



Business Intelligence through Social Media

NHL Lockout DMA Analysis

DMA Sample Report
December 17, 2012



Introduction

This DMA Analysis looks at the social conversation toward the NHL Lockout over the last week. The analysis looks at the total social conversation and negative sentiment of the top 5 markets in both the US and Canada, to identify the market that is the most social engaged, and most negative toward the ongoing lockout in the NHL.

Fizziology listens to the “big 3” of social media: Twitter, Facebook and blogs. We use broad search terminology to gather all references to a tracked property. Trained analysts then read a statistical sampling of the total conversation to determine what is relevant conversation, grade sentiment (to 95% confidence, using a 2-tiered approach for accuracy) and flag conversation drivers.

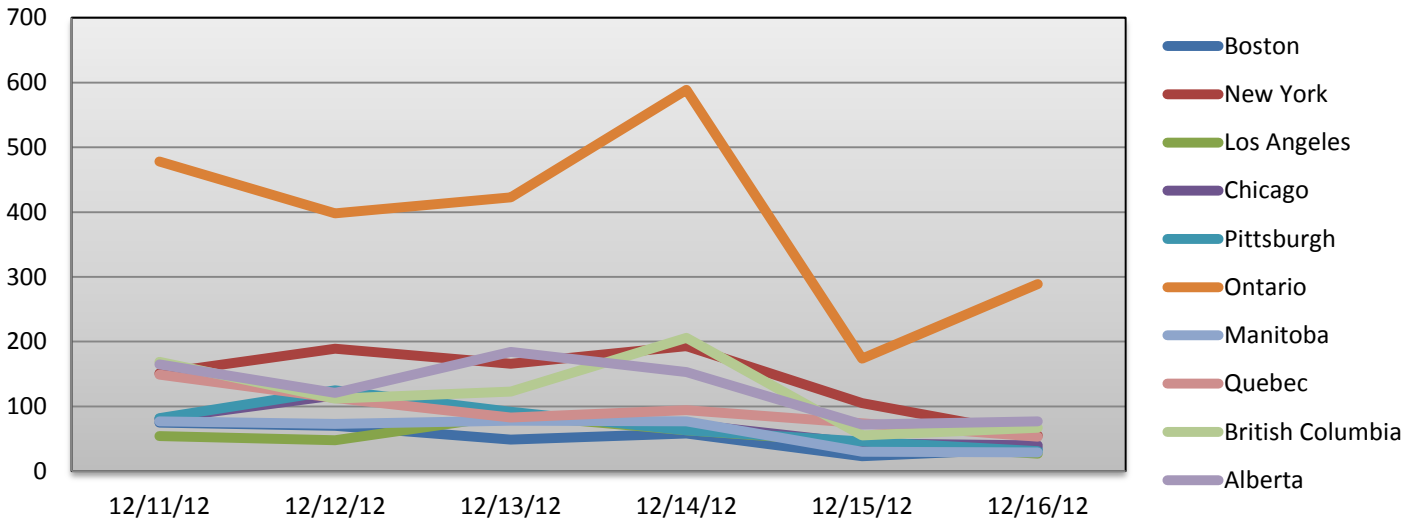
The data is quantitative and should be looked at week-over-week. But the insights are qualitative, using the social conversation as a giant focus group to learn about audience reactions and perceptions.

