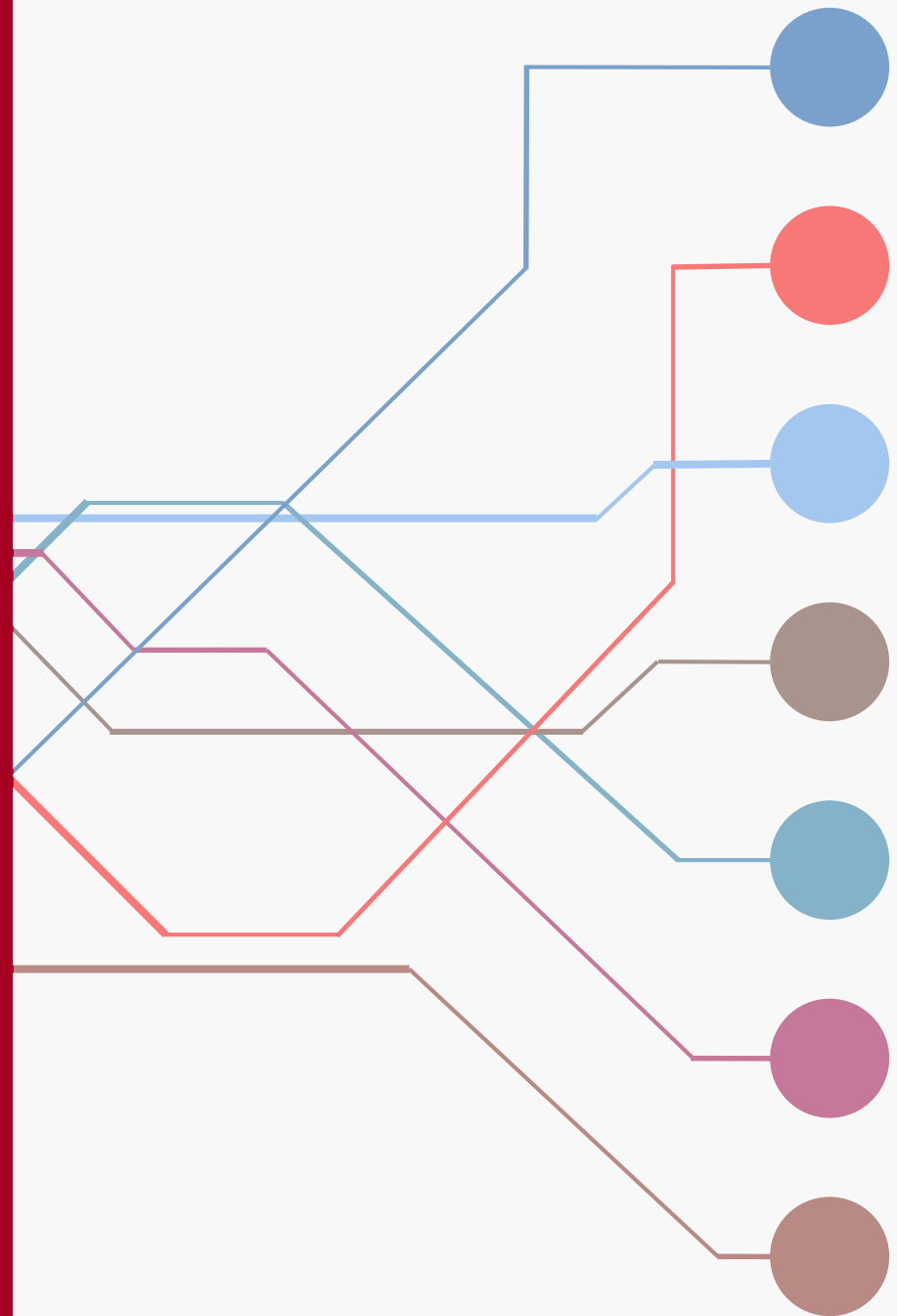


# SOCIAL CHANNEL BENCHMARK



**pressrelations**  
knowledge discovery



# PAGE MONITORING

MDR FACEBOOK FAN PAGE



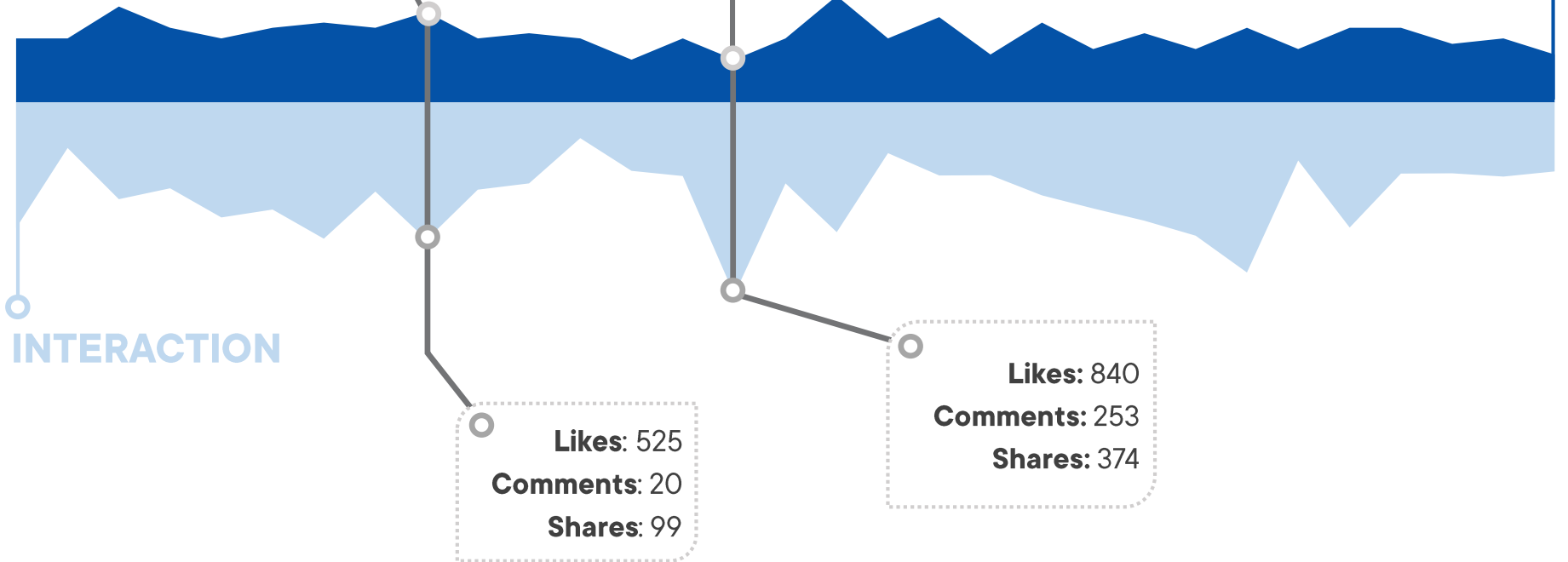
**9 October 11:31**

It is probably most famous funfair in Thuringia – the Weimar Onion Market. 550 market stalls, music and slapstick attract visitors until Sunday. It is already the 362nd edition of the festival. [mdr.de/s/59v](http://mdr.de/s/59v)

**15 October 9:24**

Sharp criticism was levelled at German Chancellor Angela Merkel even within her own party, the CDU, due her course in the refugee policy. At a regional conference with eastern German CDU representatives calls for her resignation have been openly made.

