

# SURVITEC ANALYSIS

Survitec Group Media Coverage  
Analysis & Competitor Comparison  
2019



## Survitec Group



Media Analysis 2019

# SUMMARY

## 2019 HIGHLIGHTS

44 Press releases

7 Placed articles

4 Award nominations

3 Award wins

700 Published articles

278M Potential reach

Between 01 January 2019 and 23 December 2019, Seaborne Communications created and distributed 44 press releases and seven placed feature relating to Survitec's commercial shipping, leisure, defence and energy business divisions.

We were successful in securing four award nominations and three award wins. We arranged a number of 1-2-1 interviews with journalists and various trade shows and encouraged direct media contact.

Throughout the course of the year, Seaborne Communications created greater awareness of Survitec, its products, services, and executives with more than an estimated 700 separate published articles achieving an estimated potential reach of 278M.



# EXECUTIVE SUMMARY

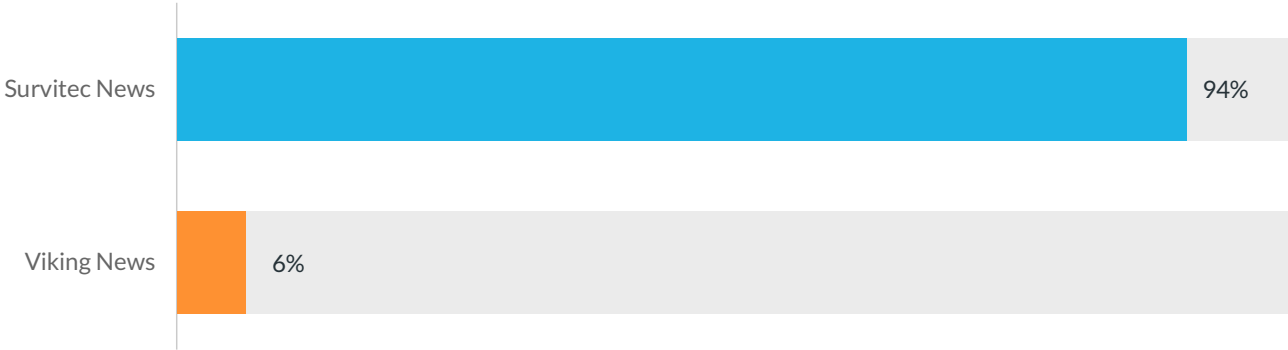
## HIGHLIGHTS FROM THE YEAR

- The total number of editorial mentions for the group were 729, with an overall potential reach of 308M views
- The group's sentiment was overall positive



# Survitec News's reach share covered 94%

SHARE OF VOICE BY REACH - Jan 1, 2019 - Dec 31, 2019



## GROUP SUMMARY

### ≡ Editorial Mentions | 729

The number of appearances in articles

### ↗ Potential Reach | 308M

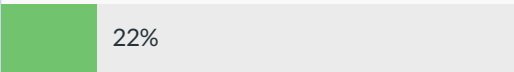
Approximate number of article views you appeared in

### 🗨 Net Tonality Score | 22

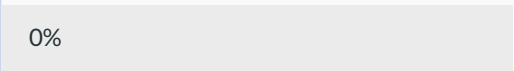
The net change (up or down) in sentiment over the time period

## GROUP TONALITY

Positive



Negative



Neutral



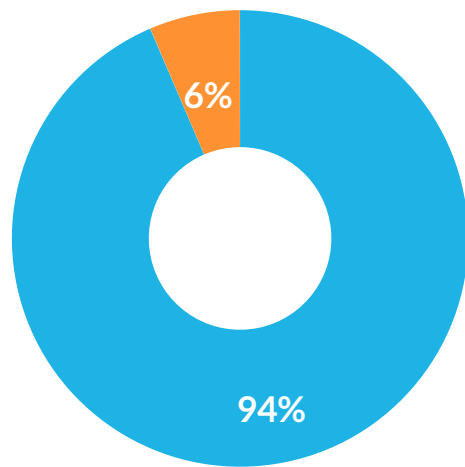
# SHARE OF VOICE BY REACH

HIGHLIGHTS FROM THE YEAR



## Survitec News had the largest reach share with 94%

Share of Voice by Reach - Jan 1, 2019 - Dec 31, 2019



● Survitec News	289M
● Viking News	19.9M

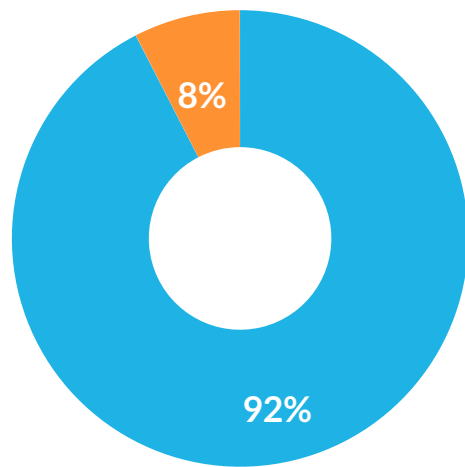
# SHARE OF VOICE BY VOLUME

HIGHLIGHTS FROM THE YEAR



## Survitec News had the largest volume share with 92%

Share of Voice by Volume - Jan 1, 2019 - Dec 31, 2019



● Survitec News	674
● Viking News	55

# TOP ARTICLES

SURVITEC HIGHLIGHTS FROM THE YEAR

- The top 25 articles combined for a total reach of 172M
- The sentiment was predominantly positive in the top articles with high reach

The logo for Survitec, featuring a stylized white 's' icon followed by the word 'survitec' in a lowercase, sans-serif font, all set against an orange rectangular background.

## The Washington Post had the largest reach of 56.6M

Top Articles - Jan 1, 2019 - Dec 31, 2019



The Washington Post | May 8

Renewable energy part of Offshore Technology event in Texas

By L.M. Sixel and Marissa Luck  
AP May 8 at 9:57 AM HOUSTON  
— One of the world's largest oil industry conferences has a rising star...

