



Semantrum

Report on media mentions

[YOUR BRAND]

for the period 12.12.2022 - 14.12.2023

Dynamics by number of mentions and by audience coverage (GRP)

For the period, 1 026 publications in 539 sources were identified.
The average number of publications per day is 342. Maximum publications per day: 465.
The forecasted audience coverage is 90.72 K.



Number of mentions

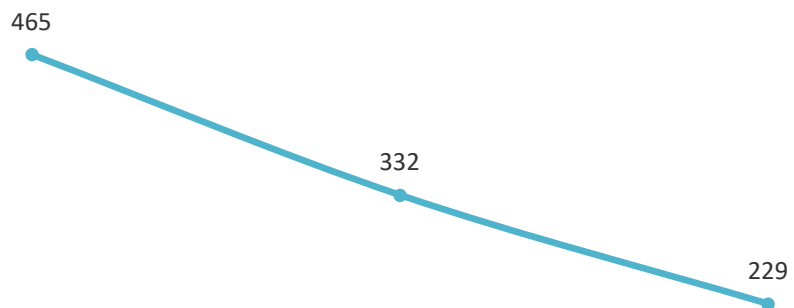
1 026



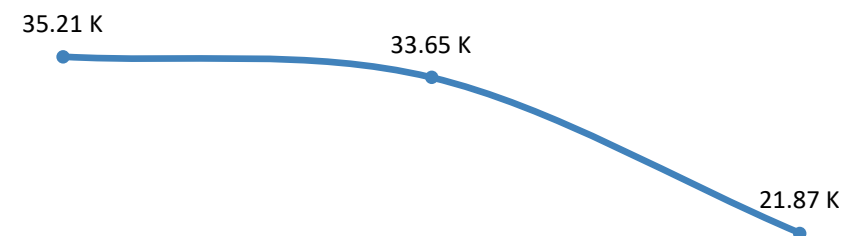
Audience coverage (GRP)

90.72 K

Mentions dynamics



Audience coverage dynamics (GRP)



Tone of voice based on number of mentions

Among all the publications, there were 941 mentions with a positive tone of voice (91.7%) and 67 with a negative tone of voice (6.5%).

In general, for the period, the Media favorability index is 8.7.



Number of positive mentions

941



Number of negative mentions

67

Share of positive mentions

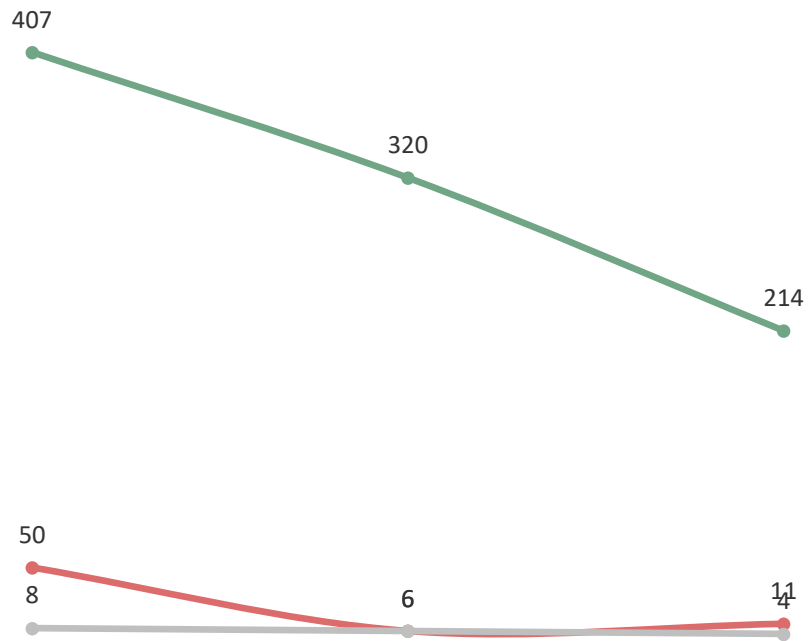
91.7%

Share of negative mentions

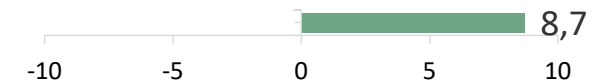
6.5%

Mentions dynamics by tone of voice

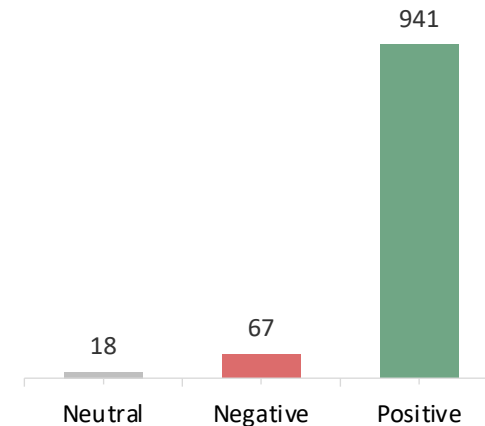
Positive Negative Neutral



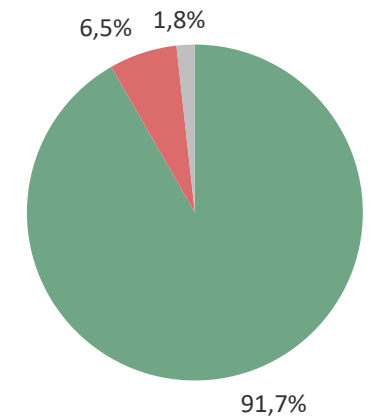
Media favorability index (MFI) ?



Tone of voice based on number of mentions



Tone of voice based on number of mentions, %



Tone of voice based on audience coverage (GRP) ?

Audience coverage of positive publications was 73.39 K (80.9%),
and 10.75 K (11.8%) of negative publications.



Audience coverage
of positive
publications

73.39 K



Audience coverage
of negative
publications

10.75 K

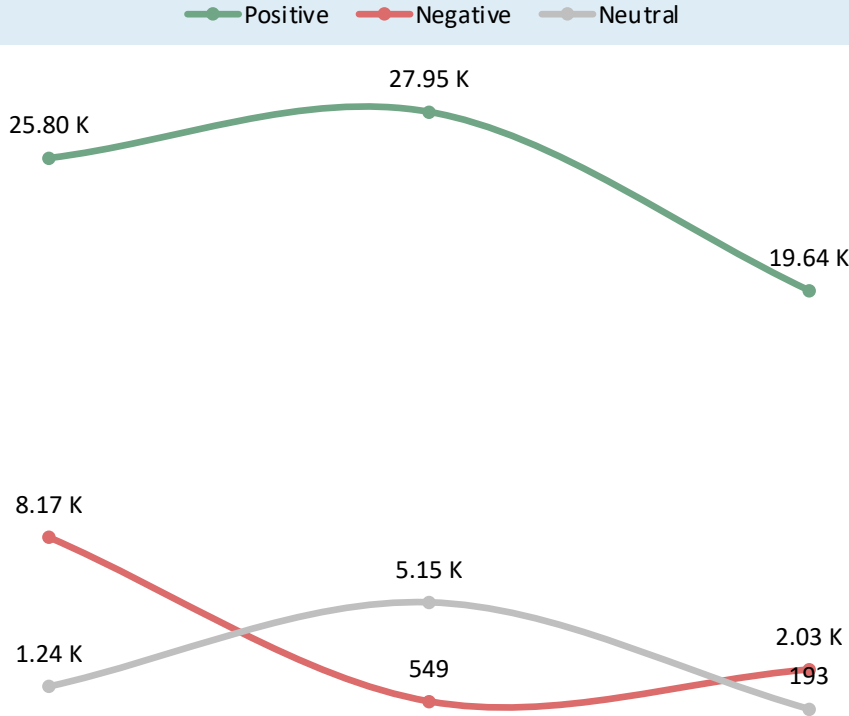
Share of coverage
of positive
publications