**OWN  
POSTS**



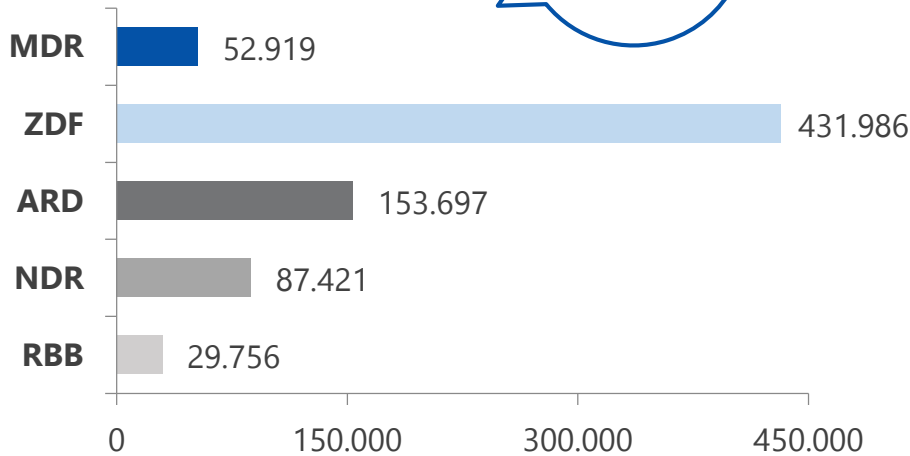
**1 to 31 OCTOBER 2015**

# BENCHMARK

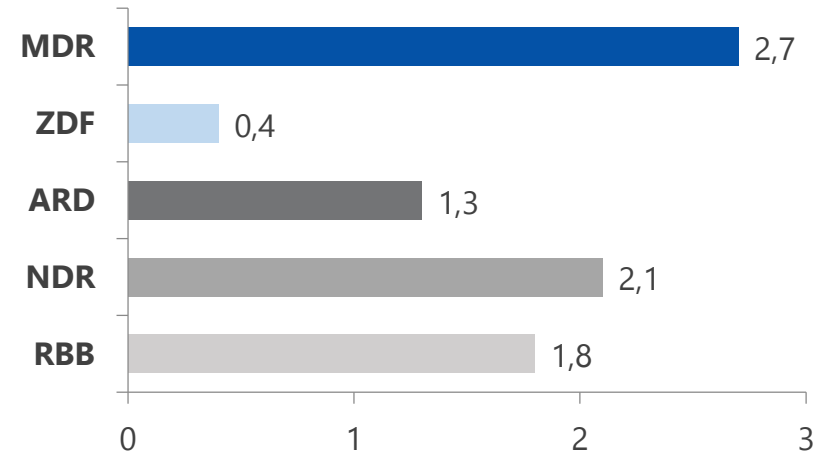
MDR vs. ZDF, ARD, NDR & RBB



## FACEBOOK FANS



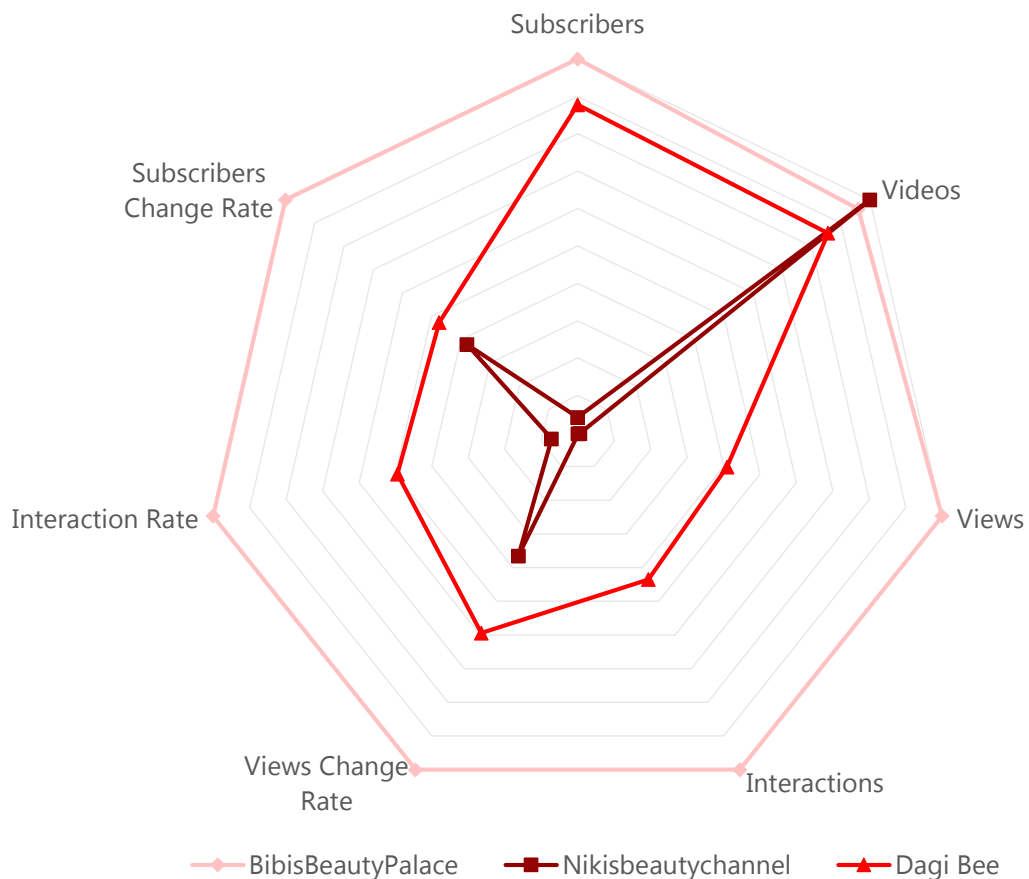
## FACEBOOK INTERACTION RATE



- ≡ In **October**, the number of MDR Facebook fans has **increased from 51,890** at the beginning of the month **to 52,919** at the end of the month. This represents an increase of **almost 2%**, which is the average in the competition.
- ≡ With 52,919 Facebook fans, however, the MDR has **significantly less fans than the leader ZDF** (431,986).
- ≡ The **MDR fans**, however, clearly reach the **highest interaction rate (IAR)** of **2.7** in the benchmarking.

# METRICS RADAR

BIBI vs. NIKI vs. DAGI BEE



	Likes	Dislikes	Acceptance
<b>BIBI</b>	742,015	32,329	95.8%
<b>NIKI</b>	2,115	161	92.9%
<b>DAGI</b>	305,861	26,665	92.0%

BibisBeautyPalace takes the lead in all areas and therefore constitutes the ideal benchmark for a successful YouTube presence.

**25 to 31 JANUARY 2016**

# KEY INFLUENCERS



## SENNHEISER vs. BEATS BY DR. DRE

### BEATS BY DR. DRE

Ranking*	Netizen	Mentions	Followers
1	...	...	...
2	...	...	...
10	<a href="#">@Dominique Zonyee</a>	78	855
33	...	...	...
47	<a href="#">@IamLance Wiggins</a>	16	92.653

\*Ranking nach Mentions/Replies und Retweets

**Dominique Zonyee** lives in New York and received a degree from N.Y. University. She works as a freelance journalist at BET.com and is interested in music and pop culture. At BET.com she also conducts video interviews with locally well-known musicians and athletes such as basketball players. She is fascinated by Snapchat. Her website is <http://dominiquezonyee.com/>

**Lance Wiggins** also resides in New York and is a rapper, singer, model and actor. His album Restless Road is sold on iTunes. He is interested in Hip Hop / Rap, manga and the music business in the U.S. He is active on the following social media channels: Dailymotion, Facebook, Google+, Twitter, Pinterest and Instagram. <http://lancewigginsmusic.com/>

### SENNHEISER

Ranking*	Netizen	Mentions	Followers
1	...	...	...
4	...	...	...
5	<a href="#">@arajain / @TheLifesWay</a>	11	8.341
21	...	...	...
39	...	...	...

**Aashish Rai Jain** lives in Johannesburg, blogs about lifestyle and technology and is interested in photography, technical gadgets, travel, food, fashion, literature, movies and music. He is active on the following social media channels: Facebook, Google+, Twitter, Pinterest, Flickr, Tumblr and Instagram. His blog can be retrieved at <http://www.thelifesway.com>