Reach 56.6M ● Neutral

今日头条 | Mar 29

痛心疾首！天字一号国家工程停工 只因西方禁运一种极普通的设备

利刃/TONE 作为俄罗斯“北极战略”的核心，北极冰区航道的重要意义可谓不言而喻：无论是替代苏伊士-马六甲的北极航线，还是想要开发极地的油气资源，首先需要有破冰船在夏季浮冰和冬季冰层之间“披荆斩棘”，开出一条可供普通船只通行的道路。而2010年开始设计，2013年开工的22...

Reach 37.6M ● Neutral

今日头条 | Mar 29

全球最大破冰船被迫停工：一种极普通的设备 西方说什么也不卖

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Reach 37.6M ● Neutral

Yahoo! News Taiwan | Feb 19

挪威航運業集團Wilhelmsen去年全年財報虧損擴大

根據英國航運相關網站引述，挪威航運業集團Wilhelmsen去(二〇一八)年財務報告顯示，虧損約七千五百萬美元，而前一年則損失兩百萬美元。Wilhelmsen集團首席執行長Thomas表示，EBIT-DA在二〇一八年第四季收於二千九百萬美元，較上一季下降十二%。海事服務部門的積...

Reach 15.2M ● Neutral

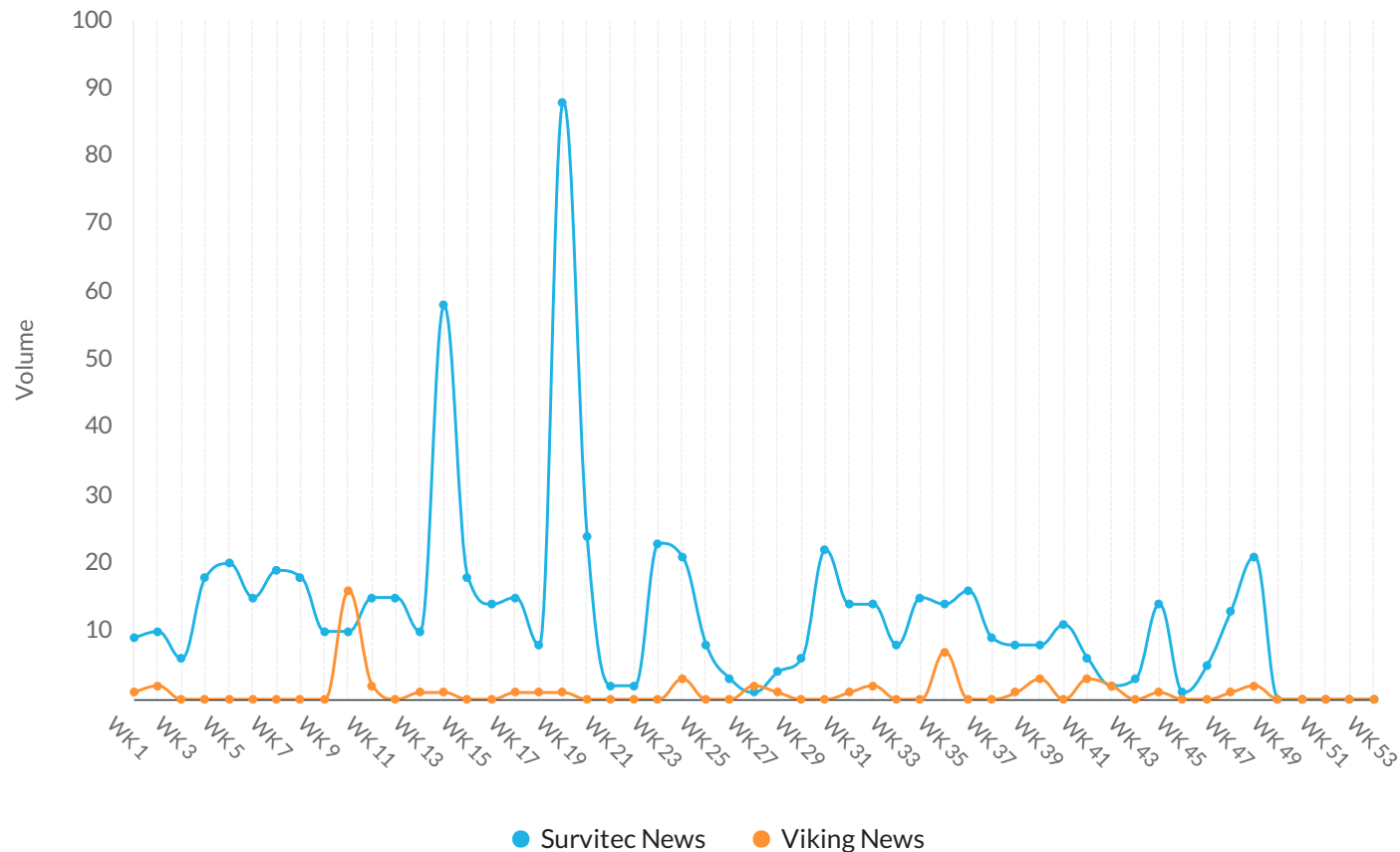
# COMPETITIVE MEDIA EXPOSURE

HIGHLIGHTS FROM THE YEAR



