Reality Television Shows

Case Study

AI-POWERED SOCIAL MEDIA SCREENING
FOR REALITY TELEVISION SHOWS

Reality TV shows, from Survivor to The Bachelor, bring together a diverse group of contestants who often become public figures overnight. These individuals not only represent the production company's brand but also engage in highly visible and sometimes contentious interactions with other contestants, both on and off the screen. Given the intense scrutiny and public interest these shows generate, it's critical to ensure that every contestant upholds the values of the show and does not pose a risk to the safety of others or the reputation of the network.

Social media screening provides an essential layer of protection for reality TV show producers by thoroughly vetting contestants before they appear on screen.

According to industry reports, reality TV shows are **among the most watched genres** worldwide, attracting millions of viewers who closely follow the lives and actions of contestants.

A single incident involving inappropriate behavior, especially if discovered after a contestant's selection, can lead to significant backlash from audiences and damage the credibility of the show. **Social media screening** helps mitigate these risks by providing a comprehensive analysis of a contestant's public online presence.

Ferretly's AI-powered platform can analyze up to 10 years of social media activity across popular platforms such as Facebook, Instagram, Twitter, LinkedIn, Pinterest, Reddit and TikTok. Our system scans for a range of potential risks, including violent content, substance abuse, discriminatory language, and other behaviors that could lead to dangerous situations on set or tarnish the show's reputation. With this thorough screening process, producers can confidently select contestants who not only fit the show's narrative but also align with its values and standards.

By integrating social media screening into the casting process, reality TV show producers can protect their brand's integrity and ensure a safe environment for all contestants. Ferretly's intuitive cloud platform delivers consistent, unbiased, and efficient reports, helping you build a cast that will engage audiences without risking the show's reputation or the safety of those involved.

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