

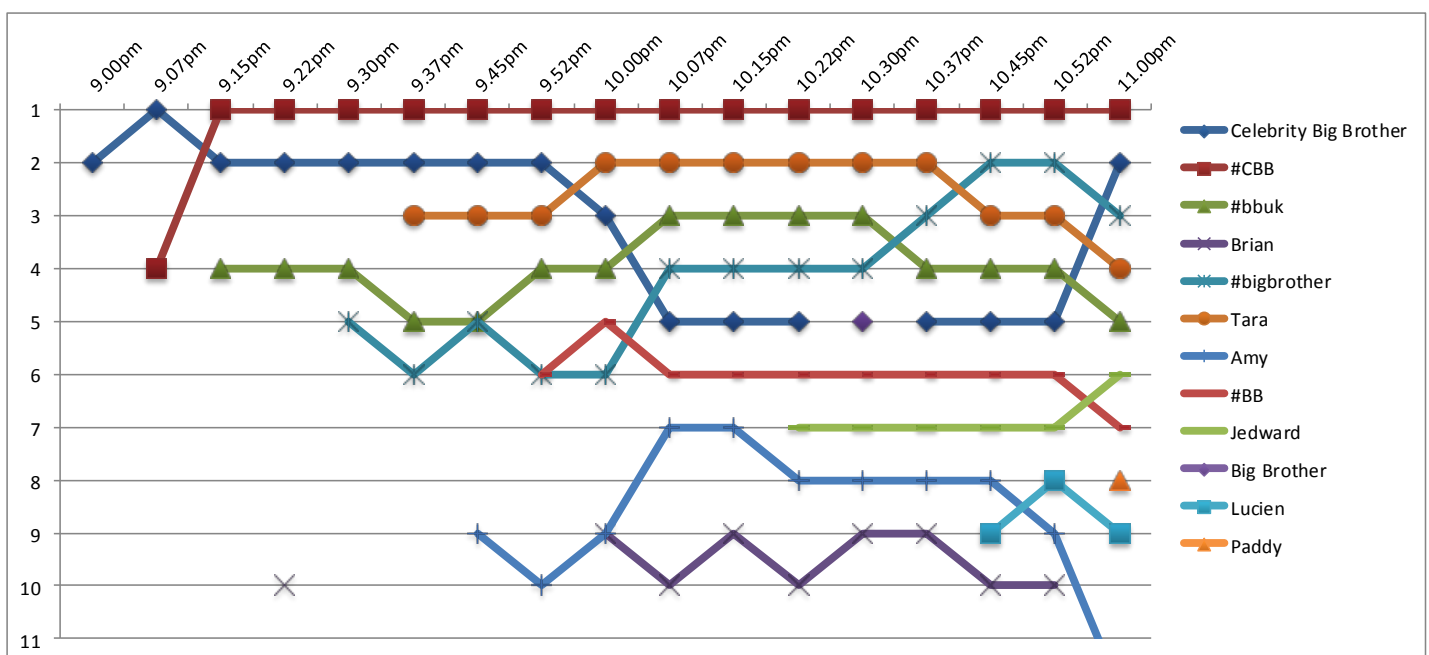
Social Media Intelligence

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Channel 5's Big Brother – The Story of The Launch Show In Twitter Trends

Big Brother UK returned to Channel 5 on 18 August 2011 and, as expected, the Twitterati filled the airwaves with chatter about the popular reality show and took just one hour and forty-five minutes to fill the trending topics. Here are the trending statistics from 9.00pm to 11.00pm BST, monitored live via <http://uk.twirus.com>.

The Graphical Story



Key Observations

- It took seven (or less) minutes for the first hashtag (#CBB) to trend, which interestingly was not the tag that the official @bbuk feed was using
- It took fifteen or less minutes for @bbuk's hashtag (#bbuk) to trend
- The presenter, Brian Dowling, was the first person to trend (Brian) in 22 minutes or less
- Second into the house, Tara Reid, started to trend (Tara) between 9.30pm and 9.37pm and continued to do for the remainder of the monitoring period, until 11.00pm
- After one hour of the programme being live on air, seven trending topics related to the show, with five relating to the name, Big Brother, and were two housemates (Tara and Amy)
- At 10.30pm when the live show finished, only the 'Sky Sports' trend, positioned at number 10, was unrelated to the show
- Celebrity Big Brother swept the top ten trending topics by 10.45pm and continued to do so for the remainder of the monitoring period, until 11.00pm

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UK Top Ten Twitter Trends from 9.00pm to 11.00pm on 18 August 2011

- **9.00pm** – 2. Celebrity Big Brother
- **9.07pm** – 1. Celebrity Big Brother, 4. #CBB
- **9.15pm** – 1. #CBB, 2. Celebrity Big Brother, 4. #bbuk
- **9.22pm** – 1. #CBB, 2. Celebrity Big Brother, 4. #bbuk, 10. Brian
- **9.30pm** – 1. #CBB, 2. Celebrity Big Brother, 4. #bbuk, 5. #bigbrother, 9. Brian
- **9.37pm** – 1. #CBB, 2. Celebrity Big Brother, 3. Tara, 5. #bbuk, 6. #bigbrother
- **9.45pm** – 1. #CBB, 2. Celebrity Big Brother, 3. Tara, 5. #bbuk, 6. #bigbrother, 9. Amy
- **9.52pm** – 1. #CBB, 2. Celebrity Big Brother, 3. Tara, 4. #bbuk, 5. #bigbrother, 6. #BB, 10. Amy
- **10.00pm** – 1. #CBB, 2. Tara, 3. Celebrity Big Brother, 4. #bbuk, 5. #BB, 6. #bigbrother, 9. Amy
- **10.07pm** – 1. #CBB, 2. Tara, 3. #bbuk, 4. #bigbrother, 5. Celebrity Big Brother, 6. #BB, 7. Amy, 10. Brian
- **10.15pm** – 1. #CBB, 2. Tara, 3. #bbuk, 4. #bigbrother, 5. Celebrity Big Brother, 6. #BB, 7. Amy, 9. Brian
- **10.22pm** – 1. #CBB, 2. Tara, 3. #bbuk, 4. #bigbrother, 5. Celebrity Big Brother, 6. #BB, 7. Jedward, 8. Amy, 10. Brian
- **10.30pm** – 1. #CBB, 2. Tara, 3. #bbuk, 4. #bigbrother, 5. Big Brother, 6. #BB, 7. Jedward, 8. Amy, 9. Brian
- **10.37pm** – 1. #CBB, 2. Tara, 3. #bigbrother, 4. #bbuk 5. Celebrity Big Brother, 6. #BB, 7. Jedward, 8. Amy, 9. Brian
- **10.45pm** – **1. #CBB, 2. #bigbrother, 3. Tara, 4. #bbuk 5. Celebrity Big Brother, 6. #BB, 7. Jedward, 8. Amy, 9. Lucien, 10. Brian**
- **10.52pm** – 1. #CBB, 2. #bigbrother, 3. Tara, 4. #bbuk 5. Celebrity Big Brother, 6. #BB, 7. Jedward, 8. Lucien, 9. Amy, 10. Brian
- **11.00pm** – 1. #CBB, 2. Celebrity Big Brother, 3. #bigbrother, 4. Tara, 5. #bbuk 6. Jedward, 7. #BB, 8. Paddy, 9. Lucien, 10. Amy

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