

# Binge Watching VS Instant Gratification: Facebook and Instagram fight for user attention.

Can social media preferences shed light on a person's television show preferences? By combining survey and behavior data on MFour Studio, we found that Facebook users displayed a stronger affinity for Reality TV, while Instagram users leaned towards Comedy.

Reality TV viewers are **10% more likely** to use Facebook than Comedy show viewers.



Comedy show viewers visit Instagram **more than 50% more often** than Reality TV viewers.



# VS

Similarly, Reality show watchers are **29% more likely** to use Messenger over Comedy viewers.



Comedy viewers are visiting Twitter **3x more often** than Reality show viewers.



**Use this information to:** create targeted ads or organic posts on Facebook to promote Reality TV shows and Comedy on Instagram. Incorporate interactive content, such as polls, quizzes, and surveys into social media strategies to take advantage of the strengths of each platform to cross-promote content. This can help drive engagement on both platforms and leverage the preferences of each audience.

## NEED RESEARCH?

Contact us now: [solutions@mfour.com](mailto:solutions@mfour.com) or call 714-754-1234.  
Data witnessed April 2023.

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