80.9%

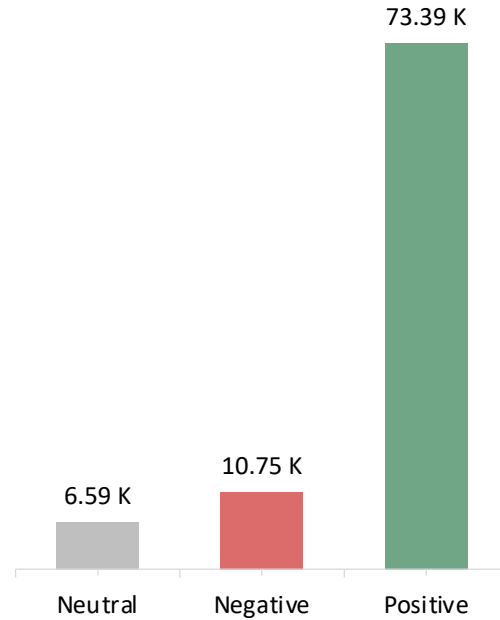
Share of coverage
of negative
publications

11.8%

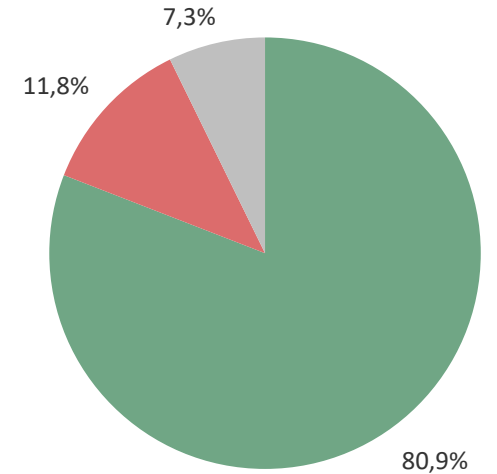
Audience coverage (GRP) dynamics by tone of voice



Tone of voice based on audience coverage



Tone of voice based on audience coverage, %



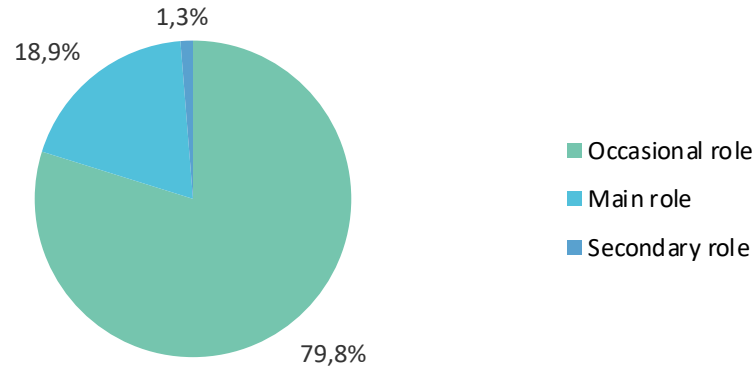
Role in publications by number of mentions and audience coverage



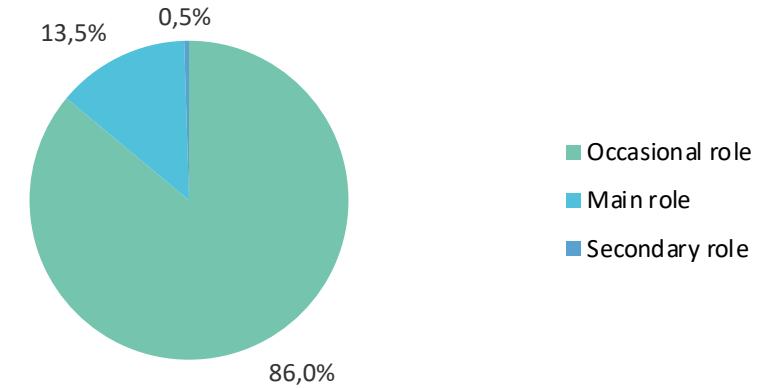
Most publications were in the Occasional role (819 publications, 79.8%).

The largest audience coverage was in the Occasional role (78.06 K contacts, 86.0%).

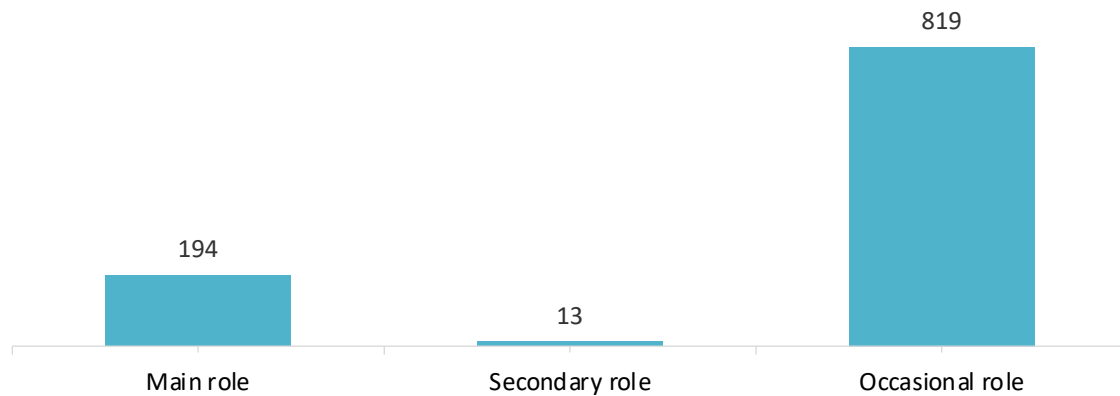
Number of mentions by role, %



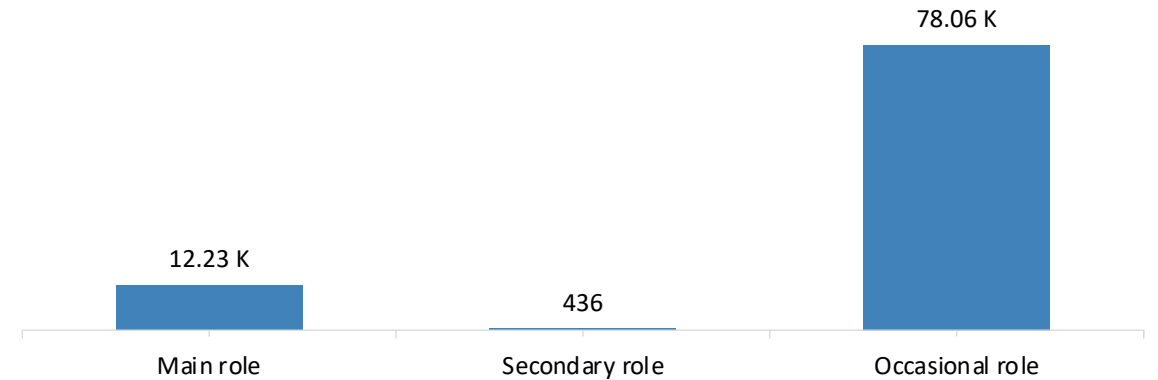
Audience coverage (GRP) by role, %



Number of mentions by role



Audience coverage (GRP) by role



Role in publications by media types based on number of mentions and audience coverage

The largest number of publications in the main role was provided by the following media type - Internet media (183 publications).

The largest audience coverage with publications in the main role was provided by the following media type - Internet media (12.23 K contacts).



Media type with the largest number of publications in the main role

Internet media

183

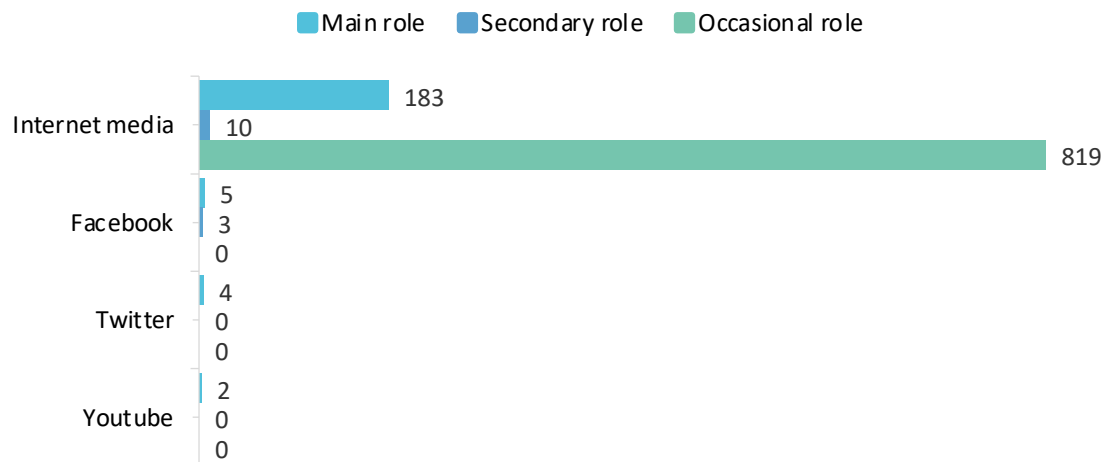


Media type with the largest audience coverage of publications in the main role

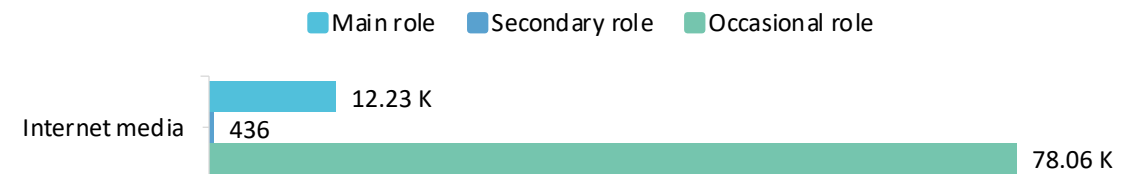
Internet media

12.23 K

Role in publications by media types based on number of mentions



Role in publications by media types based on audience coverage (GRP)



