**"Everyday Influencers" Are Key For TV Viewing**

Most viewers in a Horizon Media study found "everyday influencers," those with as little as 100 followers, most persuasive. Horizon analyzed social media patterns with artificial intelligence in its research, which also revealed that people have 60% odds of watching shows with 10 or more recommendations and only 40% when the programs have just one.

***Next TV/Broadcasting+Cable 8.11.23***

[*https://www.nexttv.com/news/horizon-media-uses-ai-to-id-people-who-influence-tv-viewing?utm\_term=A25693A1-51B6-4112-BDE4-56BD420E983F&utm\_campaign=46D8BE3E-0142-457E-B195-A1325C099C61&utm\_medium=email&utm\_content=22CE254B-08E6-4497-80B5-693EF633D72D&utm\_source=SmartBrief*](https://www.nexttv.com/news/horizon-media-uses-ai-to-id-people-who-influence-tv-viewing?utm_term=A25693A1-51B6-4112-BDE4-56BD420E983F&utm_campaign=46D8BE3E-0142-457E-B195-A1325C099C61&utm_medium=email&utm_content=22CE254B-08E6-4497-80B5-693EF633D72D&utm_source=SmartBrief)

*Image credit:*

[*https://www.fashiongonerogue.com/wp-content/uploads/2019/07/Social-Media-Influencer.jpg*](https://www.fashiongonerogue.com/wp-content/uploads/2019/07/Social-Media-Influencer.jpg)