

## ITV plc (ITV-GB) Biggest season of “Love Island” could be impactful to FQ2 '18

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[www.tickertags.com](http://www.tickertags.com)



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**Twitter mention frequency is up double digits Y/Y for ITV2's Love Island.** ITV2 is a channel owned by British broadcasting company ITV. One of ITV2's top-performing series, “Love Island,” had its most talked about season ever. Last year, “Love Island” averaged 1.4 million 16- to 34-year-old viewers across the series and 0.9 million 16- to 34-year-old catch-up requests online per day.

- **Y/Y Twitter mention frequency of [watch +love island] and [“love island”] is up double-digits Y/Y.** In the earnings call from FQ2 '17, the company stated that the show had “exploded” and that it had “doubled its audiences this year...” Twitter mention frequency of [watch +love island] and [“love island”] is up 70% and 61% Y/Y, respectively. We believe that tags demonstrating a high level of relative Y/Y increase (>25%) can be suggestive of directional movement in consumer interest and/or associated company KPIs.
- **Y/Y Twitter mention frequency of ITV's streaming services also up Y/Y.** Mention frequency of [“itv hub”], ITV's streaming services, is up 20% Y/Y, indicating that more people are watching the platform. The increase in the quarter is due in part to people streaming FIFA 2018 World Cup games on the site.
- **Q/Q Twitter mention frequency of tags indicating viewership of ITV2 is up.** Twitter mention frequency of [watch +“itv2”] is up 133% Q/Q due primarily to chatter around the show “Love Island.” Mention frequency of people reporting that they've watched the regular ITV channel, as monitored by the tag [watch +“itv”], was flat Y/Y and Q/Q.
- **Y/Y UK search data for “Love Island” was up significantly.** Searches in the UK were up 97% Y/Y for “Love Island.” The 2017 season began June 5 and ended July 24, after FQ2 '17 ended. Similarly, the 2018 season began on June 4 and is set to end on July 30, which is after FQ2 '18 (see Figure 4).
- **UK World Cup viewers searched for the World Cup 95% more during the 2018 FIFA World Cup vs. the 2014 FIFA World Cup.** This is expected, as England went much further in 2018 than they did in 2014. England's run should translate into more streaming hits on ITV Hub as the site streamed the games live (with a slight delay) and on demand (see Figure 5).

### BACKGROUND

- **ITV2 revives the series.** In 2015, ITV2 announced it would remake the 2005/2006 dating series, “Love Island.” The first season “was just about okay” according to ITV's FQ2 '17's earnings call. The second season “took off” and the third season “exploded.” Twitter mention frequency is up 70% for the current fourth season, indicating that interest in the show is at an all-time high.

- **“Love Island” and World Cup increase ITV Hub viewership.** ITV2 moved an episode of “Love Island” back to accommodate ITV’s live coverage of England’s World Cup game. Both were made available for streaming on ITV Hub. Twitter mention frequency of [“itv hub”] is up 20% Y/Y.

**FIGURE 1: FQ2 TWITTER MENTION FREQUENCY TAG DATA**

TAG	APPROXIMATE MENTIONS	Q2 '18/Q2 '17 Y/Y CHANGE IN MENTION FREQUENCY	Q2 '17/Q2 '16 Y/Y CHANGE IN MENTION FREQUENCY	Q2 '18/Q1 '18 CHANGE IN MENTION FREQUENCY
watch +love island	67,000	70%	122%	n/a*
“love island”	318,000	61%	90%	n/a*
“itv hub”	2,000	20%	101%	154%
watch +“itv2”	1,500	flat	flat	133%
watch +“itv”	10,000	flat	-17%	flat

