

Grammy Ratings Surge; Did Social Media Play a Role?



February 1, 2010 by [Christina Warren](#) 155

Update: We've added some social media statistics related to the Grammys at the end of this post.

The 52nd Annual Grammy Awards aired last night and [the ratings were up](#). Big time. Maybe it was [Stephen Colbert's iPad presentation](#), maybe it was Taylor Swift's [viral-video inspired live performance](#). Regardless, 26.6 million viewers tuned into CBS last night, a 35% increase over the 2009 event. In fact, these were the best numbers the Grammys have had since 2004.



Award shows in general are [on the decline](#) in terms of viewership (although the 2009 Grammys did have more viewers than the 2008 awards), so managing to score consistent ratings is an accomplishment. To see the sort of increase that the Grammy Awards saw suggests that the overall marketing campaign, [including the social media component](#), really resonated with potential viewers.

Although it's too soon to speak to social media's role in these increased numbers, one thing is for certain, #Grammy was a hot topic on [Twitter](#) last night and even into this morning. This brings up an interesting observation: Does Twitter increase the importance of viewing live events "live"?

Twitter as the New Water Cooler

Historically, popular shows get people talking. In the past, people talked the next day at work, hence the term "water cooler chatter." In the age of social media, however, it's less about talking about events that happen today *tomorrow* and more about talking about them *as they are happening*. In this regard, live events become that much more important to watch live, if only because that's what the social web is collectively discussing.

If this is true — and looking at the ratings for the last few major award shows, this might be a trend (ratings for the [Golden Globes were up 10%](#)) — then live events like award shows and sporting events that rely less on narrative and more on actions (like who won what or what play was made) could really stand to benefit from an increased social awareness and increased collective engagement.

Grammy Social Media Stats

We've managed to get some stats from the social media aspect of the "We're All Fans" campaign. Here's the breakdown:

125,760 Facebook Fans

48,776 Twitter Followers

1,505,838 combined views on YouTube for the "We're All Fans" campaign videos

2,050,699 combined views on Grammy.com for the "We're All Fans" campaign videos

The Grammys were a trending topic on Twitter for more than four days

Pete Cashmore. You can see the conversation about the [possible](#)

Did you watch the Grammy Awards?

Disclosure: Mashable's Pete Cashmore and the Grammy's Social Media Rockstars panel this past week. The panel also attended the Grammys



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