

# TV tweets: Twitter partners with networks to make live TV fun... and profitable

PEOPLE

BY NIC HODGES 23 MAY 2013 less than a min read

## Nic Hodges, Head of Innovation and Technology, MediaCom Australia

Twitter has announced further additions to its US TV partnerships, and in the process started to reveal how they plan on being a key part of TV in the future. As part of the announcement Twitter talked about how a tweet from a Nascar driver after a crash caused a ratings spike - and how Twitter are now using data like this to work with networks and shows on how to use the social platform to drive up ratings.

[Read more here](#)

## PEOPLE