Mentions and audience coverage dynamics by media types

The most active was the following media type - Internet media, with 1 012 publications.

The largest audience coverage was provided by the following media type - Internet media, with 90.72 K contacts with the audience.



The media type with the most publications

Internet media

1 012

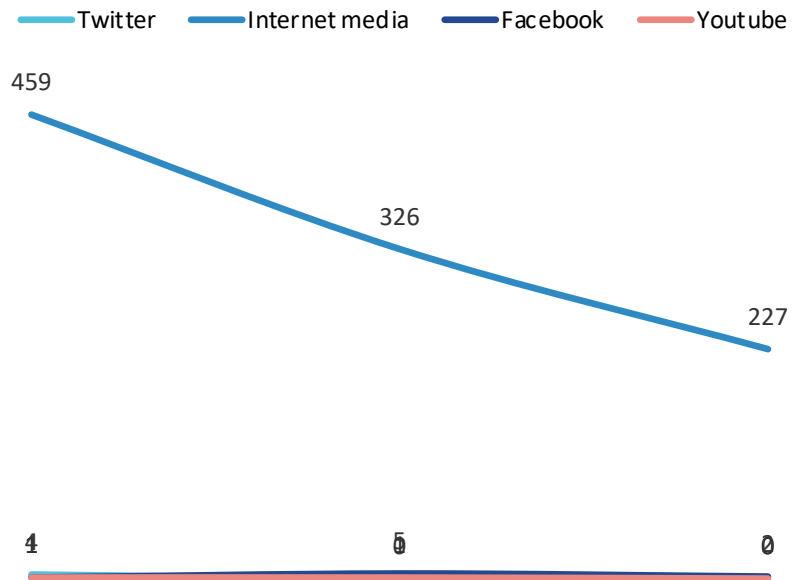


The media type with the highest audience coverage (GRP)

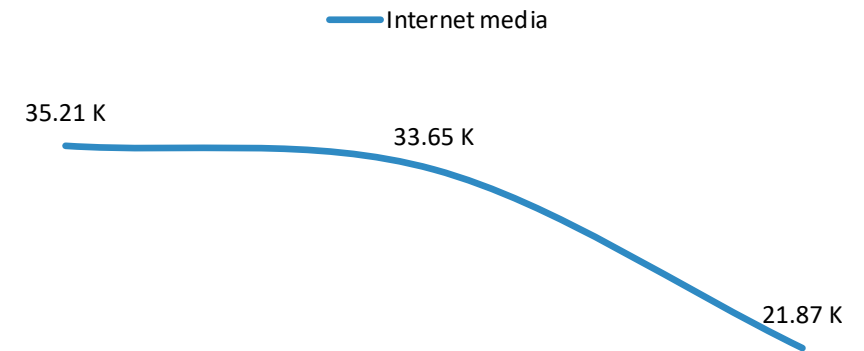
Internet media

90.72 K

Mentions dynamics by media types



Audience coverage (GRP) dynamics by media types

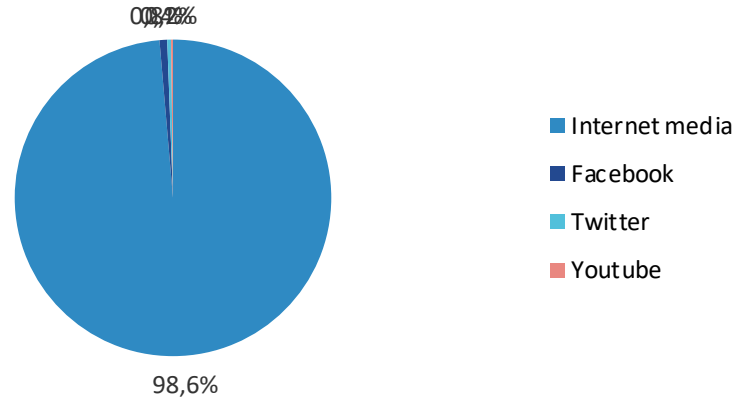


Media types by number of mentions and audience coverage

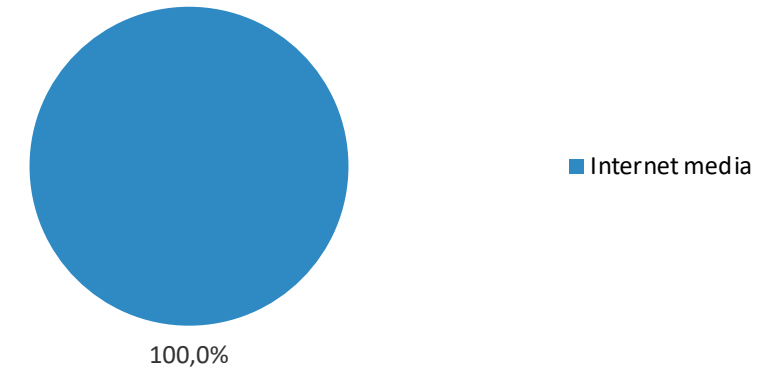
The most active media type was the following media type - Internet media, with a share of 98.6% of publications.

The largest audience coverage was provided by the following media type - Internet media, with 100.0% of the total audience coverage.

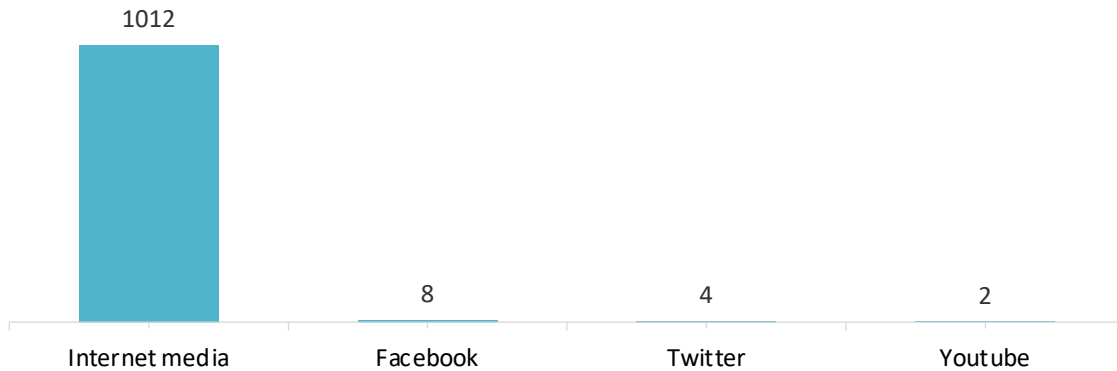
Media types based on number of mentions, %



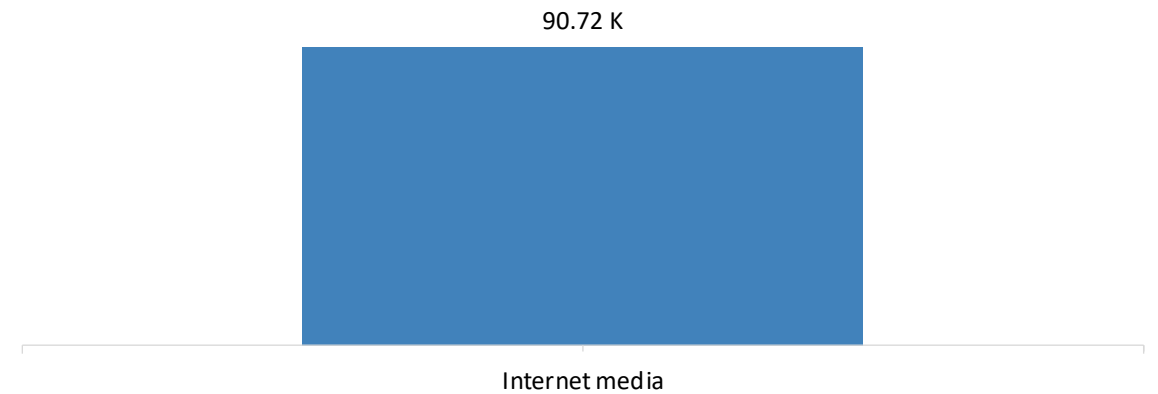
Media types based on audience coverage, %



Media types based on number of mentions



Media types based on audience coverage



Media types by tone of voice based on number of mentions

The largest number of positive mentions was provided by the following media type - Internet media (930 positive mentions).