NHL Lockout Social Conversation Comparison

December 11 – 17, 2012

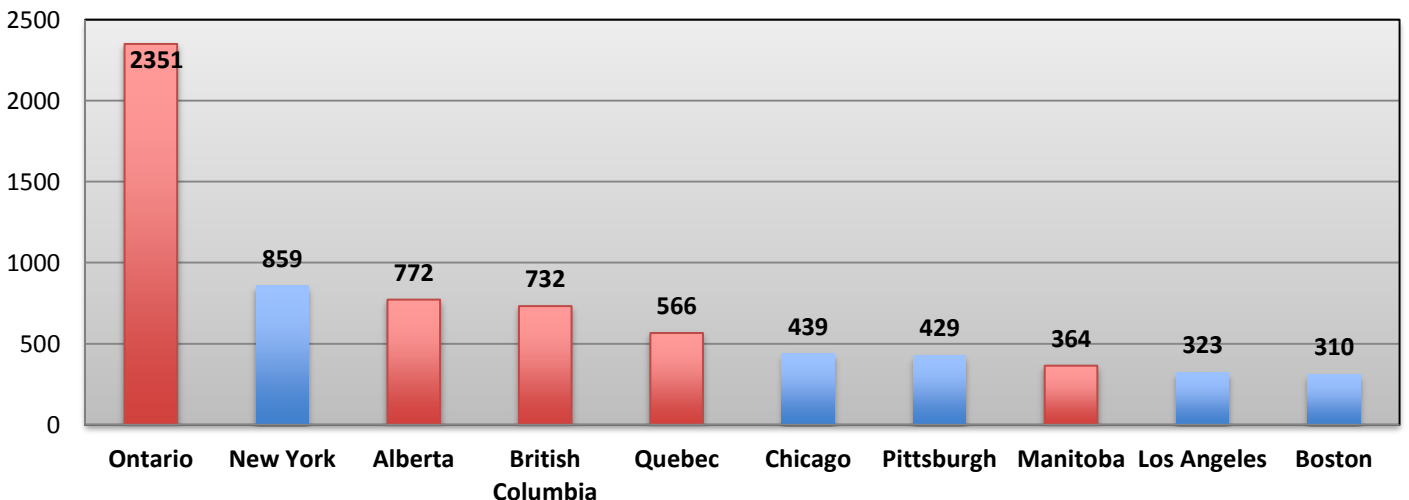
Social Volume

**Day over Day NHL Lockout Social Buzz
Top 5 US Markets vs Top 5 Canadian Markets
(December 11 - 17, 2012)**



What this means: Of all markets in the US and Canada over the last week Ontario has been by far the most social engaged around the NHL Lockout. The top market in the US, New York, is seeing comparable conversation to the Alberta and British Columbia conversation, with Boston seeing the least conversation in this comparison.

**Total NHL Lockout Social Buzz
Top 5 US Markets vs Top 5 Canadian Markets
(December 11 - 17, 2012)**

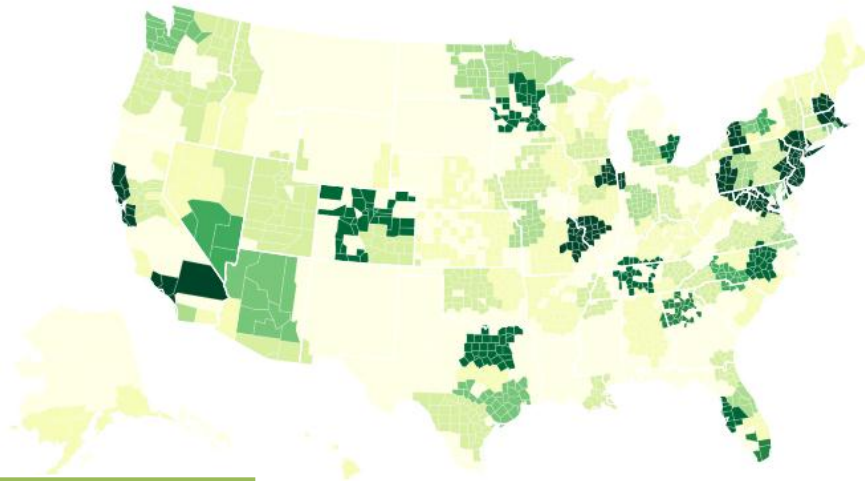


NHL Lockout Social Conversation - US

December 11 – 17, 2012

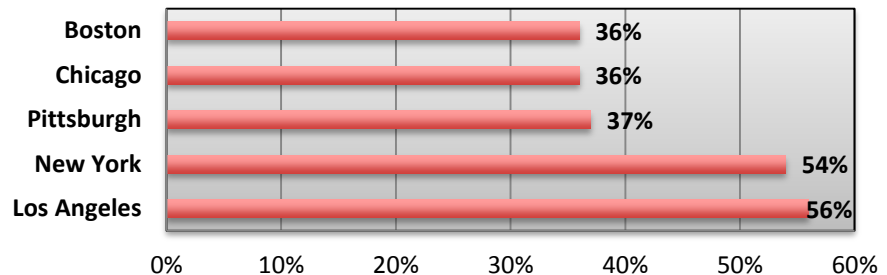
US – NHL DMA Analysis

NHL US Geo Map (12/11 – 12/17)



Rank	DMA (12/11 – 12/17)
1	New York (16.8%)
2	Chicago (8.3%)
3	Pittsburgh (8.0%)
4	Los Angeles (6.2%)
5	Boston (5.4%)
6	Washington D.C. (5.1%)
7	Philadelphia (5.0%)
8	Buffalo (4.6%)
9	San Jose (3.9%)
10	St. Louis (3.8%)
11	Detroit (3.5%)
12	Minneapolis (2.7%)
13	Dallas (2.6%)
14	Tampa (2.4%)
15	Columbus (1.8%)

Negative Sentiment Comparison Top 5 US Market by Social Volume (December 11 - 17, 2012)

