**Twitter Users During TV Shows Have Higher Ad Recall**

Consumers who use Twitter while watching television are 62% more likely to remember the ads that aired during the program, Starcom and Canvs report. Viewers who post emotive tweets during TV shows are three times more likely to remember the brands that advertised.

***LostRemote 3/18/16***

[***http://www.adweek.com/lostremote/study-active-tweeting-leads-to-higher-ad-recall-for-viewers/55600***](http://www.adweek.com/lostremote/study-active-tweeting-leads-to-higher-ad-recall-for-viewers/55600)