The largest number of negative mentions was provided by the following media type - Internet media (66 negative mentions).



The media type with the largest number of positive publications

Internet media

930



The media type with the largest number of negative publications

Internet media

66

Media types by tone of voice based on number of mentions

Positive Negative Neutral



Media types by tone of voice based on number of mentions, %

Positive Negative Neutral



Media types by tone of voice based on audience coverage

The largest audience coverage of positive publications was provided by the media type - Internet media (73.39 K positive contacts).

The largest audience coverage of negative publications was provided by the media type - Internet media (10.75 K negative contacts).



The media type with the largest audience coverage of positive publications

Internet media
73.39 K



The media type with the largest audience coverage of negative publications

Internet media
10.75 K

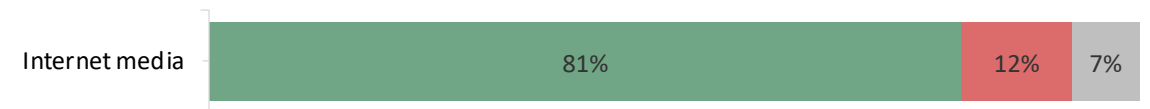
Media types by tone of voice based on audience coverage

Positive Negative Neutral



Media types by tone of voice based on audience coverage, %

Positive Negative Neutral



Sources by the number of publications and audience coverage

The largest number of publications was provided by the following source - The Nelson Post (15 publications).

The largest audience coverage was provided by the following source - Estadão (10.67 K contacts).



Source with the largest number of publications

The Nelson Post

(Internet media)

15



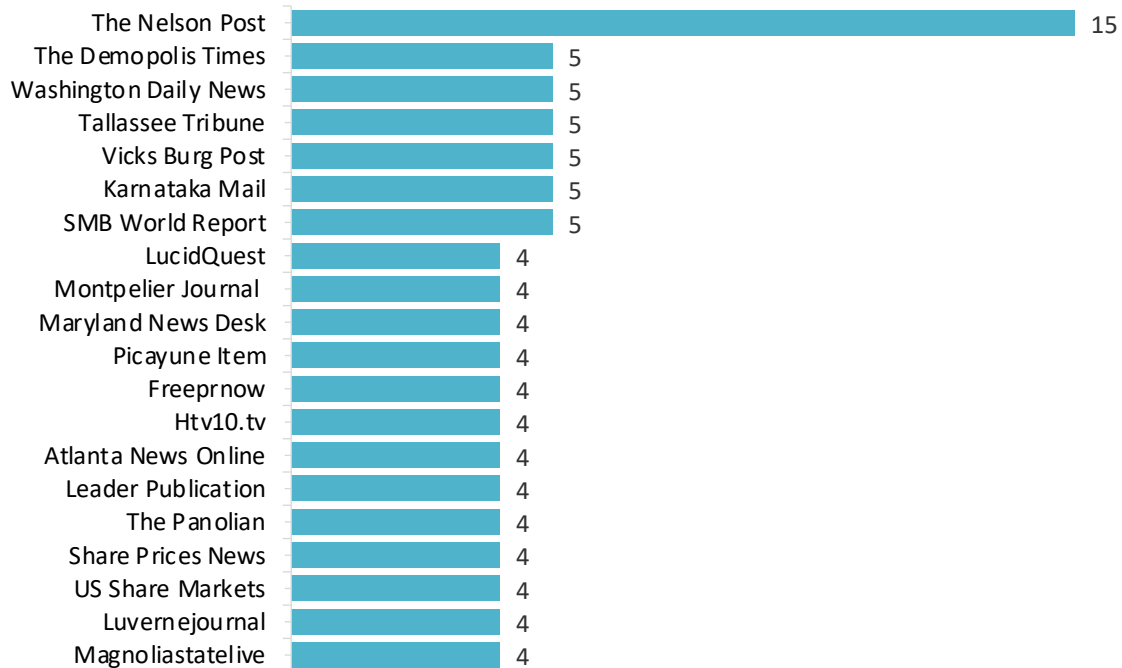
Source with the largest audience coverage

Estadão

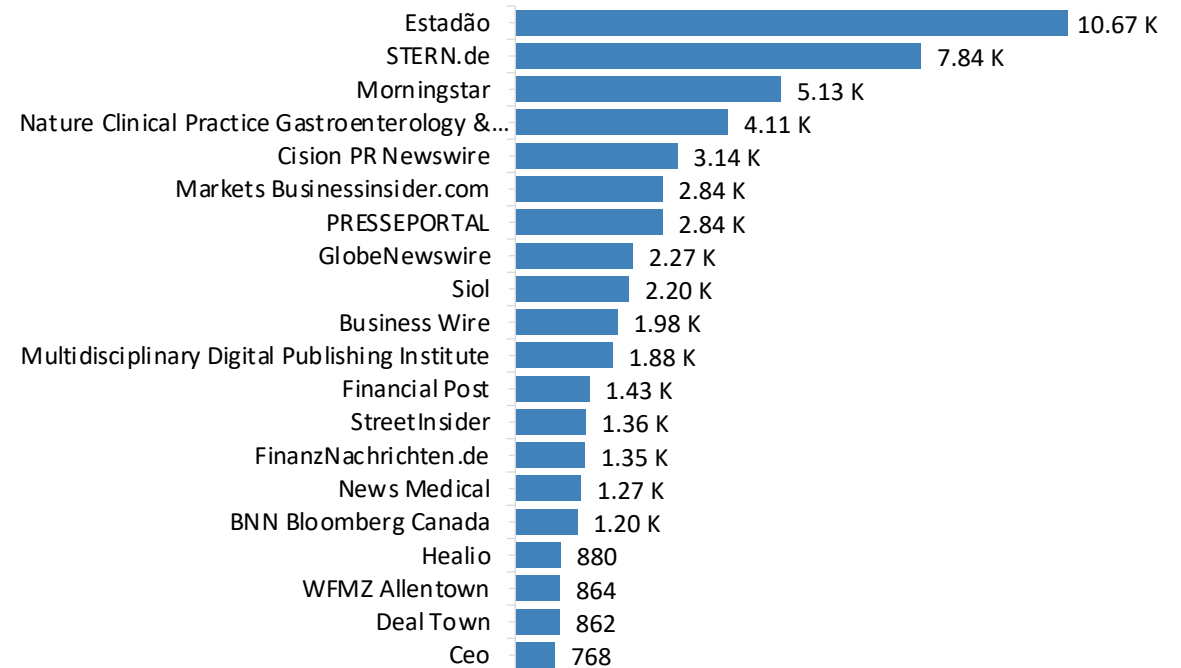
(Internet media)

10.67 K

Source rating by number of publications



Source rating by audience coverage



Sources by the number of publications and audience coverage: NEGATIVE

The largest number of negative publications was provided by the following source - Prsync.com (2 negative mentions).

The largest audience coverage of negative publications was provided by the following source - STERN.de (7.84 K negative contacts).



