



**Comic-Con 2012**  
Movies and TV Shows that  
dazzled the social world

**mavenmagnet**

## San Diego Comic-Con International

San Diego Comic-Con International is a multi-genre convention held yearly in San Diego, California, United States. It is a four-day event (Thursday-Sunday) held during the summer and showcases comic books, science fiction/fantasy, film/television, related popular arts as well as a large range of pop culture elements, such as horror, animation, anime, manga, toys, collectible card games, video games, web comics, and fantasy novels.

The convention is the largest in the Americas and the fourth largest in the world after the Comiket in Japan, the Angoulême International Comics Festival in France, and the Lucca Comics and Games in Italy.

## Comic-Con 2012: Movies and TV Shows that dazzled the social world

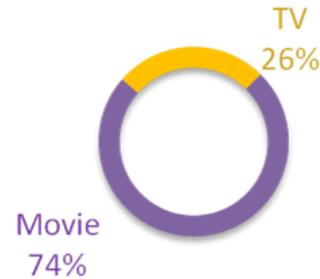
The Comic-Con 2012 was organized in the San Diego Convention Center and was attended by more than 130,000 people from around the country.

MavenMagnet conducted a research study to identify the movies and television shows that created the most buzz in the social media space during Comic-Con 2012. In order to conduct the study, we analyzed the conversations surrounding the event. We concentrated on the buzz related to movies and TV shows to measure their popularity based on the activities around them at the Comic-Con. We also identified the associations people developed with the movies and the TV shows and the key drivers that led to the amplification of the buzz.

This report provides a brief preview of our research study findings. Please contact us to get a comprehensive report on Movies and TV Shows that dazzled the social world at Comic-Con 2012.

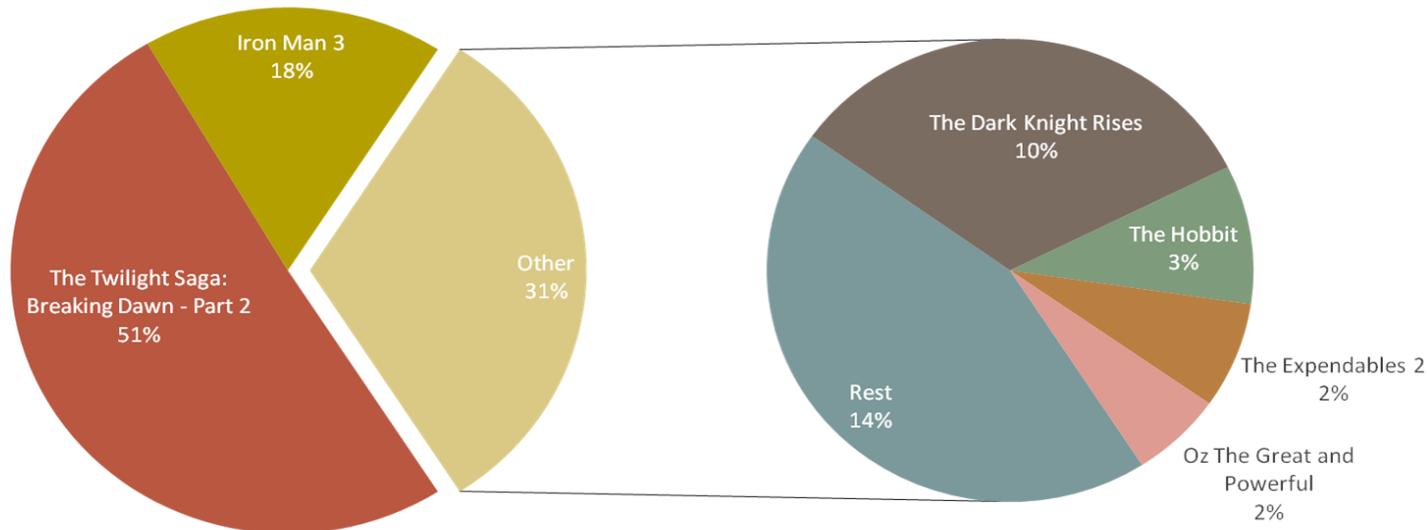
## Buzz Distribution

In terms of the **weighted conversations** around the Comic-Con 2012, in relative terms, about three-fourth of the conversations were around the movies as compared to one-fourth related to the TV shows.