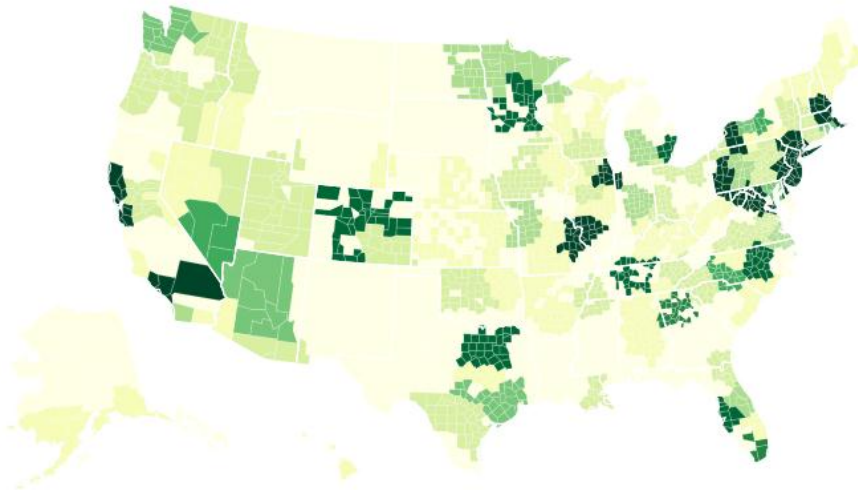


What this means: Even though the LA market is seeing the most negative sentiment, the New York market (Rangers, Devils, and Islanders) is the market that is seeing the most engaged social conversation, and the most vitriol towards the absence of the NHL.

Qualitative analysis of these markets can be done by a market by market basis.

US – NHL DMA Analysis

NHL US Geo Map (12/11 – 12/17)



Audience Market Clusters	Percent of Total Conversation
Urban America	9.2%
Rural America	1.5%
College Towns	1.0%
East Coast	4.6%
West Coast	1.7%
Deep South	1.3%
Midwest	3.3%

What this means: When looking at segments of the country, the East Coast and Midwest are seeing the bulk of the conversation. In these geographic regions, it is the urban cities and not the rural markets that are talking about the NHL lockout. As imagined, the west coast and deep south market clusters are barely seeing above 3% of the total NHL Lockout conversation.

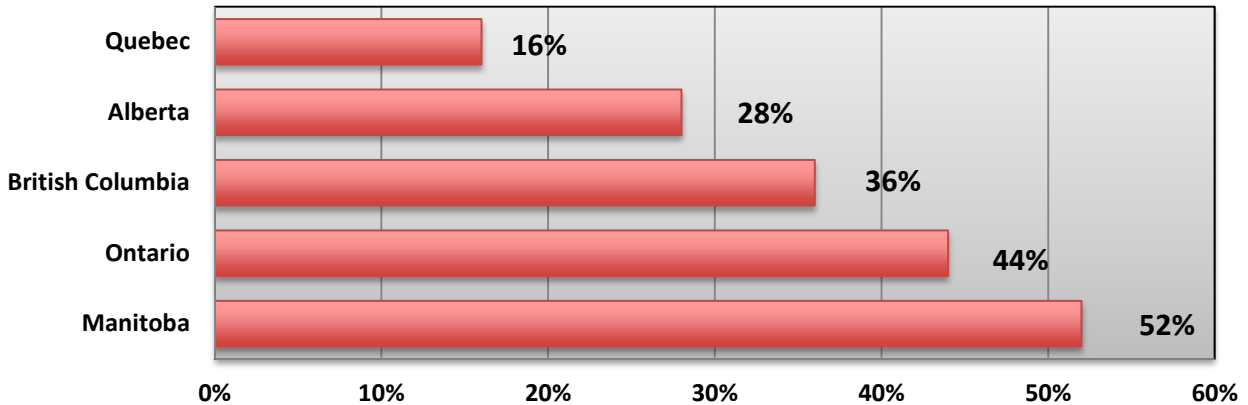
Qualitative analysis of these markets can be done by a market by market basis.

NHL Lockout Social Conversation - Canada

December 11 – 17, 2012

Canada – NHL DMA Analysis

Negative Sentiment Comparison Top 5 Canadian Markets by Social Buzz (December 11 - 17, 2012)



Rank	DMA (12/11 – 12/17)
1	Ontario (46.8%)
2	Alberta (14.8%)
3	British Columbia (13.8%)
4	Quebec (10.0%)
5	Manitoba (6.9%)
6	Nova Scotia (3.0%)
7	Saskatchewan (2.5%)
8	New Brunswick (1.0%)
9	Newfoundland (.6%)
10	Northwest Territories (.4%)
11	Prince Edward Island (.3%)
12	Nunavut (.1%)

What this means: Even though the Manitoba market is seeing the most negative sentiment in terms of their size of conversation, the Ontario market is seeing almost 50% of the entire NHL Lockout conversation in Canada. With that large size of conversation, 44% is negative. The Ontario market is the most socially engaged around the NHL lockout, and the most negative towards the current status.

Qualitative analysis of these markets can be done by a market by market basis.