## News Exposure Comparison

Competitive Media Exposure - Jan 1, 2019 - Dec 31, 2019



# MEDIA EXPOSURE

## Survitec News

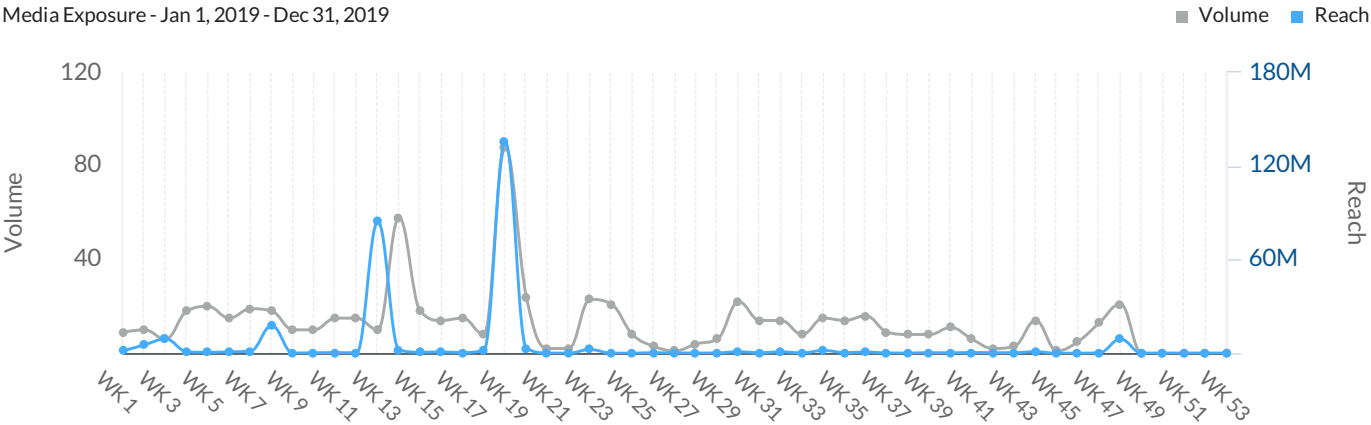
### HIGHLIGHTS FROM THE YEAR

- Week 19 had the highest volume of editorial mentions with 88
- Hellenic Shipping News Worldwide mentioned Survitec News the most at 29

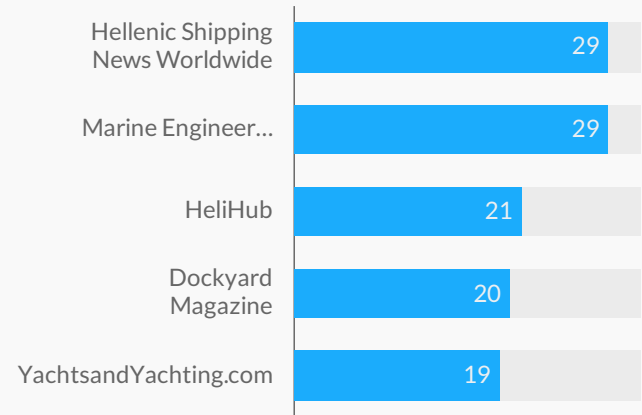


# Survitec's news media exposure

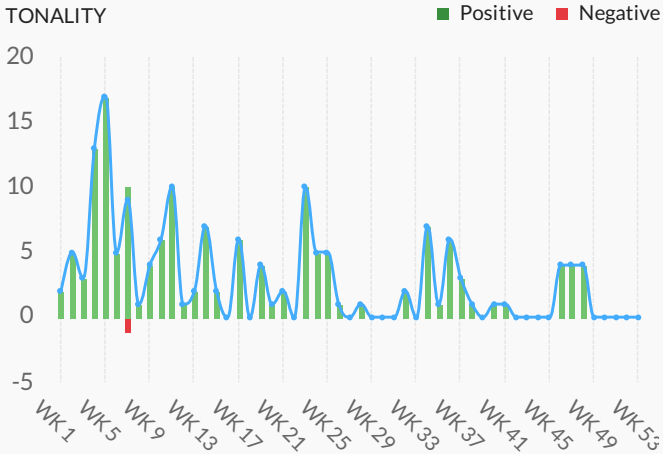
Media Exposure - Jan 1, 2019 - Dec 31, 2019



### TOP PUBLICATIONS



### TONALITY





# MEDIA EXPOSURE

## Viking News

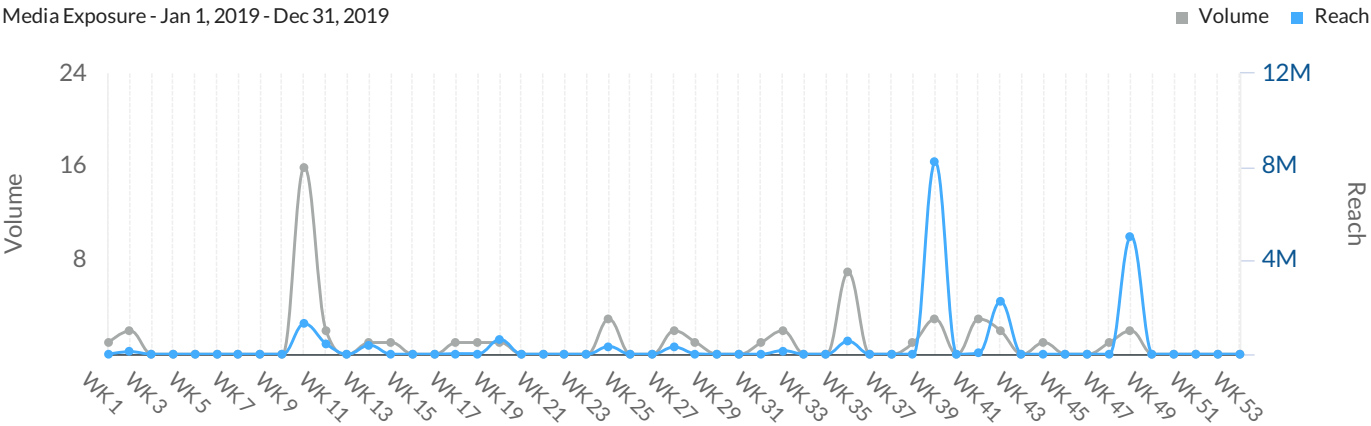
### HIGHLIGHTS FROM THE YEAR

- Week 10 had the highest volume of editorial mentions with 16
- TED Germany [DE] mentioned Viking News the most at 3

