**Study: Social Media Use by TV Viewers Depends on Genre**

Sixteen percent of TV viewers discuss shows on social media, according to a study by the Interactive Advertising Bureau. Drama is the genre most likely to spur post-broadcast social media activity, while reality shows are most likely to spur midbroadcast activity, the report says.

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[***http://www.bizreport.com/2015/05/streaming-or-traditional-who-is-winning-the-tv-battle.html***](http://www.bizreport.com/2015/05/streaming-or-traditional-who-is-winning-the-tv-battle.html)