Source with the largest number of negative publications

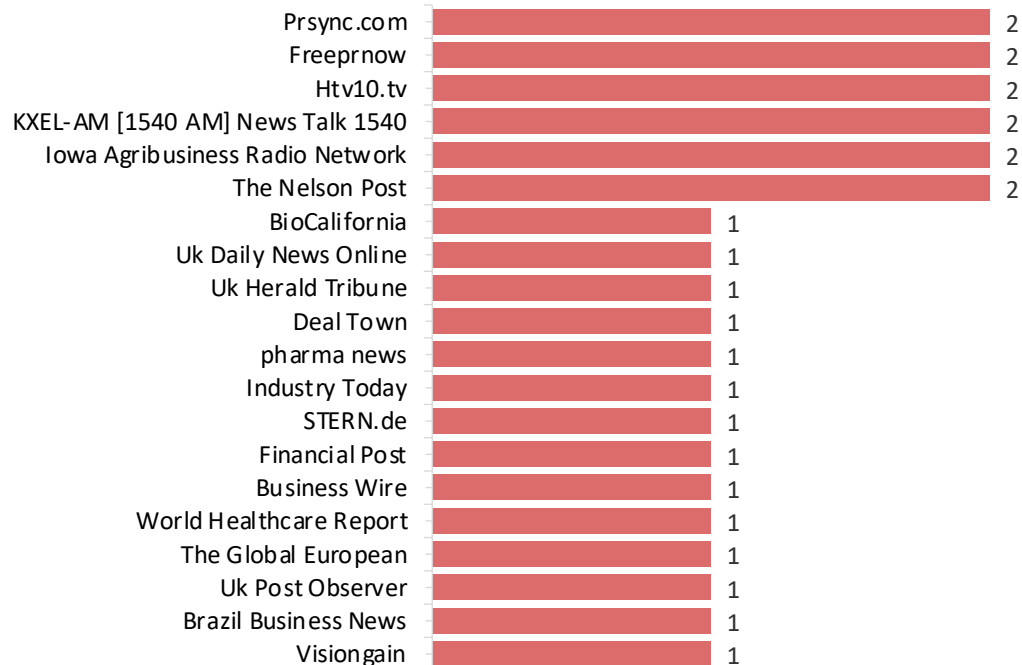
Prsync.com
(Internet media)
2



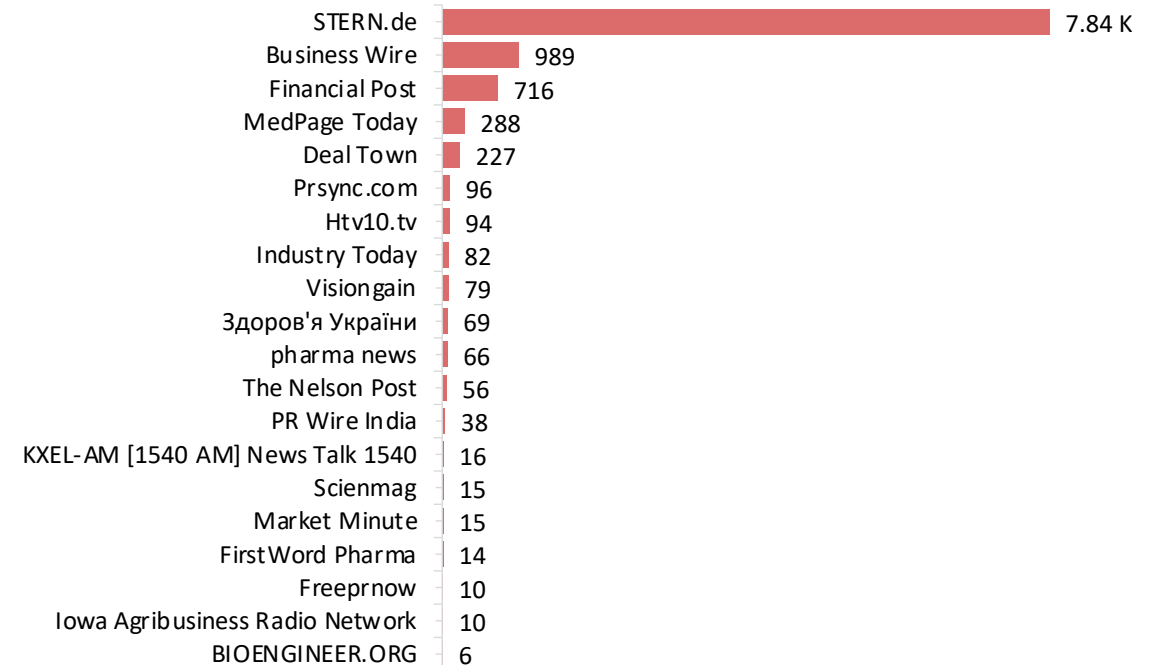
Source with the largest audience coverage of negative publications

STERN.de
(Internet media)
7.84 K

Source rating by number of negative publications



Source rating by audience coverage of negative publications



Sources by the number of publications and audience coverage: POSITIVE

The largest number of positive publications was provided by the following source - The Nelson Post (12 positive mentions).

The largest audience coverage of positive publications was provided by the following source - Estadão (10.67 K positive contacts).



Source with the largest number of positive publications

The Nelson Post

(Internet media)

12



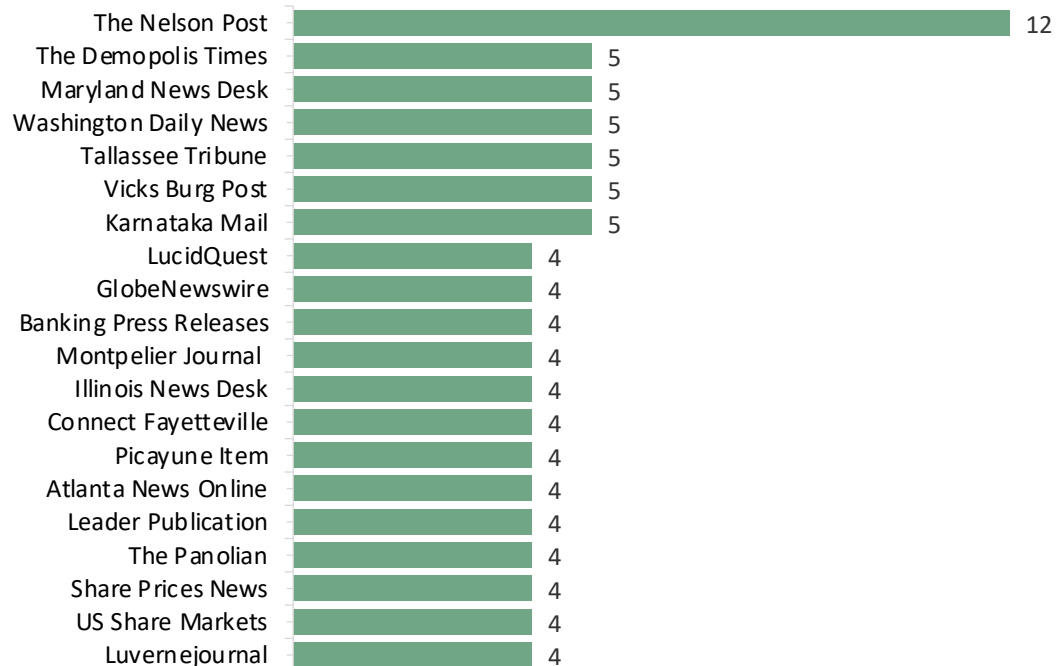
Source with the largest audience coverage of positive publications

