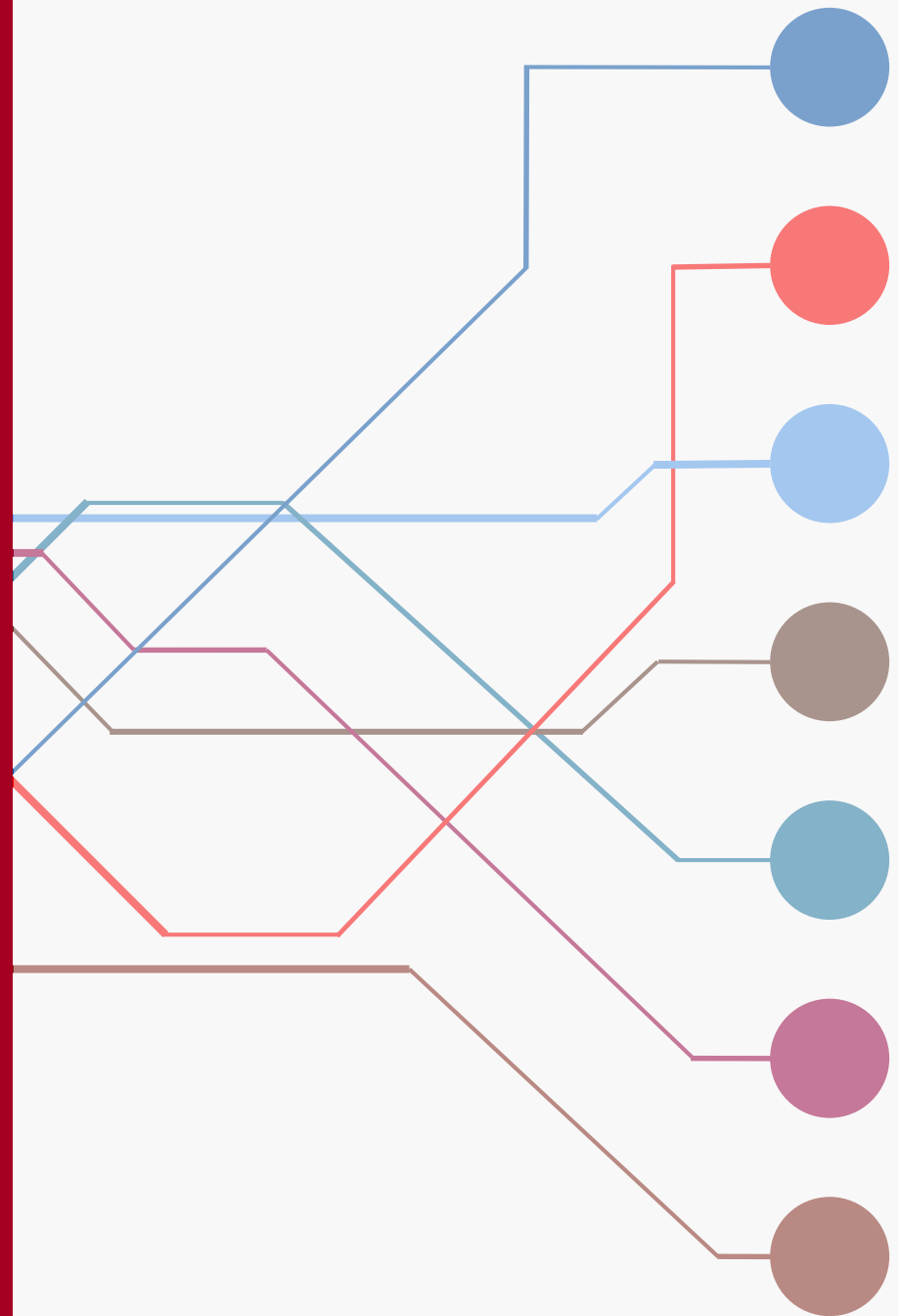


SOCIAL CHANNEL BENCHMARK

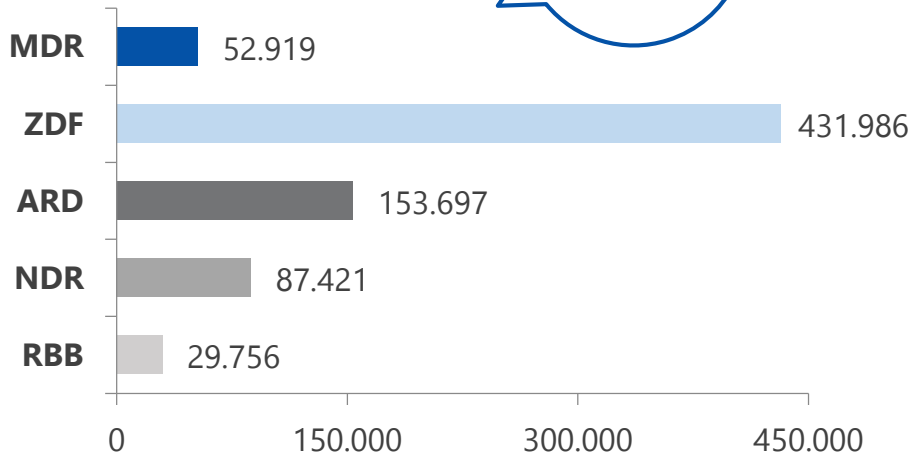


Interaction Rate

MDR vs. ZDF, ARD, NDR & RBB

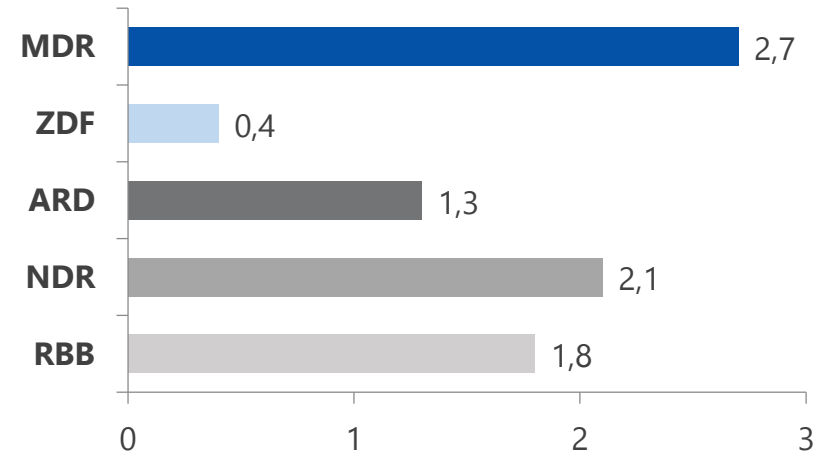


FACEBOOK FANS



MDR
+1,029

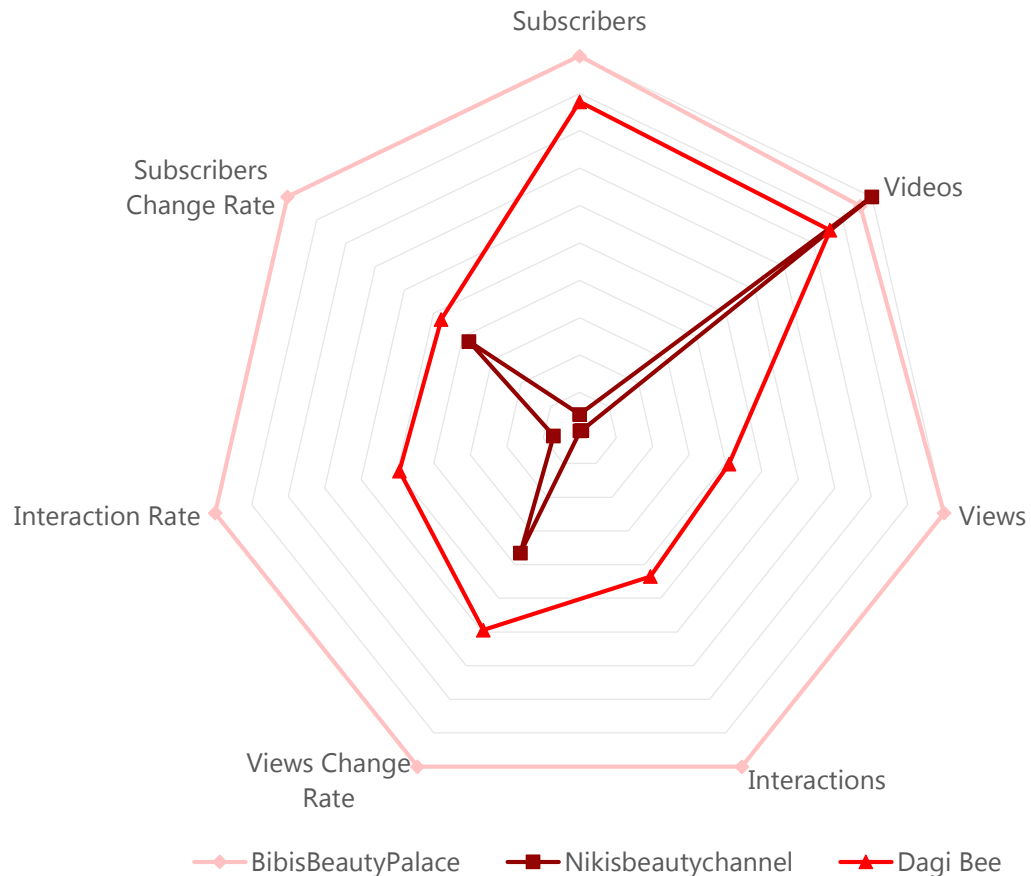
FACEBOOK INTERACTION RATE



- ≡ 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 |
|-------------|---------|----------|------------|
| BIBI | 742,015 | 32,329 | 95.8% |
| NIKI | 2,115 | 161 | 92.9% |
| DAGI | 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 | @Dominique Zonyee | 78 | 855 |
| 33 | ... | ... | ... |
| 47 | @IamLance Wiggins | 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 | @arajain / @TheLifesWay | 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>