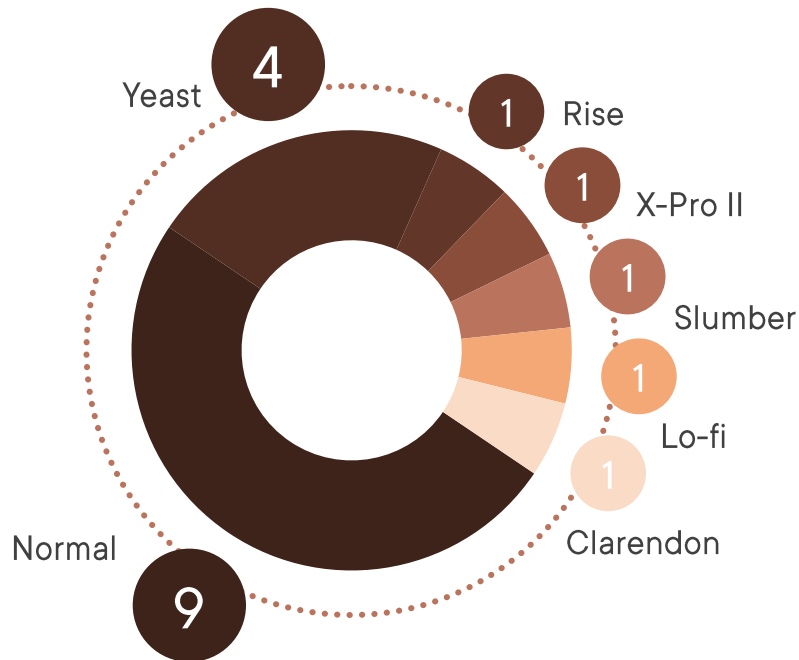
1 to 31 DECEMBER 2015

# FILTERS

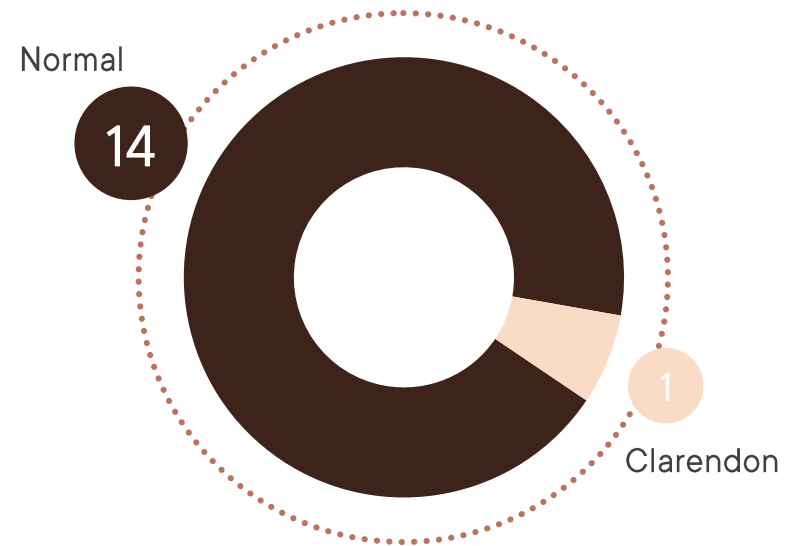
FRITZ-KOLA vs. GEROLSTEINER



## FRITZ-KOLA



## GEROLSTEINER



While **Fritz-Kola (IAR 5.98)** uses Instagram filters in half of the images posted, **Gerolsteiner (IAR 4.1)** does almost completely without.

1 NOVEMBER to 31 DECEMBER 2015

# BUSINESS UPDATES



AXA vs. ALLIANZ

## HIGHLIGHTS

**21 January 2016** – 29 charities came to Allianz today to inform employees about their services. In the coming week our employees will choose four of these organizations to receive monetary and volunteer support throughout the year 2016 [\[photo\]](#)

**88 Likes**  
**2 Comments**  
**0 Shares**

**IAR 4.24**

ALLIANZ

## LOWLIGHTS

**25 January 2016** – Are you skilled in dealing with people and numbers alike? Our Customer Care Professional position may be a good fit [\[link\]](#)

**29 Likes**  
**0 Comments**  
**0 Shares**

**IAR 1.23**

ALLIANZ

**18. Januar 2016** – Today we remember Dr. Martin Luther King, Jr. – a passionate leader and advocate for peace – who proved that small steps can truly change the world [\[photo\]](#)

**62 Likes**  
**0 Comments**  
**0 Shares**

**IAR 1.79**

AXA

**19. Januar 2016** – How are your New Year's resolutions holding up? If you are struggling to stick with it, you might consider making small changes to your surroundings that support your objectives [\[link\]](#)