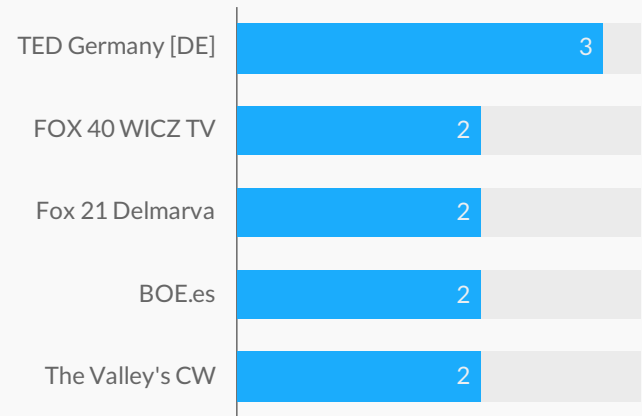


# Viking's news media exposure

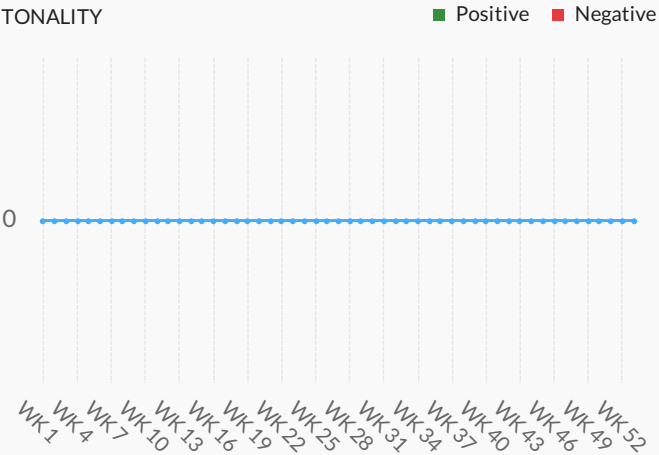
Media Exposure - Jan 1, 2019 - Dec 31, 2019



### TOP PUBLICATIONS



### TONALITY



# MEDIA EXPOSURE

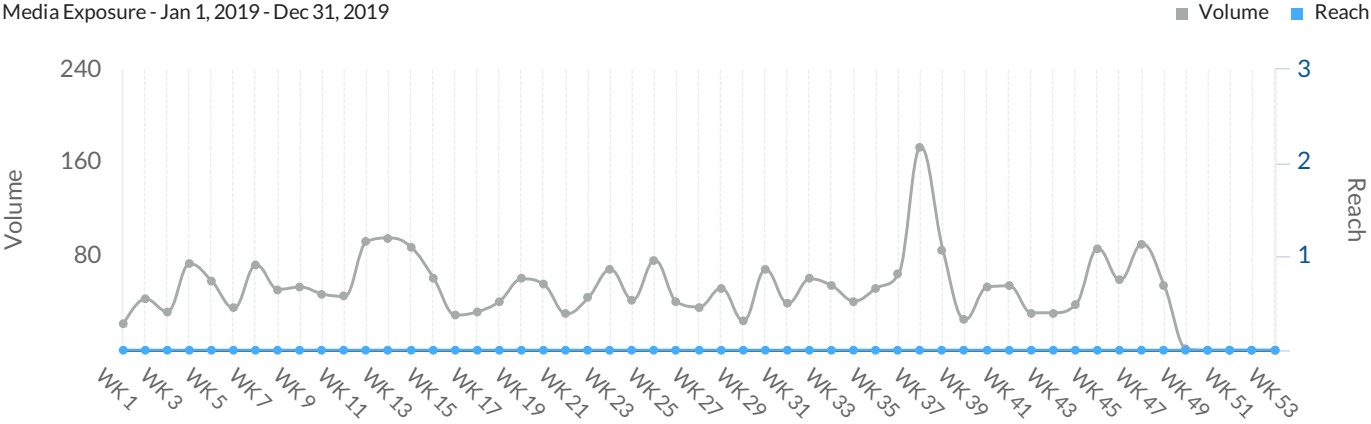
## HIGHLIGHTS FROM THE YEAR

- Week 37 had the highest volume of editorial mentions with 174
- Twitter mentioned Survitec Social the most at 1.6k

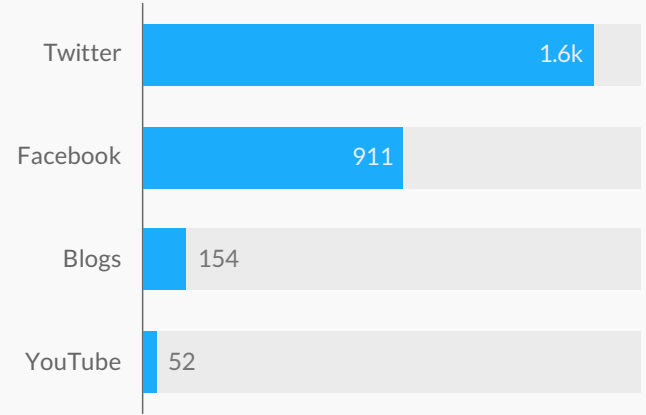


# Survitec social media exposure

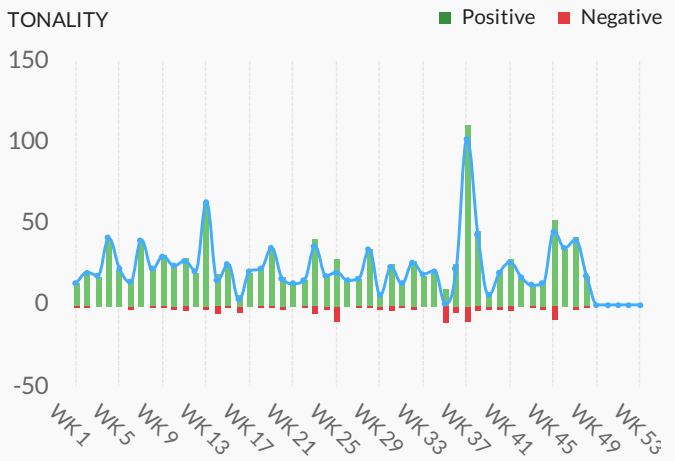
Media Exposure - Jan 1, 2019 - Dec 31, 2019



