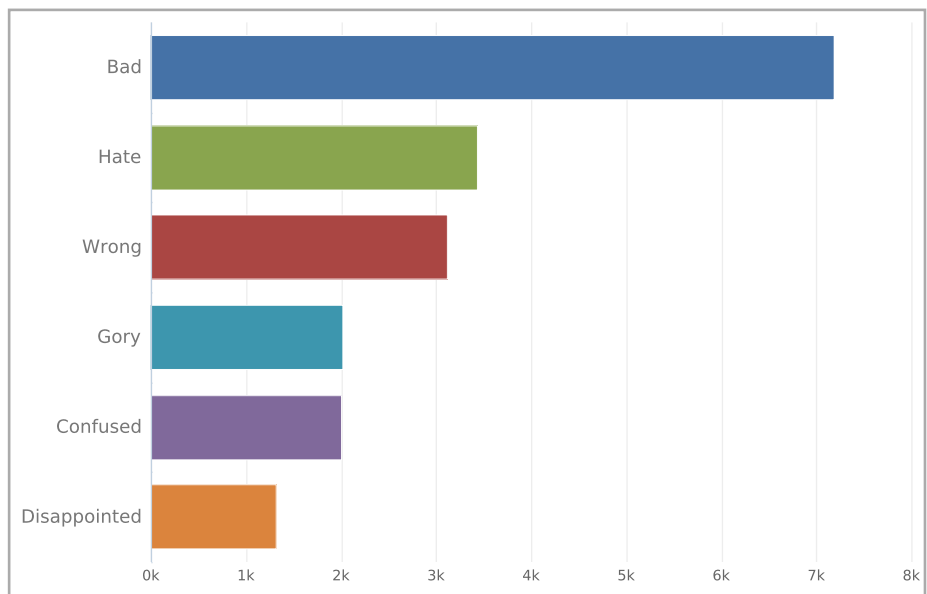
Drivers of Sentiment

Diving into the dialog surrounding the premiere, we can see words driving positivity versus negativity for the show.

Most Positive Words



Most Negative Words



Conclusion

Summary

The premiere of Hannibal was well-received. Competitively, the show drove strong interest and was well-liked, performing very well during its time slot. And while more favorable for a male audience, the show was still generally liked amongst females.

We've also seen the show's star, Mads Mikkelsen, being very well-received, and further analysis could reveal deeper insight into drivers of the show's favorability, or what may be driving the detractors to dislike the show.

About Infegy

Founded in 2006 in Kansas City, Missouri, USA, Infegy was created to accelerate the future of market research and consumer insight. From day one, Infegy's goal has been to harness the exponential growth of content shared online to provide an in-depth understanding of consumer views and opinions. Infegy began by partnering with marketing and research agencies to improve their in-house research. For these agencies, Social Radar's incredible speed and flexibility was an immediate fit. Since then, Infegy has expanded markets within enterprise, PR, research and the financial industry.

