**Twitter Engagement Bolstered Ratings for "Empire"**

Twitter's promotional tweets for the Fox show "Empire" resulted in 36% of consumers who had seen them and TV-related tweets saying they planned to watch the program live, according to a study from Fox and Twitter. The Twitter campaign to promote the show garnered 21.7 million impressions overall.

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[***http://www.broadcastingcable.com/news/technology/study-promotional-tweets-boosted-empire-audience/141976***](http://www.broadcastingcable.com/news/technology/study-promotional-tweets-boosted-empire-audience/141976)