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Social TV takes a fresh look at television as it sheds its "traditional media" stigma and helps brands navigate TV as a fertile "new media" filled with many emerging opportunities to reach audiences. Advertisers can no longer count on TV programs alone—they must redefine television as a cross-channel media experience to ensure that their brand transcends devices, applications, and screens.

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Engagement with people on social media helps marketers develop a connection and a rapport, which in turn enables them to widen their customer base. It is a positive step in providing your followers...

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Social TV examines the changing (and complex) television landscape and helps brands navigate its many emerging and exciting marketing and advertising opportunities. Social TV topics include: Leveraging the "second screen" to drive synched and deeper brand engagement; Using social ratings analytics tools to find and target lean-forward audiences

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Marketers can, for example, gather data that allows them to target specific consumers. With hundreds of millions of people globally watching TV and using another device simultaneously, marketers have access to a colossal amount of data. Social television activity and advertisers. Advertisers can benefit significantly from an increase in online sales by showing adverts that air on TV programs with more social TV activity.

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So, what does this mean for marketers? Social media surrounding television programs can play a role in the performance of their television advertisements.

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