**6 Likes**  
**0 Comments**  
**0 Shares**

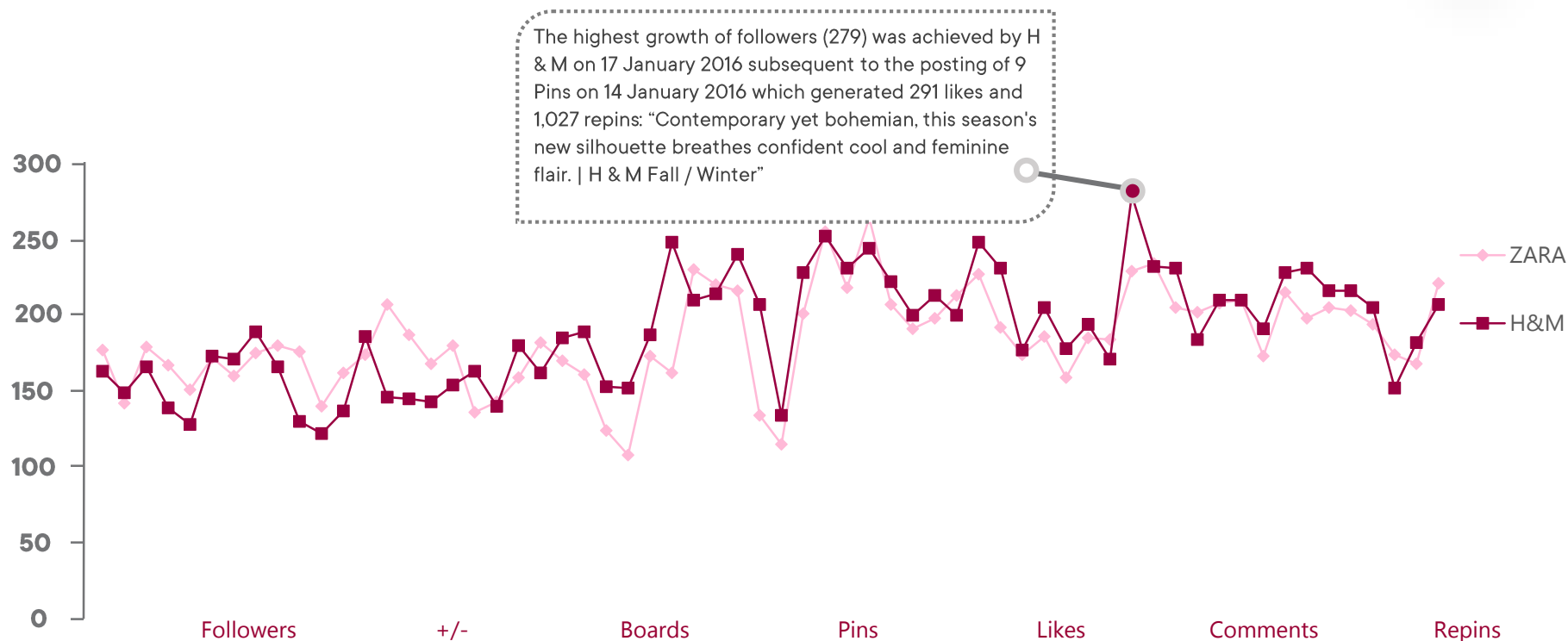
**IAR 0.17**

AXA

**18 to 31 JANUARY 2016**

# FOLLOWERS CHANGE

H&M vs. ZARA



	Followers	+/-	Boards	Pins	Likes	Comments	Repins
H&M	192,545	11,739	28	5,982	142,528	831	484,671
ZARA	181,566	11,423	26	4,434	52,716	306	192,634

1 DECEMBER 2015 to 31 JANUARY 2016



# DISTRIBUTION TYPES

FC BAYERN MUNICH vs. BORUSSIA DORTMUND



FC BAYERN MUNICH  
**77**  
**PHOTOS**  
**25**  
**ALBUMS**  
**23**  
**VIDEOS**

BORUSSIA DORTMUND  
**58**  
**ARTICLES**  
**15**  
**VIDEOS**  
**5**  
**ALBUMS**  
**2**  
**PHOTOS**

- ≡ Reaching as much as 77 posts, photo content accounts for the lion's share at **FC Bayern Munich** (IAR 0.2), while **Borussia Dortmund** (IAR 0.1) mainly posts articles.
- ≡ In general, the most followers can be motivated to interact with **photos (IAR 0.2)**, followed by **Videos (IAR 0.1)** and **articles (IAR 0.01)** lagging far behind.

1 to 30 NOVEMBER 2015

# CONTACT

## CONTACT SOCIAL MEDIA

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