## TOP PUBLICATIONS



## TONALITY



# MEDIA EXPOSURE

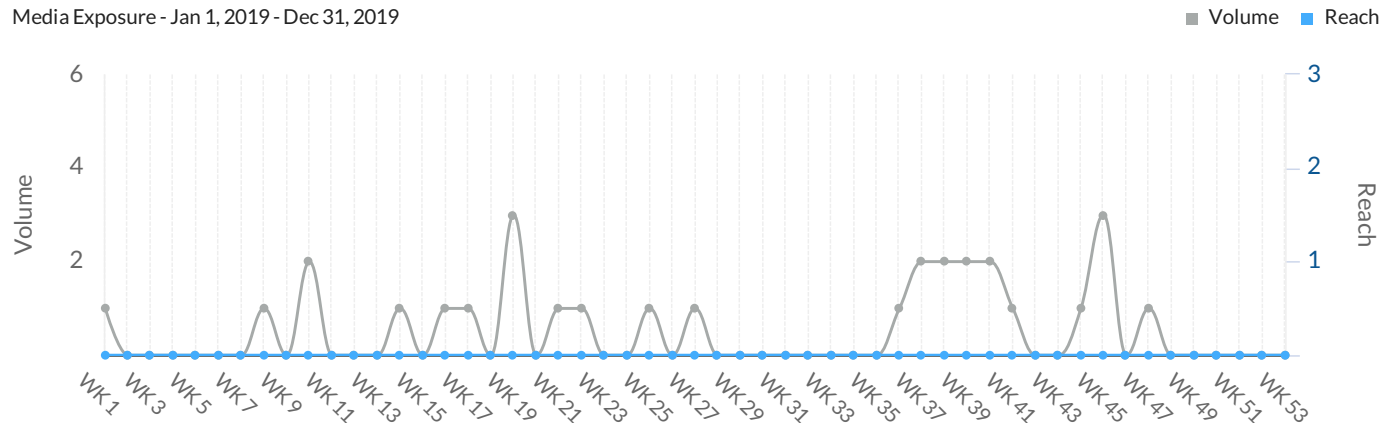
## HIGHLIGHTS FROM THE YEAR

- Week 19 had the highest volume of editorial mentions with 3
- Facebook mentioned Viking Social the most at 16

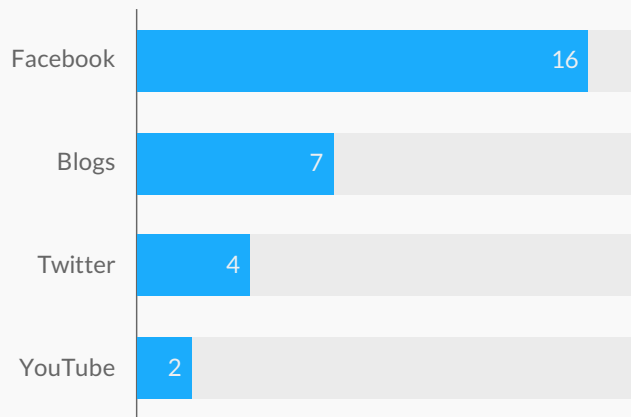


## Viking social media exposure

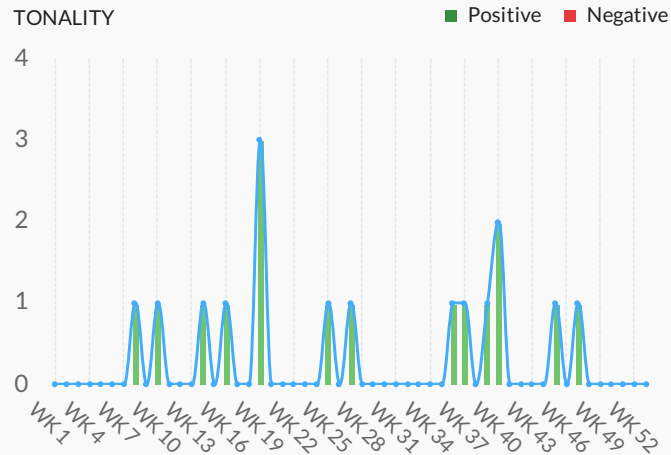
Media Exposure - Jan 1, 2019 - Dec 31, 2019