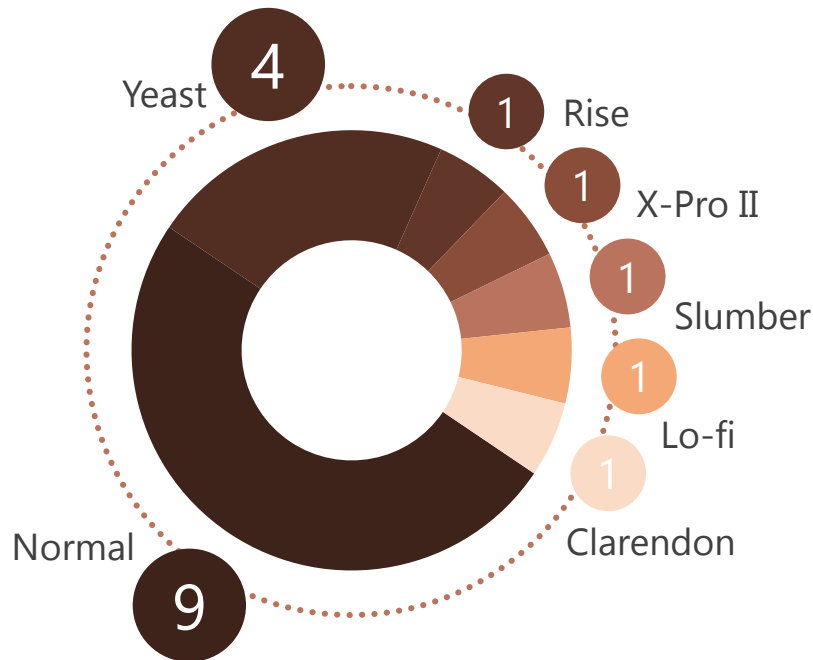
1 to 31 DECEMBER 2015

FILTERS

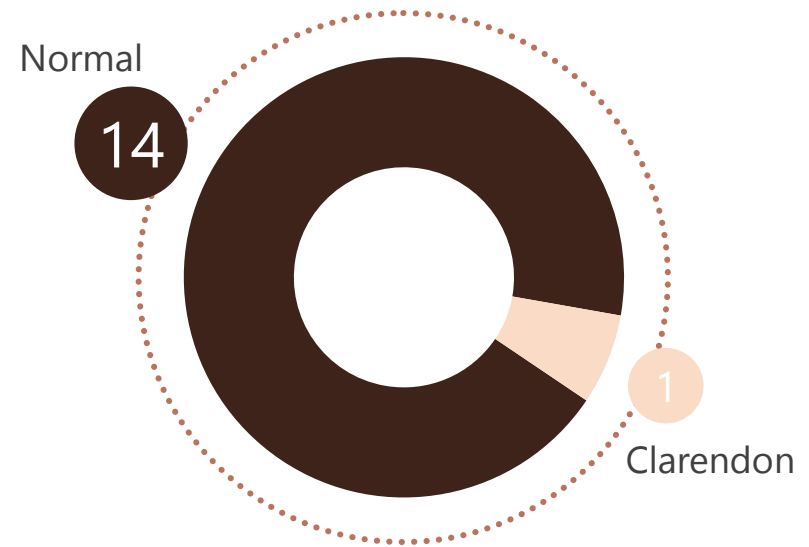
FRITZ-KOLA vs. GEROLSTEINER



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