Estadão

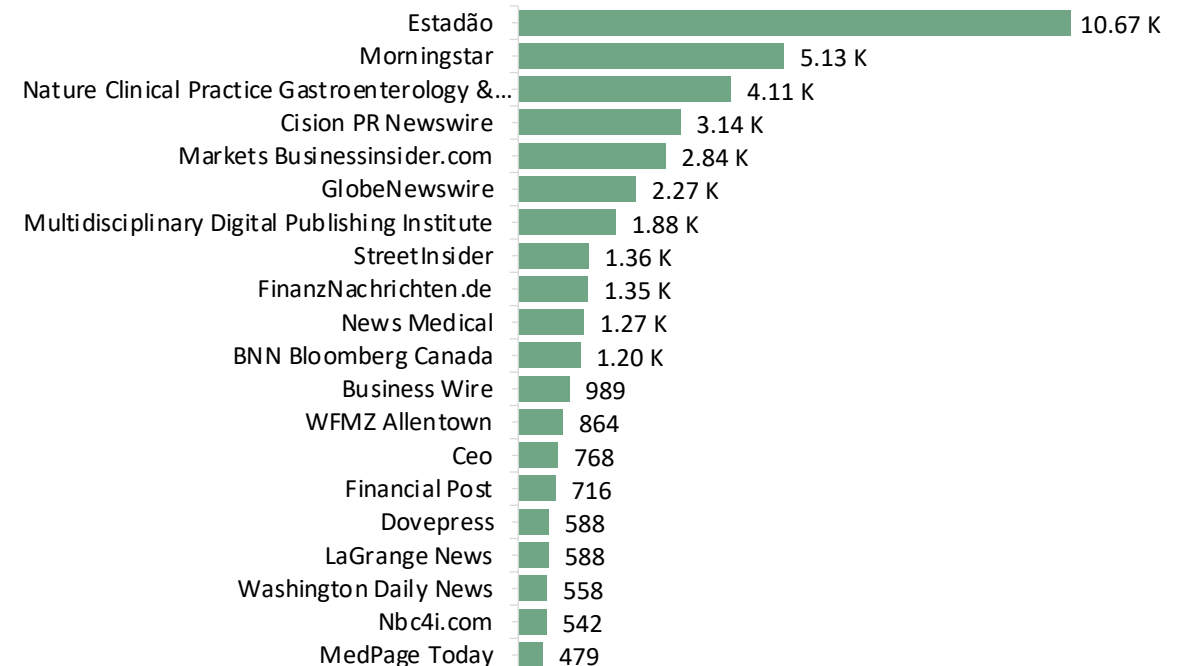
(Internet media)

10.67 K

Source rating by number of positive publications



Source rating by audience coverage of positive publications



Source countries by the number of publications and audience coverage

The largest number of publications was provided by the sources of the following country - USA (892 publications).

The largest negative audience coverage was provided by the sources of the following country - USA (53.46 K contacts).



Country with the largest number of publications

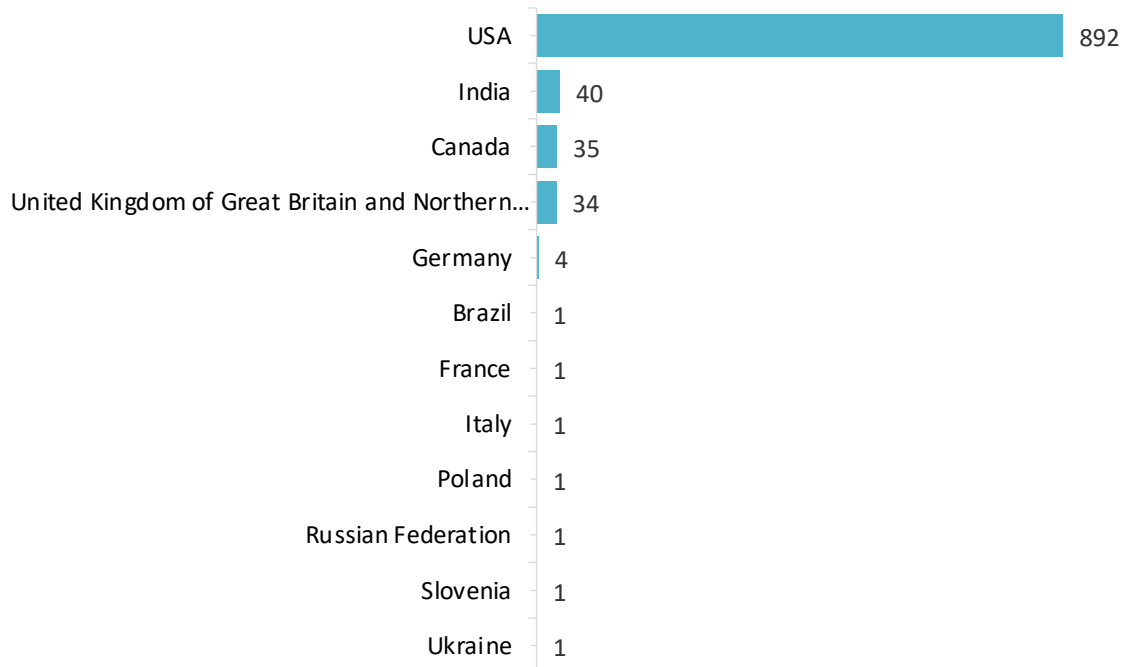
USA
892



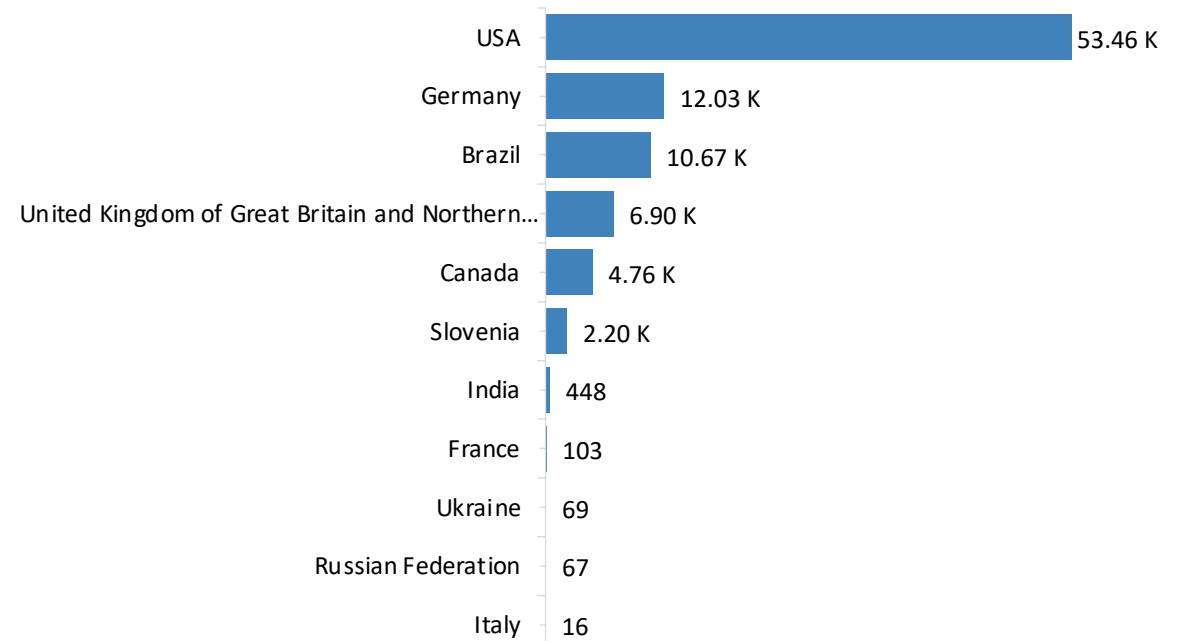
Country with the largest audience coverage

USA
53.46 K

Number of mentions by source country



Audience coverage by source country



Source countries by publications tone of voice

The largest number of positive mentions was provided by the sources of the following country - USA (832 positive mentions).

The largest number of negative mentions was provided by the sources of the following country - USA (50 negative mentions).



