

With the new season upon us, we decided to use our new Buzz-O-Meter tool to measure online and social media buzz in blogs, top video and image sharing sites, Twitter, forums and mainstream online news media.

In the week beginning September 13th there were a total of nearly 33,000 posts or mentions of the broadcast networks. ABC edges out the competition for first place with a 25% share of all posts, followed closely by Fox (24%) and CBS (23%).

CBS did best at getting the most mainstream news posts (32%) where Fox paled in comparison at 15%. On the other hand CBS had relatively fewer Tweets (18%) compared to competition during this same period.

Interestingly there's a considerable amount of buzz for several of our TV networks in foreign countries. Fully 15% of the posts for ABC and CW come from outside the US.

Stay tuned.....

Barbara Leflein  
Leflein Associates, Inc  
1093 Greenwood Lake  
Turnpike  
Ringwood, NJ 07456

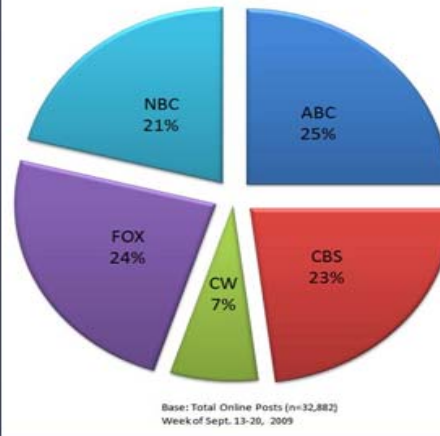
Ph: 973-728-8877  
Fax: 973-728-0792

[www.leflein.com](http://www.leflein.com)

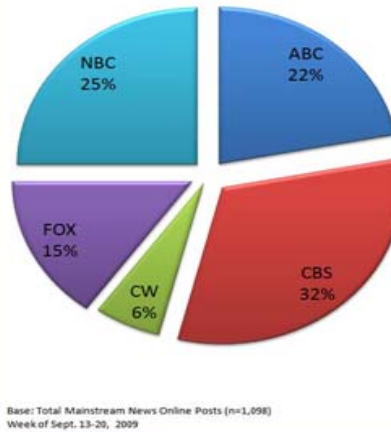
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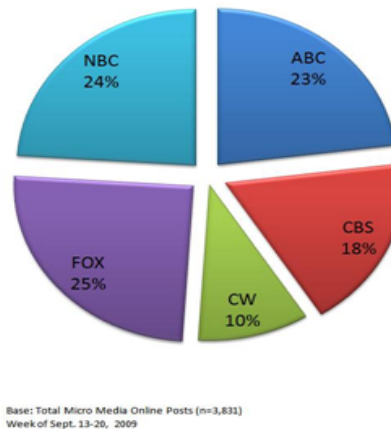
Total Posts By Network



Share Of Mainstream News Posts



Share Of Micro Media Posts



Posts By Region