## Most Popular Movies

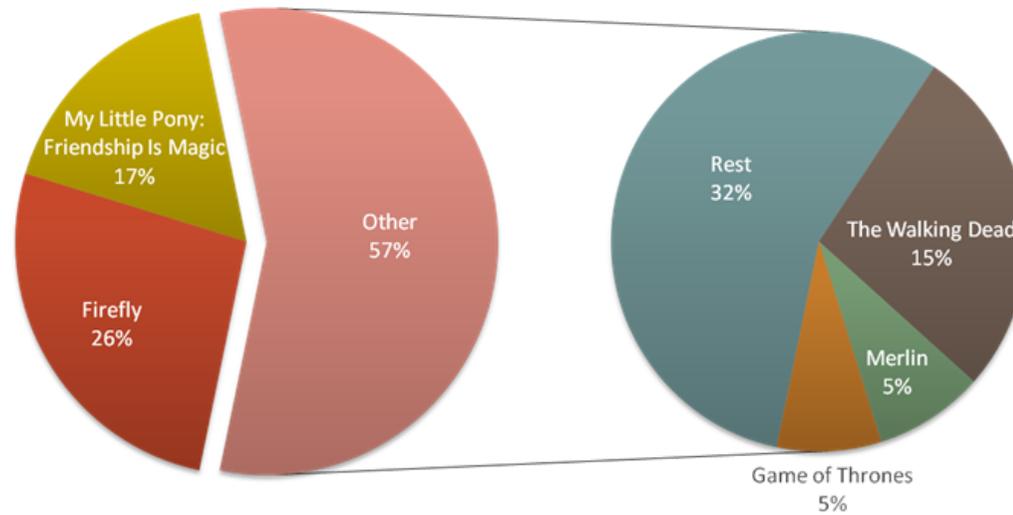
The most popular movie at Comic-Con based on social media conversation was *The Twilight Saga: Breaking Dawn—Part 2* which captured about half of the conversations around movies. Other movies that created significant buzz at Comic-Con were *Iron Man 3* and *The Dark Knight Rises*.



*Definition of "Weight":*  
MavenMagnet uses its proprietary Post Rank technique to assign a weight to every post collected from social media. The weight defines the contextual impact of the post. More the impact, higher the weight.

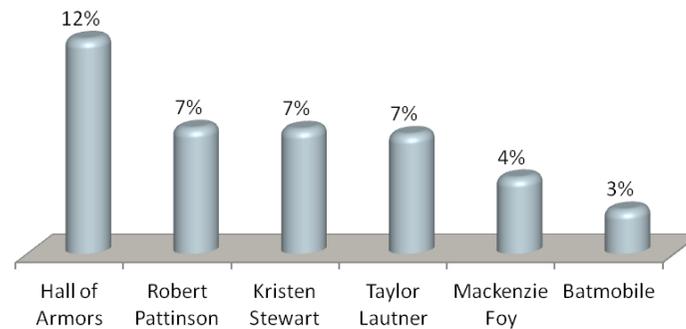
## Most Popular TV Shows

The most popular TV Show at Comic-Con was *Firefly* courtesy of the Firefly reunion event at Comic-Con. The promotion around San Diego trolley paid well for *My Little Pony: Friendship is Magic* to make it the second most talked about TV show at the Comic-Con.



## Most Popular Attractions

The top attractions that drew the buzz also give an indication of what attracted the Comic-Con visitors to talk about various movies and TV shows. They range from armor display of a superhero to sci-fi automobile to star appearances at the Comic-Con.



For questions about this report or enquiries about conducting market research, please contact us.

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### ***About MavenMagnet***

*We do innovative market research by leveraging the power of social media.*

*Every day millions of consumers are joining the conversation on social platforms and they are using Facebook, Twitter, blogs, YouTube, forums, and other networks to share opinions and experiences. We tap into the relevant conversations surrounding a business objective to extract rich social insights and develop key takeaways.*