

2019

MEDIADA DATA DATEV CHALLENGE ROTH

Period of Observation June 30, 2019-Aug. 6, 2019



TV national

TV stations	13
TV reports	399
kum. range in m.	5,18
Advertising media contacts in m.	187,89
Broadcasttime in h.....	65:25:00

TV international (observation until Oct.8,2019)

TV stations	520
TV reports	3.635
kum. range in m.	24,95
Advertising media contacts in m.	943,52
Broadcasttime in h.....	1127:16:00

Livestream & International Feed

kum. range in m.	0,81
Advertising media contacts in m.	969,65
Broadcasttime in h.....	212:31:00

Online-Video

Number of webpages.....	35
Number of reports.....	46
kum. range in m.	0,38
Advertising media contacts in m.	5,51

Print national

Number of publications.....	225
Number of articles.....	432
kum. range in m.	73,58
Advertising media contacts in m.....	90,00

Online

Number of webpages.....	254,00
Number of articles.....	657,00
kum. range in m.	5,16
Advertising media contacts in m. (new calc.).....	6,99

Social Media

Number of platforms	7
Number of posts.....	5.845
kum. range in m.	21,61
Engagement.....	817.908
Advertising media contacts in m.	21,61