Country with the largest number of positive publications

USA
832

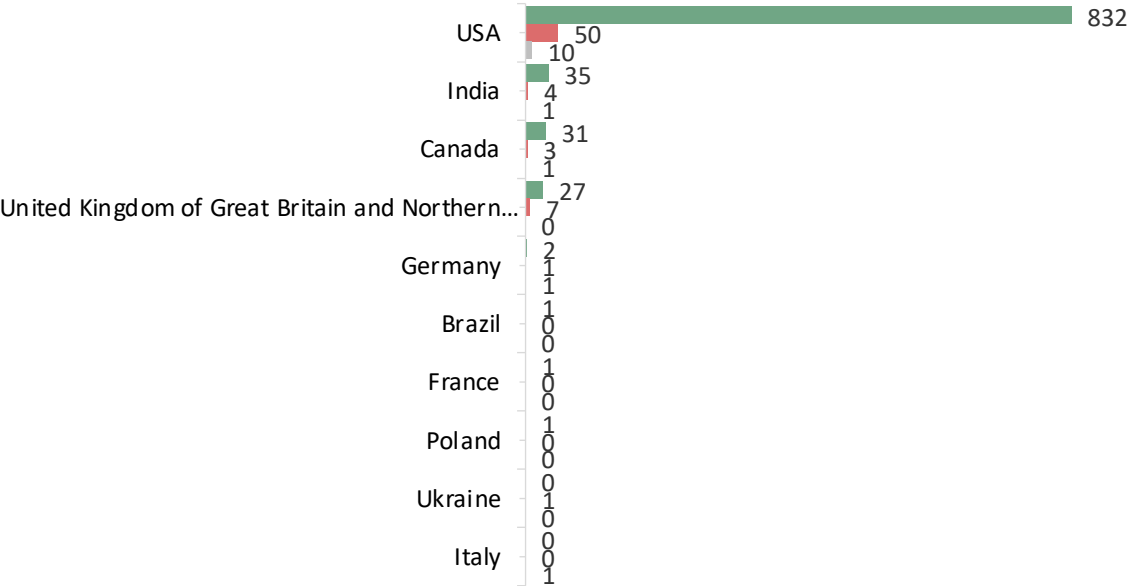


Country with the highest number of negative publications

USA
50

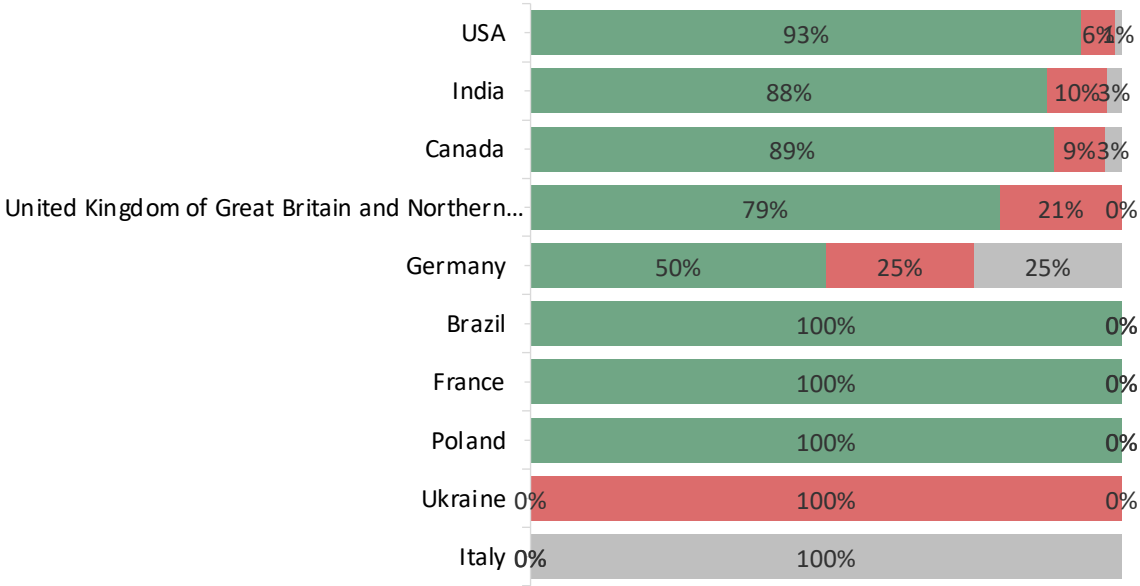
Source countries by tone of voice based on number of mentions

Positive Negative Neutral



Source countries by tone of voice based on number of mentions, %

Positive Negative Neutral



Source countries by tone of voice and audience coverage

The largest audience coverage of positive publications was provided by the sources of the following country - USA (50.28 K positive contacts).

The largest audience coverage of negative publications was provided by the sources of the following country - Germany (7.84 K negative contacts).



Country with the largest audience coverage of positive publications

USA
50.28 K

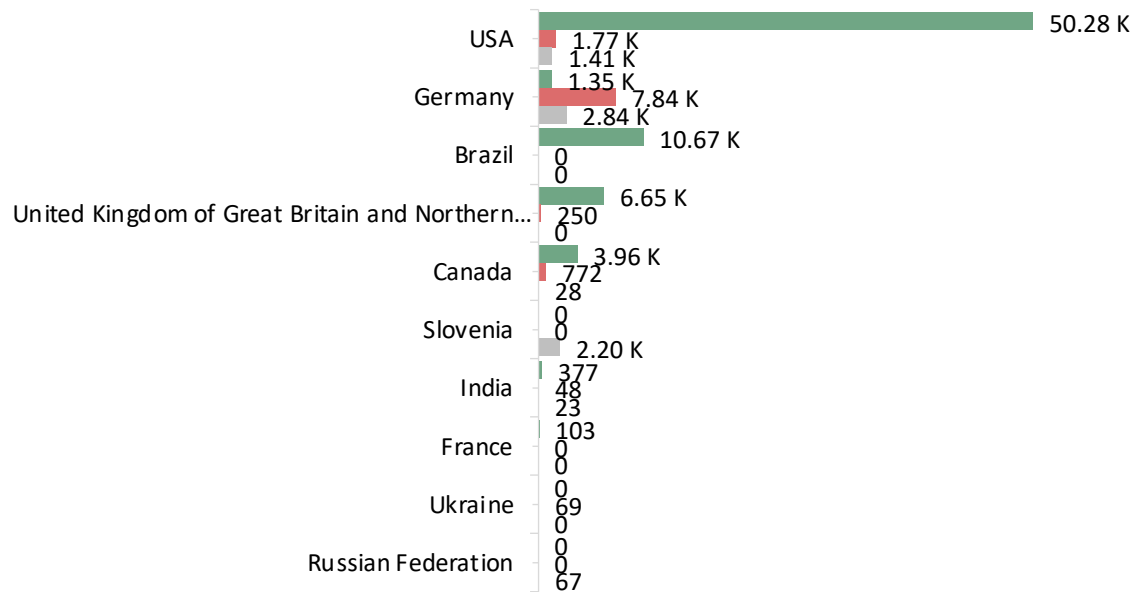


Country with the largest audience coverage of negative publications

Germany
7.84 K

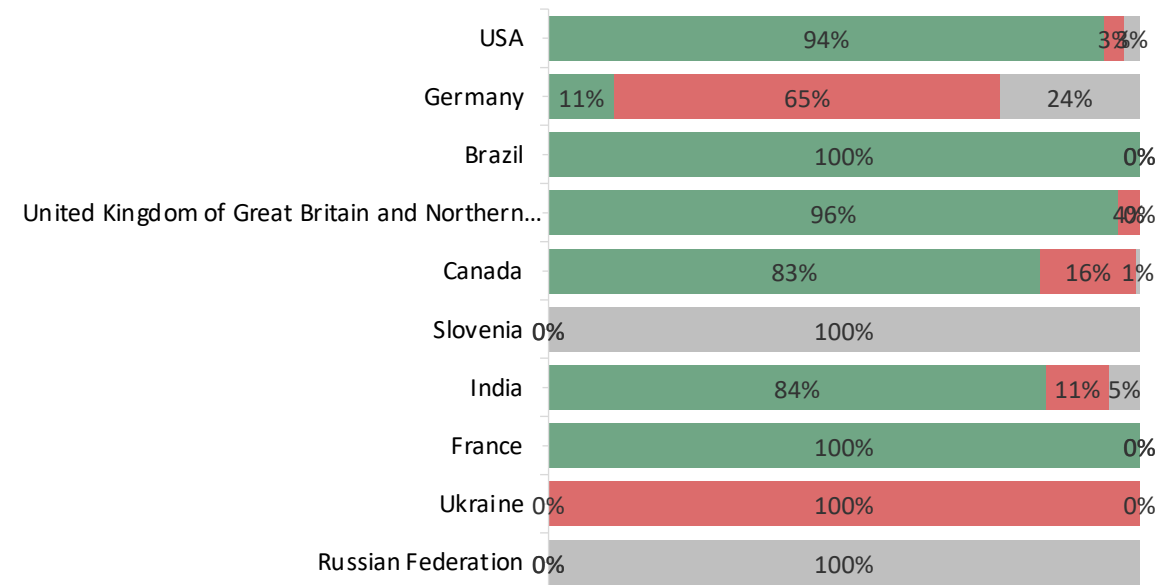
Source countries by tone of voice based on audience coverage

