



# Measuring Social Media

Going Beyond Likes, Favs and Follows



fizziology®



# Fizziology is a global audience insights company.

We work with studios, networks, production companies, talent and brands to help creators and marketers better connect with audiences.

Founded in 2009, Fizziology was #502 on 2016's Inc 5000 list of fastest growing private companies in the United States.



Fizziology is the leader in social research in entertainment, working on films that have collectively made over \$10 billion in worldwide box office.

And in 2016, we worked on 38 of the 50 movies that grossed over \$150,000,000 worldwide.

A control room with many monitors and desks. The room is filled with rows of desks, each equipped with multiple computer monitors. The walls are covered with various panels and displays. The lighting is dim, and the overall atmosphere is that of a busy, technical environment.

**Social media is the world's  
biggest, fastest, most honest  
focus group.**

**But you have to unlock the  
opinions from the big data.**



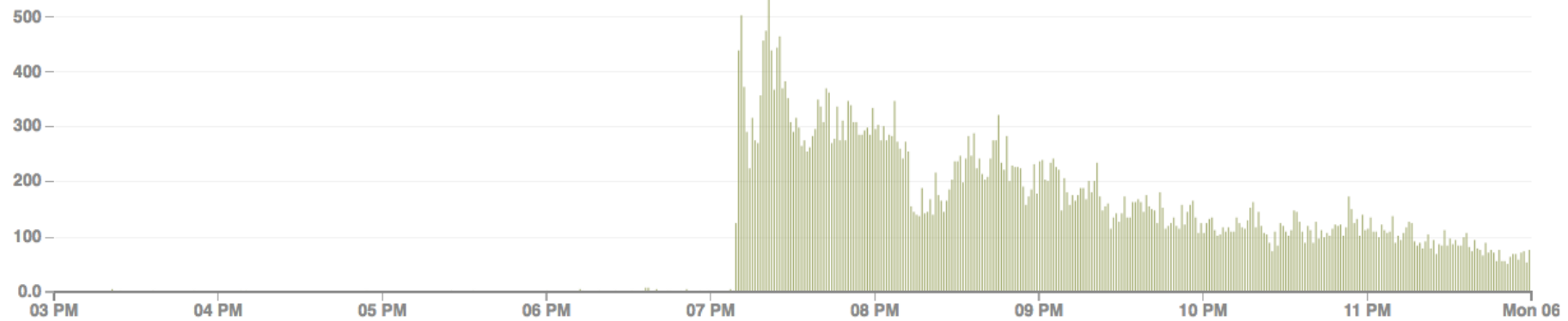
Disney  
**PIRATES** *of the* **CARIBBEAN**  
DEAD MEN TELL NO TALES

# Pirates Of The Caribbean Dead Men Tell No Tales Movies


4769




VOLUME FOR FEB 5, 2017 03:00 PM - FEB 6, 2017 12:00 AM PER MINUTE



 **55%**  
MALE

 **45%**  
FEMALE

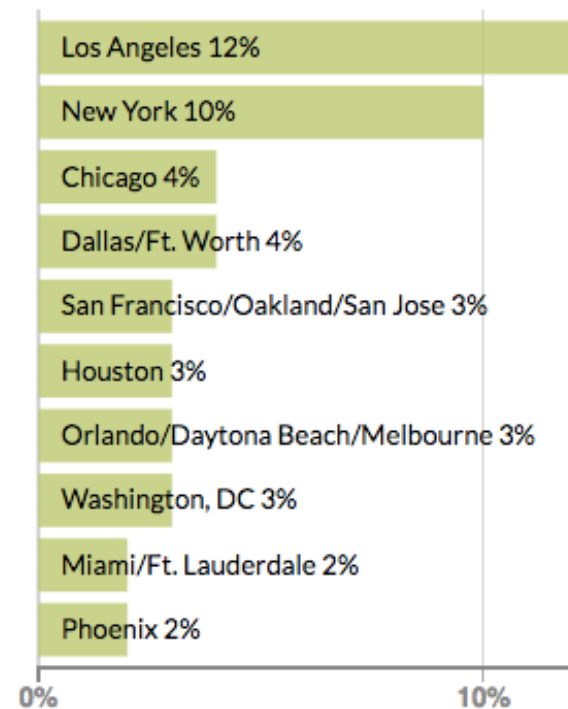
  
**31,729**  
UNIQUE  
USERS

**@ 5,503**  
AVG  
FOLLOWERS

 **36%**  
RETWEETS

**\$0**  
BOX OFFICE

### 📍 Top 10 Overall Markets





**Gino**  
@Seblaricci

Follow

super bowl was pretty lit but that pirates of  
carribbean trailer is making me snap even more