Source: TickerTags

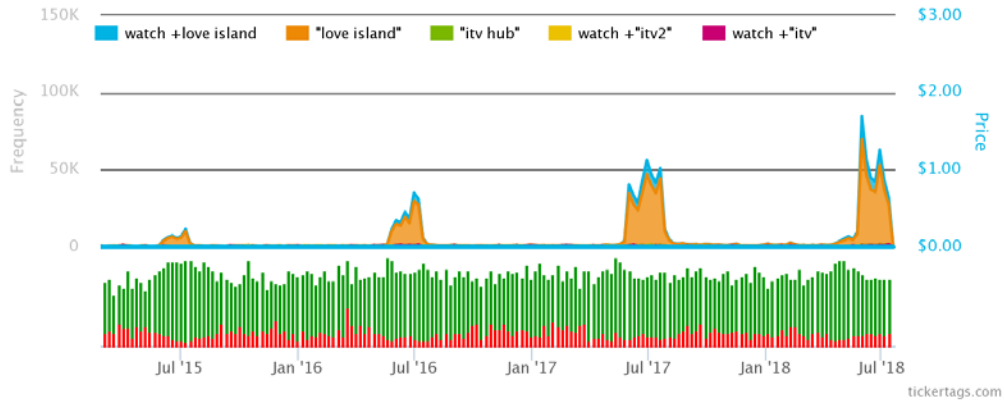
\*Q/Q Is not relevant as the show was not available during Q1 '18.

As a minimum barometer of reliability, the volume of estimated quarterly tag mentions on Twitter (different from normalized tag frequency) should be no less than 1,000. Tags with quarterly mention volume of less than 1,000 should be viewed with caution. Estimated Twitter mention volume is deduced by applying a 10x multiplier on the tag’s volume of mentions originating from Twitter’s Decahose. Twitter’s Decahose comprises approximately 50 million tweets daily.

**FIGURE 2: FQ2 GOOGLE SEARCH DATA**

TAG	Q2 '18/Q2 '17 Y/Y CHANGE IN SEARCHES	Q2 '17/Q2 '16 Y/Y CHANGE IN SEARCHES	WORLD CUP '18/WORLD CUP '14 CHANGE IN SEARCHES
love island	97%	73%	n/a
world cup	n/a	n/a	95%

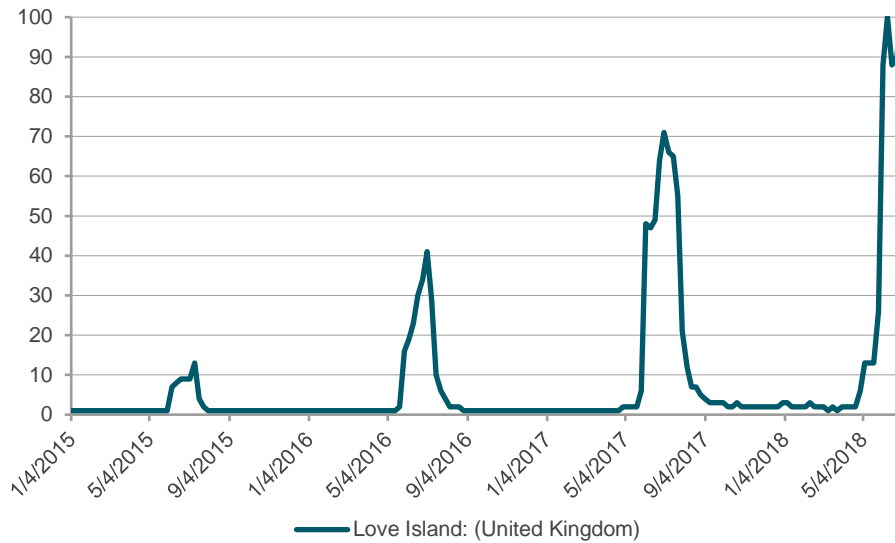
**FIGURE 3: TWITTER MENTION FREQUENCY OF [ watch +love island], ["love island"], [watch +“itv2”]**