## TOP PUBLICATIONS



## TONALITY



# TOP PUBLICATIONS

## Survitec News

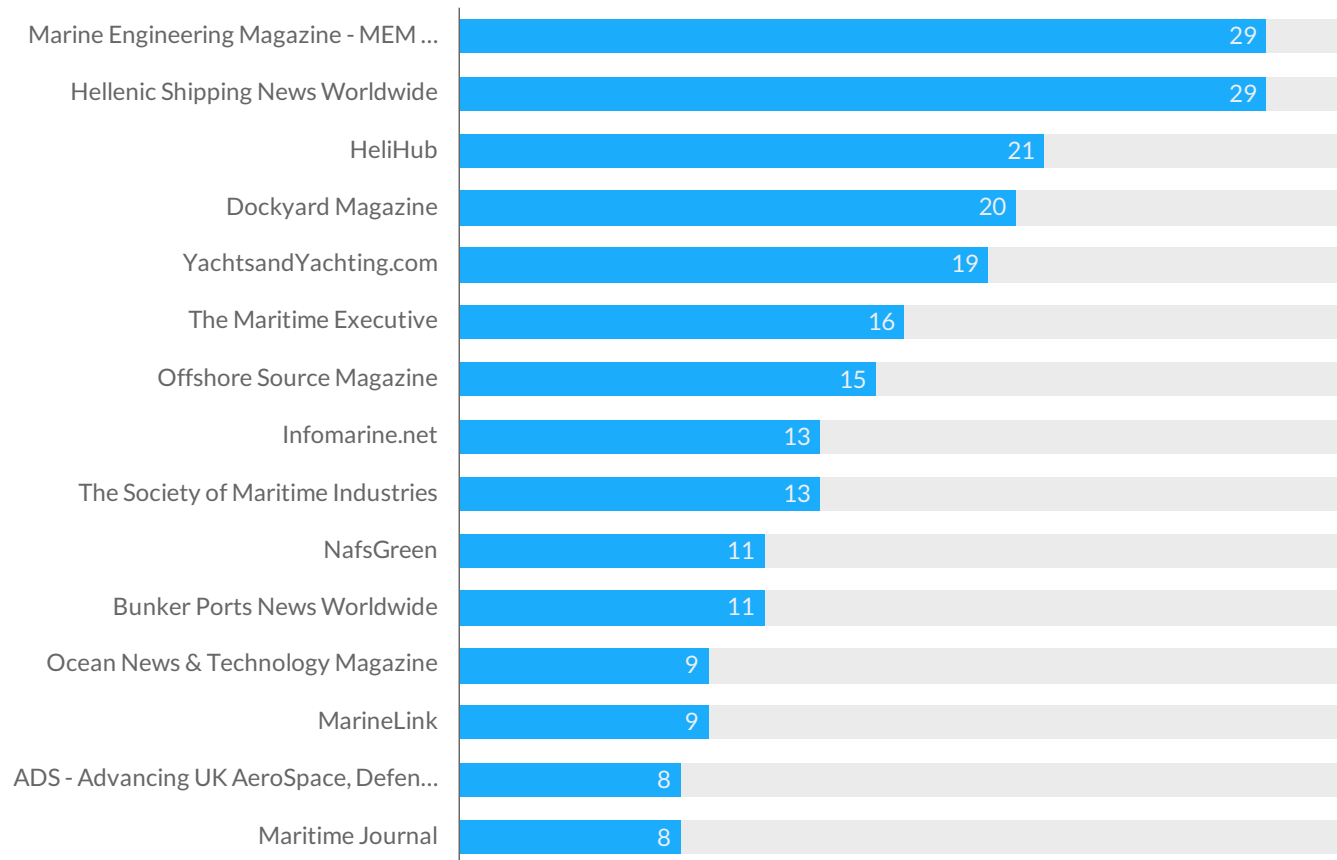
### HIGHLIGHTS FROM THE YEAR

- "Marine Engineering Magazine - MEM Online", "Hellenic Shipping News Worldwide", and "HeliHub" accounted for 27% of the volume share among the 25 highest publications



## Hellenic Shipping News mentioned Survitec the most

Top Publications by Volume - Jan 1, 2019 - Dec 31, 2019



# TOP PUBLICATIONS

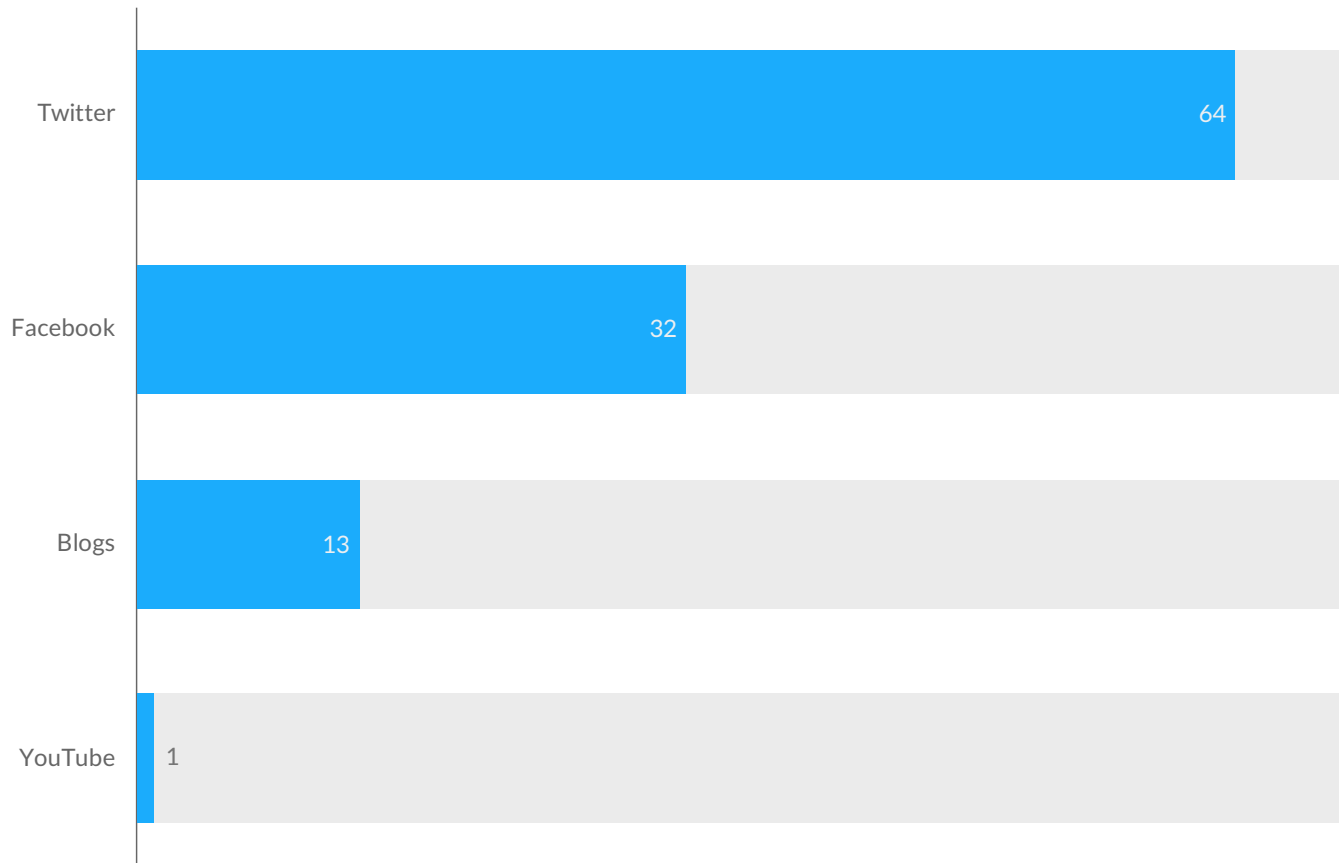
## HIGHLIGHTS FROM THE YEAR

- "Twitter", "Facebook", and "Blogs" accounted for 99% of the volume share among the 4 highest publications



