**Facebook Creates New Apps to Further Tie Social Net to TV**

Facebook, in further recognition of the links between TV watching and use of its site, has added applications for TV voting and polling, user-submitted photos and video clips, and custom icons. Some 85% of those who visit a social network during TV time go to Facebook, with the site's usage peaking during prime time in every market worldwide, Facebook's Bob Morgan said.

***TechCrunch 10/6/15***

[***http://techcrunch.com/2015/10/06/facebook-unveils-new-arsenal-of-second-screen-tools-for-broadcasters/***](http://techcrunch.com/2015/10/06/facebook-unveils-new-arsenal-of-second-screen-tools-for-broadcasters/)