Source: TickerTags

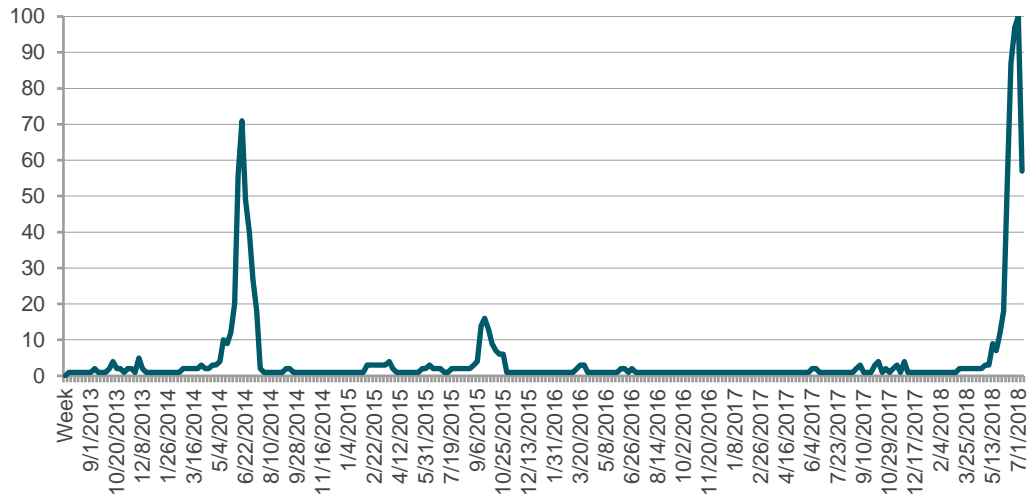
The charts above quantify Twitter mention frequency and sentiment around the relevant mentions over time. We define mention frequency as a normalized measure of tag mentions compared to the total number of relevant messages across Twitter.

**FIGURE 4: UK GOOGLE SEARCHES OF [love island]**



Source: Google Trends

FIGURE 5: UK GOOGLE SEARCHES OF [world cup]



Source: Google Trends

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### ABOUT TICKERTAGS

TickerTags maps the digital ecosystem and recognize insights in everyday conversation. With approximately 1 million tags mapped to nearly 3,000 public and private companies, TickerTags maps and monitors the multitude of tangible and intangible business drivers that move and influence companies and markets. Structuring alternative data for the investment industry is often a laborious, resource-intensive and time-consuming exercise. As a leading word mention frequency investment tool, TickerTags converts conversation activity into investment insight that is useful for investment analysis.

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M Science is a data-driven research and analytics firm, uncovering new insights for leading financial institutions and corporations. Founded in 2002, M Science is revolutionizing research, discovering new data sets and pioneering methodologies to provide actionable intelligence. Our research teams have decades of expertise working with massive amounts of unstructured data in near real-time to discern critical insights that help clients make more informed decisions. We combine the best of finance, data and technology to create a truly unique value proposition for both financial services firms and top corporations.

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### REFERENCES

On May 31, 2018, M Science LLC acquired substantially all of the business of TickerTags, Inc. Prior to this date, reports were prepared and distributed by TickerTags, Inc.

Mention frequency is derived from the total number of tag mentions divided by the number of total mentions. This is represented as tag mentions per 100 million total mentions. If total mentions fail to meet 100 million mentions in a period, then the data is scaled.

Data reflects English language messages excluding messages suspected to be spam and messages deemed NSFW. Organic mentions reflect tag mentions excluding retweets and tweets containing hyperlinks.

As a minimum barometer of reliability, the volume of estimated quarterly tag mentions on Twitter (different from normalized tag frequency) should be no less than 1000. Tags with quarterly mention volume less than 1000 should be viewed with caution. Estimated Twitter mention volume is deduced by applying a 10x multiplier on the tag's volume of mentions originating from Twitter's Decahose. Twitter's Decahose comprises approximately 50 million tweets daily. The context of 300 representative Tweets for comparable periods has been reviewed and has been found to be contextually similar.