## Twitter mentioned Survitec the most

Top Publications by Volume - Jan 1, 2019 - Dec 31, 2019



# TOP PUBLICATIONS

## Viking News

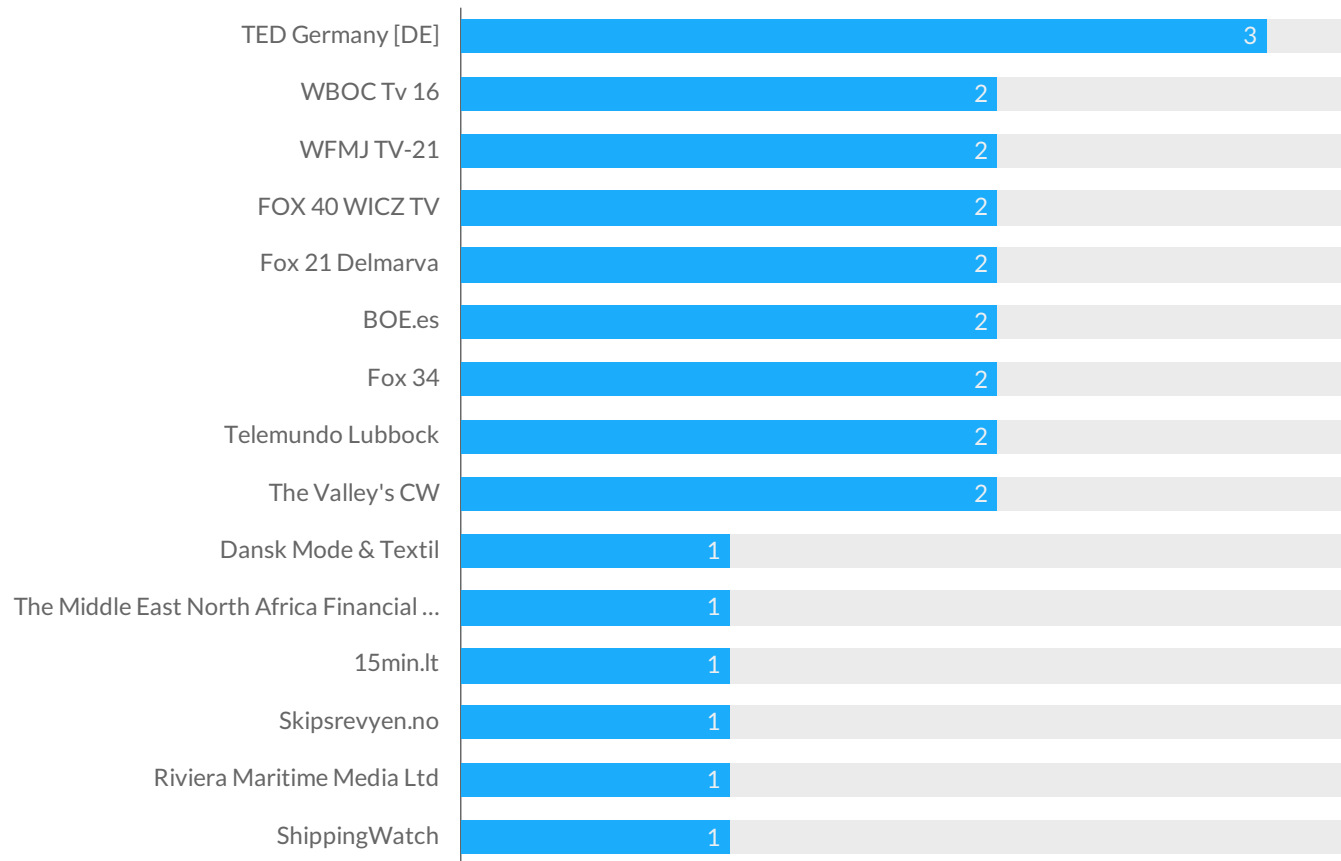
### HIGHLIGHTS FROM THE YEAR

- "TED Germany [DE]", "WBOC Tv 16", and "WFMJ TV-21" accounted for 20% of the volume share among the 25 highest publications



