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easier for consumers to skip marketing messages. Encouraging social TV is one means by which programs can engage the audience and can aid advertisers. As product placement efforts become more popular, efforts to encourage social TV activity may benefit from increased collaboration between advertisers and programs. /.

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4 TV Shows Using Social Media to Drive Views. For TV shows, social media isn't just a marketing channel. It's a place where people can discover exclusive content, engage with writers and actors, and chat before, during, and after their shows. As Twitter found, more than 60% of avid TV watchers share their opinions on the social network.

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