RETWEETS LIKES  
**2** **9**



10:32 PM - 5 Feb 2017



**Sarah M Witting**  
@sarahmwitting

Follow

Is there seriously going to be another pirates of  
the carribbean movie? 🙄#

7:26 PM - 5 Feb 2017



@migtail

Follow

FUKK THE SUPER BOWL THEY COMING OUT  
WITH THE 4TH PIRATES OF THE CARRIBEAN!

RETWEETS LIKES  
**3** **15**



7:10 PM - 5 Feb 2017



LESSON #1

**Let the computers compute.  
But let people analyze.**

23%



**Jillian Brynne**

@jillianbrynne

Follow

That Pirates of the Caribbean trailer giving me allllll sorts of chills 🦋

[#DeadMenTellNoTales](#) [#SuperBowl](#)

7:13 PM - 5 Feb 2017

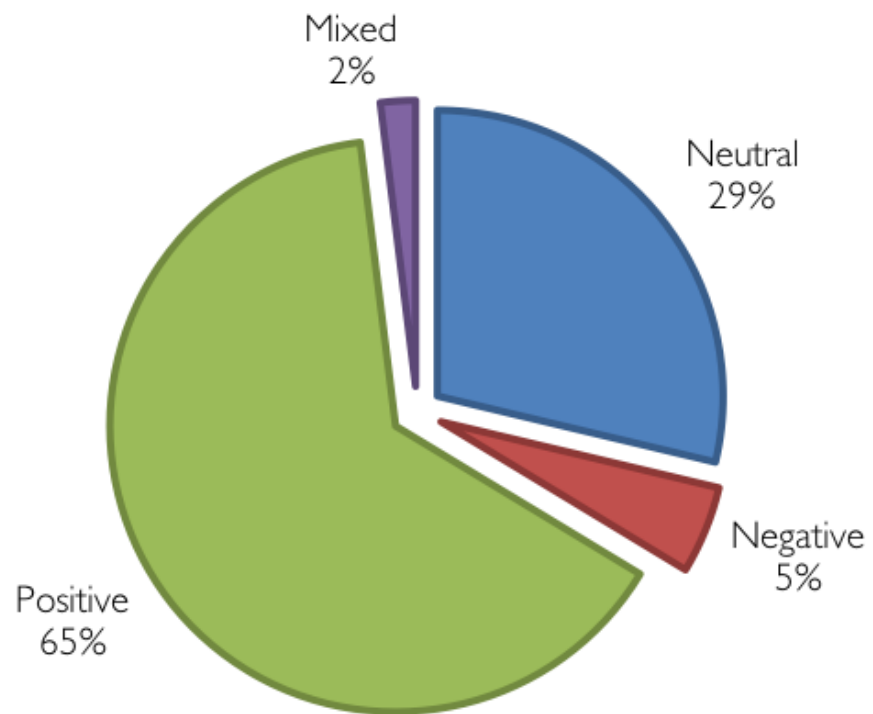
1 1

**P** Positive **N** Negative **U** Neutral **M** Mixed **I** IRR **A** Hidden **S** Sampled **D** Featured

Themes

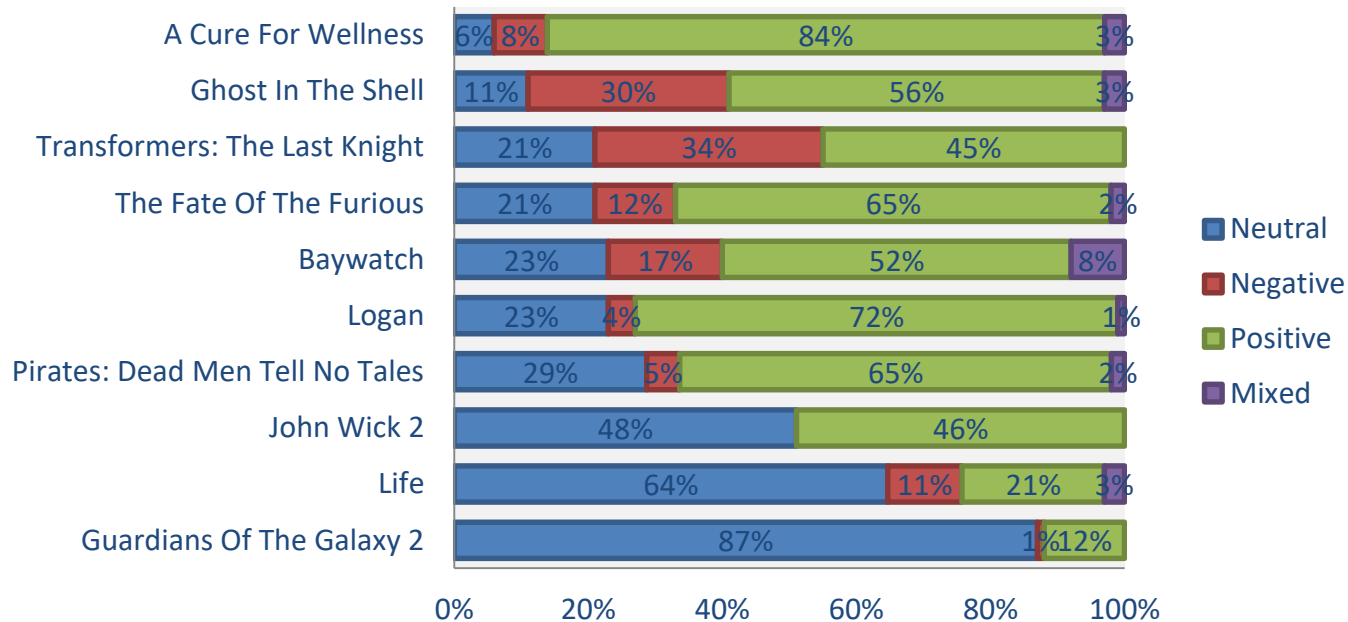
Add some themes...

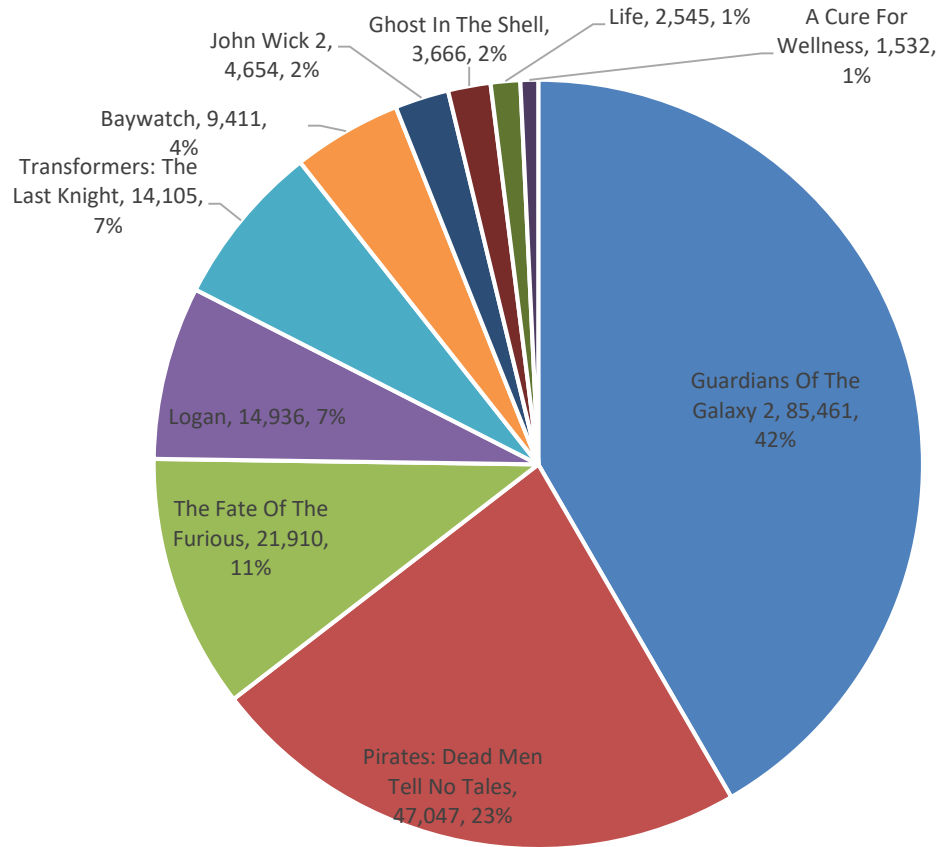
*When typing in a theme, use the ENTER key to select a previously used theme and the TAB key to create a new theme based on what you have typed in the input box.*



