

emmys® Will Online Chatter Lead to Offline Gold?

In anticipation of the 2011 Emmy Awards on September 18, Performics presents search & social buzz around television's top comedies. We've analyzed Google search & significant* Twitter volume since nomination day, July 14.

industry picks*

*Ranker.com & Goldderby.com

<p>Outstanding Comedy Series</p>  <p>MODERN FAMILY</p>	<p>Outstanding Lead Actress in a Comedy Series</p>  <p>LAURA LINNEY The Big C</p>	<p>Outstanding Lead Actor in a Comedy Series</p>  <p>STEVE CARELL The Office</p>
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Outstanding Comedy Shows Trending across Google & Twitter

	the office	the BIG BANG THEORY	3OROCK	glee	Parks and Recreation	modernfamily
SEARCHES	4,285	4,147	3,927	3,541	3,369	3,287
TWEETS	2,064,920	1,831,706	118,552	34,275	31,496	18,653

Outstanding Lead Actor In a Comedy Series

SEARCHES

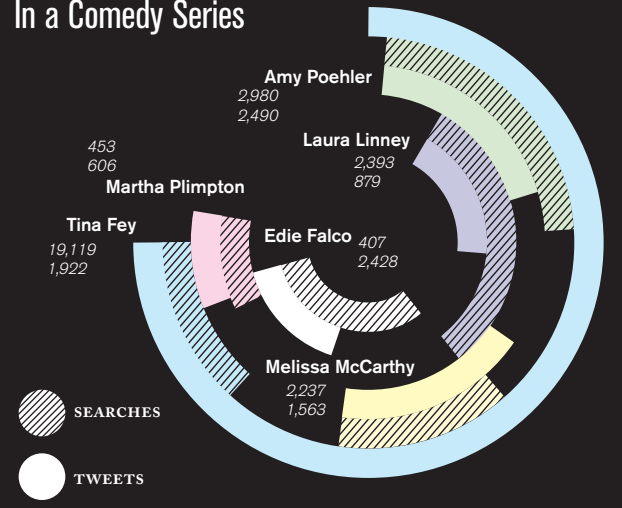
2,691	N/A	3,416
	Louis CK	
		38,781
		Alec Baldwin
		2,167
		
		19,337
		Steve Carell
		1,551
		
		2,114
		Johnny Galecki
		1,516
		
		3,200
		Matt LeBlanc
		1,517
		
		4,416
		Jim Parsons

TWEETS

Outstanding Lead Actress In a Comedy Series

SEARCHES

TWEETS



Our search & social listening data reveals who's hot, who's not and who might just get the last laugh.

SEARCH DATA: GOOGLE INSIGHTS FOR SEARCH · TWITTER DATA: TOSPY LABS · JULY 14-SEPT 12
*SIGNIFICANT: A TWEET THAT'S BEEN RETWEETED OR CONTAINS A LINK