

New Day, Same Brand-Show Link

Shifts to Thursday don't alter long-established affinity relationships

Thursday nights are the home to many shifts in the broadcast landscape this fall. For one, there is the arrival of Fox's *Gotham* and The CW's *Supernatural* to the evening's lineup, and then, in November, NBC will assume the *Thursday Night Football* mantle from CBS.



In the changing sea of "Must See TV," advertisers and showrunners can use affinities to establish where their shows stand with brand audiences.

By looking at the engagement of fans for shows in the time slot across 60,000 brands and more than 400 million social users worldwide, AffinityAnswers data reveals how the shows have aligned with specific brands:

■ Ford's affinity with *Gotham* likely results from the partnership that began in February 2016, in which Ford and Fox create custom content featuring the automobiles.

■ *The Good Place's* bond with Walt Disney Co. properties are due to star Kristen Bell's role as Anna in *Frozen*.

*CBS airs Thursday Night Football, which does not have social profiles and therefore no social affinities, through 10/26.

SHOW	NETWORK	BRAND	TRUE AFFINITY
	Fox	DC Comics	9.00
		Ford Escape	8.90
		Marvel	8.73
		Ford	8.67
		Entertainment Earth	8.55
	ABC	Disneyland Paris	8.39
		ShondaLand	8.37
		Starbucks	8.36
		McDonald's	8.32
		AT&T	8.28
	The CW	Roku	8.83
		DC Comics	8.52
		Hot Topic	8.44
		Marvel	8.31
		Amazon.com	8.18
 	NBC 8 p.m.	AMC Theatres	7.87
		Fandango	7.80
		Disney D23	7.79
		Cinemark	7.70
		Sony Pictures	7.61
	NBC 8:30 p.m.	Hamilton (Musical)	7.81
		Walt Disney Pictures	7.58
		Disney D23	7.52
		Wicked The Musical	7.47
		Sony Pictures	7.42

SOURCE: AffinityAnswers

Vertical text on the right side of the page: Jessica Miglio/Fox; ABC/Richard Cartwright; Dean Buscher/The CW; Greg Gayne/NBC; Colleen Hayes/NBC