# TWITTER SENTIMENT:

The data below represents sentiment from air time to 10 minutes post air time.





LESSON #2

**Context is always required.**



cinephile\_gallery

Follow

timothyramond, marlon\_castillero15, 1d  
ivy\_muir, asshole\_demon and  
galaxy\_melody like this

cinephile\_gallery Quick look at characters  
after Super Bowl trailer. #potc #pirateslife  
#pirates #piratesofthecaribbean  
#deadmentellnoales #jacksparrow  
#captainsalazar #captainbarbossa  
#kayascodelario #willturner #savvy #disney  
#may2017

♡ Add a comment...



FRONT ALL RANDOM ASKREDDIT FUNNY PICS TODAYLEARNED WORLDNEWS NEWS GIFS AMV VIDEOS GAMING MOVIES

**/r/movies** COMMENTS OTHER DISCUSSIONS (5)

John Wick: Chapter 2 Discussion

The Lego Batman Movie Discussion

12.8k

**Pirates of the Caribbean: Dead Men Tell No Tales Trailer** (youtube.com)

4 days ago by [Atrothunderx](#)  
1337 comments share

**top 200 comments** show 500

sorted by: **best**

[m15awt](#) Based on a true friendship: [M] [score hidden] 4 days ago · -Sticked Comment  
New Pirates 5 poster  
permlink embed  
load more comments (48 replies)

[backpeach](#) 1059 points 4 days ago  
Did my eyes spy young William Turner?  
permlink embed

[dre\\_v](#) 867 points 4 days ago  
You sure did <http://i.imgur.com/TBsAQD.jpg>  
permlink embed parent

[apocolytictodd](#) 828 points 4 days ago  
Legolas looks like shit  
permlink embed parent

## LESSON #3

**Opinions will always be shared.  
How they are shared will change.**






**Amy Lupold Bair** ✓

@ResourcefulMom

 Follow



The whole house just went crazy for Dead Men  
Tell No Tales. #pirateslife  #SB51



**Jessica Chobot** ✓

@JessicaChobot

 Follow



New Pirates of the Caribbean Dead Men Tell No Tales Trailer. 🏴‍☠️ [#PirateLife](#)



**Jessica Chobot** ✓

@JessicaChobot

Co-writer/creator of [@FirebrandComic](#) over at [@LineWebtoon](#), Host of MOTHERSHIP at [@Nerdist](#). Host & creator of the [@Bizarre\\_States](#) podcast on iTunes.

📍 Paradise Island

🔗 [youtube.com/playlist?list=...](https://www.youtube.com/playlist?list=...)

📅 Joined April 2008



**Amy Lupold Bair** ✓

@ResourcefulMom

Mom, Social Media Marketer, Global Influence founder, Twitter Parties creator

📍 DC Metro

🔗 [resourcefulmommymedia.com](https://www.resourcefulmommymedia.com)

📅 Joined July 2008

## LESSON #4

**What is said matters more  
when you know who said it.**

The background features a complex, colorful pattern of icons and lines. The icons include social media symbols like Facebook, Twitter, and email, as well as general technology and communication symbols like Wi-Fi, arrows, and people icons. The lines are thick and curved, connecting the icons in a network-like structure. The colors used are primarily blue, green, orange, and yellow.

Social media reflects billions of opinions, a truly unprecedented amount of data.

But it takes technology, people and rigor to turn it into usable research.