Positive Negative Neutral



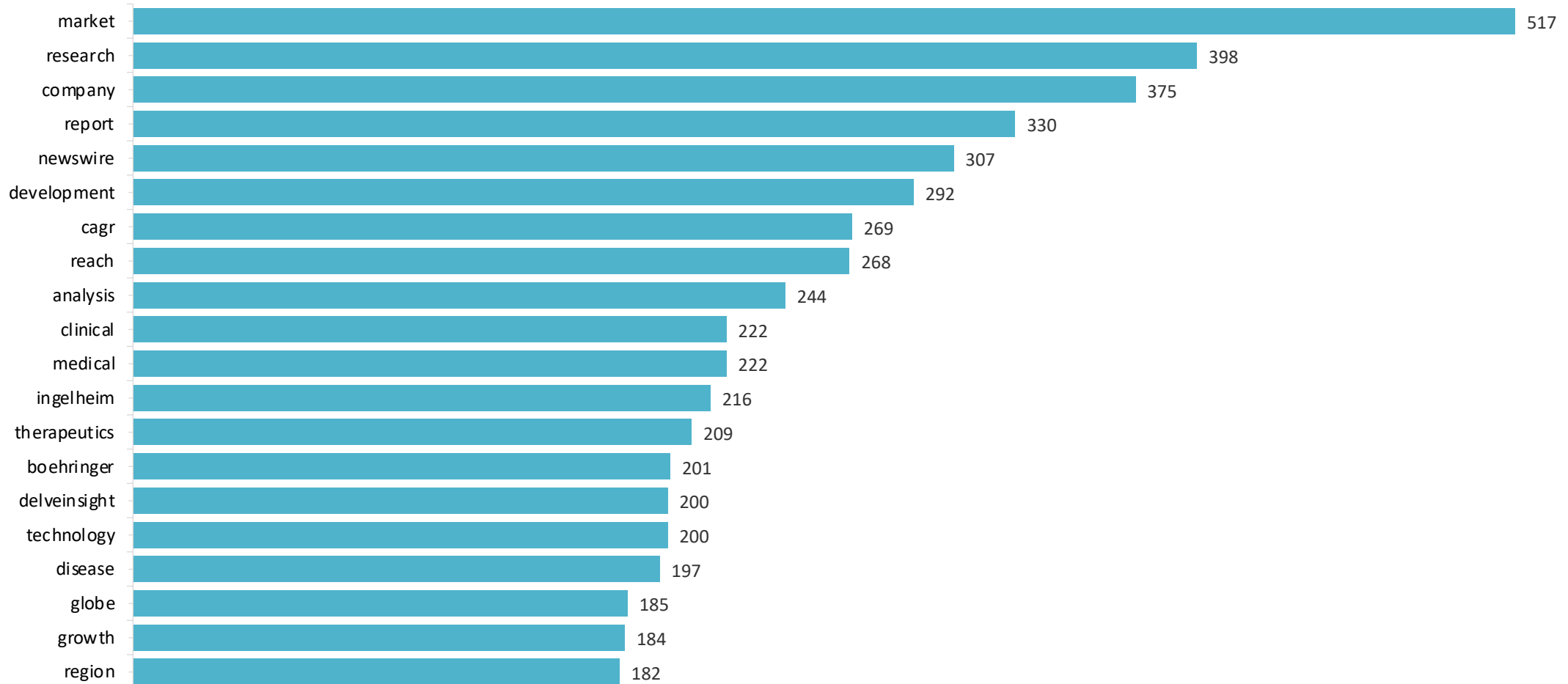
Source countries by tone of voice based on audience coverage, %

Positive Negative Neutral



TOP words

The most common keywords



TOP 25 publications by audience coverage

Name	Media Type	Source	Coverage
Remédio contra Parkinson produzido pela Fiocruz vira referência nacional	Internet media	Estadão	10.67 K
Networking ohne Scham: So gelingen Small Talk und Selbstdarstellung	Internet media	STERN.de	7.84 K
Therapeutic induction of antigen-specific immune tolerance	Internet media	Nature	4.11 K
Vandria Announces \$20.6M (CHF18M) Series A Financing Led by ND Capital to Dri...	Internet media	Markets Busi...	2.84 K
Boehringer Ingelheim begrüßt Verabschiedung der Pharmastrategie	Internet media	PRESSEPORTAL	2.84 K
Enamine and BioSolveIT Embark on Exclusive Partnership	Internet media	Morningstar	2.57 K
Vandria Announces \$20.6M (CHF18M) Series A Financing Led by ND Capital to Dri...	Internet media	Morningstar	2.57 K
Animal Parasitocides Market is Anticipated to Reach USD 15.6 billion, at a CA...	Internet media	Cision PR Ne...	2.35 K
Presenetljivo razkritje: lastniki tega podjetja so najbogatejši Nemci	Internet media	Siol	2.20 K
Enamine and BioSolveIT Embark on Exclusive Partnership	Internet media	StreetInsider	1.36 K
High insulin response can be your health ally, study says	Internet media	News Medical	1.27 K
Novo Outshined by Smaller Obesity Rival on Danish Stock Market	Internet media	BNN Bloomber...	1.20 K
Global Idiopathic Pulmonary Fibrosis (IPF) Market Analysis Report 2023-2029: ...	Internet media	Business Wire	989
Enamine and BioSolveIT Embark on Exclusive Partnership	Internet media	Business Wire	989
Animal Parasitocides Market is Anticipated to Reach USD 15.6 billion, at a CA...	Internet media	WFMZ Allentown	864
Enamine Ltd.: Enamine und BioSolveIT gehen eine exklusive Partnerschaft ein	Internet media	FinanzNachri...	842
Acute Ischemic Stroke Diagnosis and Treatment Market to Reach \$9.2 Billion, G...	Internet media	Cision PR Ne...	784
Enamine and BioSolveIT Embark on Exclusive Partnership	Internet media	Financial Post	716
Global Idiopathic Pulmonary Fibrosis (IPF) Market Analysis Report 2023-2029: ...	Internet media	Financial Post	716
Improved Glycaemic Control and Nephroprotective Effects of Empagliflozin and ...	Internet media	Multidiscipl...	627
Sevelamer Use and Mortality in People with Chronic Kidney Disease Stages 4 an...	Internet media	Multidiscipl...	627
Biomarkers and Strain Echocardiography for the Detection of Subclinical Cardi...	Internet media	Multidiscipl...	627
Pediatric Health Care Products and Services Market Set to	Internet media	GlobeNewswire	568
Interstitial Cystitis Market to Accelerate Substantially by	Internet media	GlobeNewswire	568
Vandria Announces \$20.6M (CHF18M) Series A Financing Led by	Internet media	GlobeNewswire	568



TOP publications by tone of voice and audience coverage

Name	Media Type	Source	Coverage
Remédio contra Parkinson produzido pela Fiocruz vira referência nacional	Internet media	Estadão	10.67 K
Therapeutic induction of antigen-specific immune tolerance	Internet media	Nature	4.11 K
Vandria Announces \$20.6M (CHF18M) Series A Financing Led by ND Capital to Dri...	Internet media	Markets Busi...	2.84 K
Enamine and BioSolveIT Embark on Exclusive Partnership	Internet media	Morningstar	2.57 K
Vandria Announces \$20.6M (CHF18M) Series A Financing Led by ND Capital to Dri...	Internet media	Morningstar	2.57 K
Animal Parasiticides Market is Anticipated to Reach USD 15.6 billion, at a CA...	Internet media	Cision PR Ne...	2.35 K
Enamine and BioSolveIT Embark on Exclusive Partnership	Internet media	StreetInsider	1.36 K
High insulin response can be your health ally, study says	Internet media	News Medical	1.27 K
Novo Outshined by Smaller Obesity Rival on Danish Stock Market	Internet media	BNN Bloomberg...	1.20 K
Enamine and BioSolveIT Embark on Exclusive Partnership	Internet media	Business Wire	989
Animal Parasiticides Market is Anticipated to Reach USD 15.6 billion, at a CA...	Internet media	WFMZ Allentown	864

Name	Media Type	Source	Coverage
Networking ohne Scham: So gelingen Small Talk und Selbstdarstellung	Internet media	STERN.de	7.84 K
Global Idiopathic Pulmonary Fibrosis (IPF) Market Analysis Report 2023-2029: ...	Internet media	Business Wire	989
Global Idiopathic Pulmonary Fibrosis (IPF) Market Analysis Report 2023-2029: ...	Internet media	Financial Post	716

