

Twitter dials deeper into TV

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"Over the last five years we have led the way in working with real-time data and television, unlocking the power and value of engagement around TV and creating compelling media experiences around content," Ghuneim said in the post.

"We are excited to be joining Twitter's world class team, enabling us to realize bigger opportunities that drive better experiences for users, media and marketers."

Trendrr software tracks and analyzes in real-time social network exchanges about [television shows](#) or ads to provide insights into what viewers think of programming.

Internet lifestyle trends include people using "second screens" such as smartphones or tablets to share thoughts on Facebook, Twitter and other online venues.

"Having sat at this intersection of TV and social media for years, we've analyzed data from lots of platforms," Ghuneim said.

"What makes Twitter uniquely compelling among these platforms is its connection to the live moment - people sharing what's happening, when it's happening, to the world."

Trendrr in July reported that a study showed that the amount of television-related chatter on Facebook was five times greater than that on all other [online social networks](#) combined.

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