



## Facebook 'Like' Button is No Easy Click For Some

*SideReel, a leading site to track and watch TV shows online, demonstrates that TV watchers are not ready to disclose their online viewing habits using Facebook's "Like" buttons.*

San Francisco, CA ([PRWEB](#)) May 12, 2010 -- [SideReel](#) placed Facebook's "Like" button across its entire catalog of 17,000 shows two days after Facebook launched the plugin. Three weeks of usage have demonstrated that online TV watchers are not clicking on Facebook's "Like" buttons.

[Gossip Girl](#), the most popular show on SideReel, has received only 167 clicks on its "Like" button, though the "Gossip Girl" page has been viewed nearly a million times since the button's introduction.

"While SideReel users like to track and recommend the shows they watch online," said CEO Roman Arzhintar, "they don't want to share these shows through Facebook thus far." In a recent survey, 70% of SideReel users said that they wanted to follow their friends' activities. However, many insisted that they did not want their own favorite shows disclosed publicly, even to their friends. Survey respondents also noted that they were uninterested in letting others know which shows they were tracking or whether they've watched those shows. "Online TV watchers want to know what their friends are watching, but for now most prefer to keep their viewing habits private," added Arzhintar.

SideReel makes it easy to track shows you've watched and want to watch, get new episodes as soon as they become available, and find the latest community news, reviews and gossip. SideReel is the fifth largest Facebook-connected site in terms of monthly active users and has over a million registered members.

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