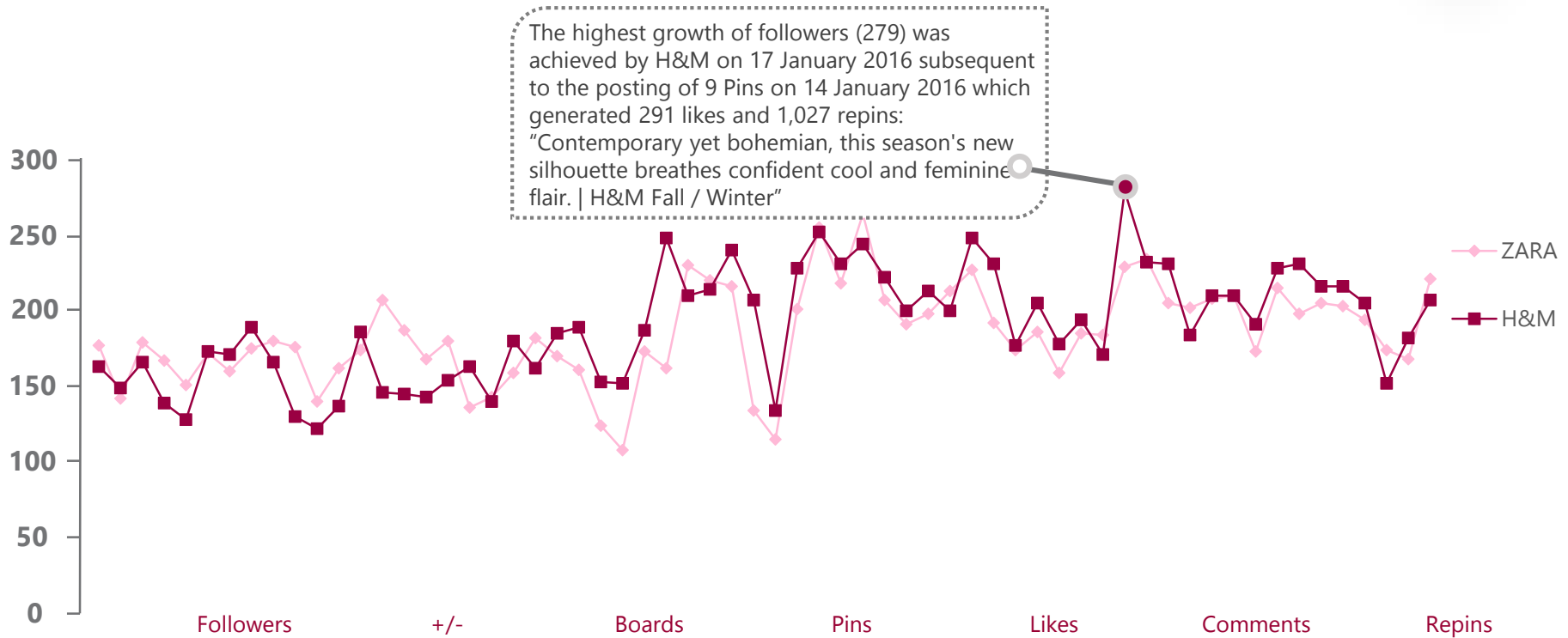
IAR 0.17

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

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