## TED Germany [DE] mentioned Viking the most

Top Publications by Volume - Jan 1, 2019 - Dec 31, 2019



# TOP PUBLICATIONS

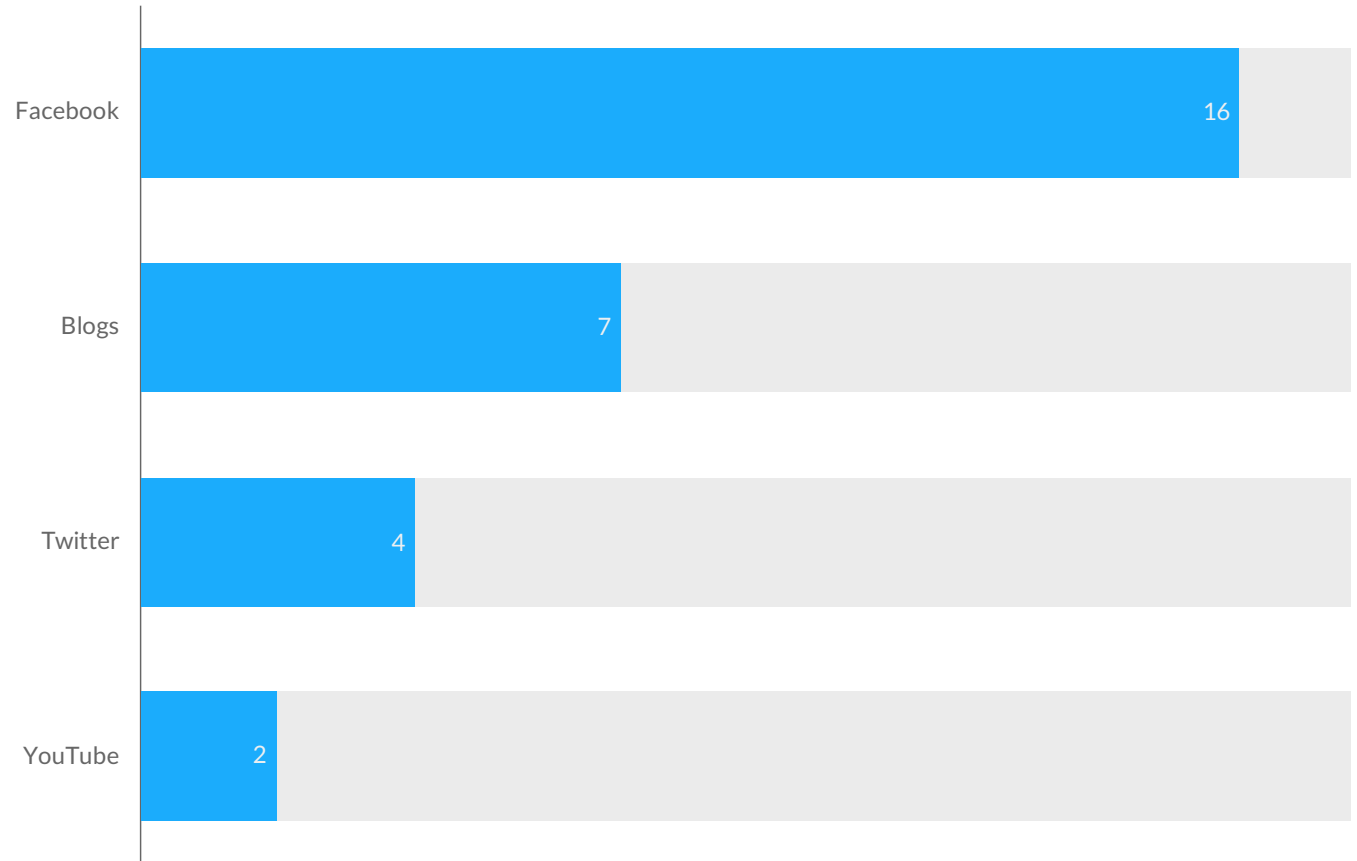
## HIGHLIGHTS FROM THE YEAR

- "Facebook", "Blogs", and "Twitter" accounted for 93% of the volume share among the 4 highest publications



## Facebook mentioned Viking the most

Top Publications by Volume - Jan 1, 2019 - Dec 31, 2019



# TOP INFLUENCERS

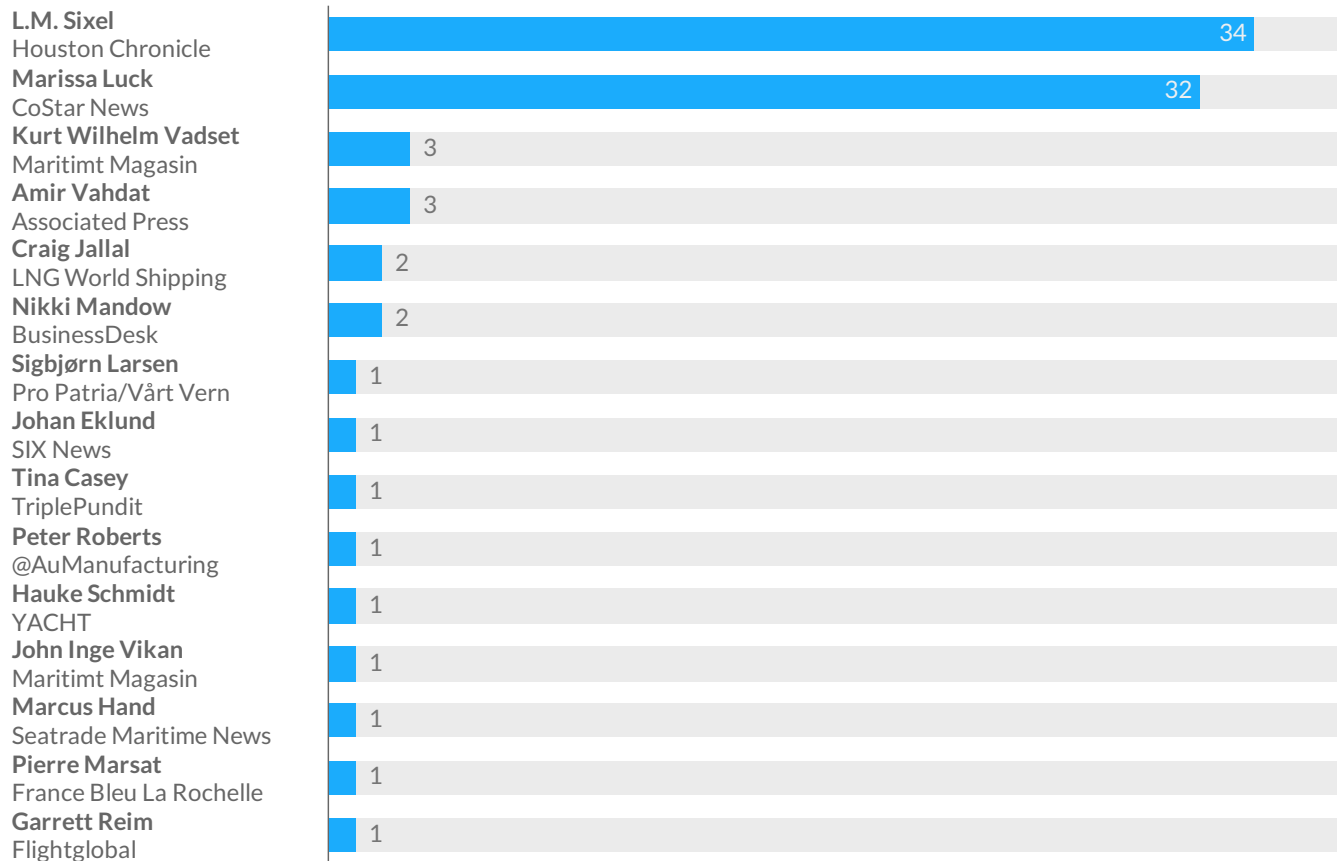
## HIGHLIGHTS FROM THE YEAR

- Maritimt Magasin, SIX News, and Houston Chronicle had the most representation among the top 16 Influencers
- The 3 most popular beats among the Influencers are Ships, boats and maritime, Military affairs, and Yachting and boating
- The top 3 Influencers accounted for 80% of the volume among the 16 highest Influencers



## Survitec top influencers

Top Editorial Influencers by Volume - Jan 1, 2019 - Dec 31, 2019





# TOP INFLUENCERS

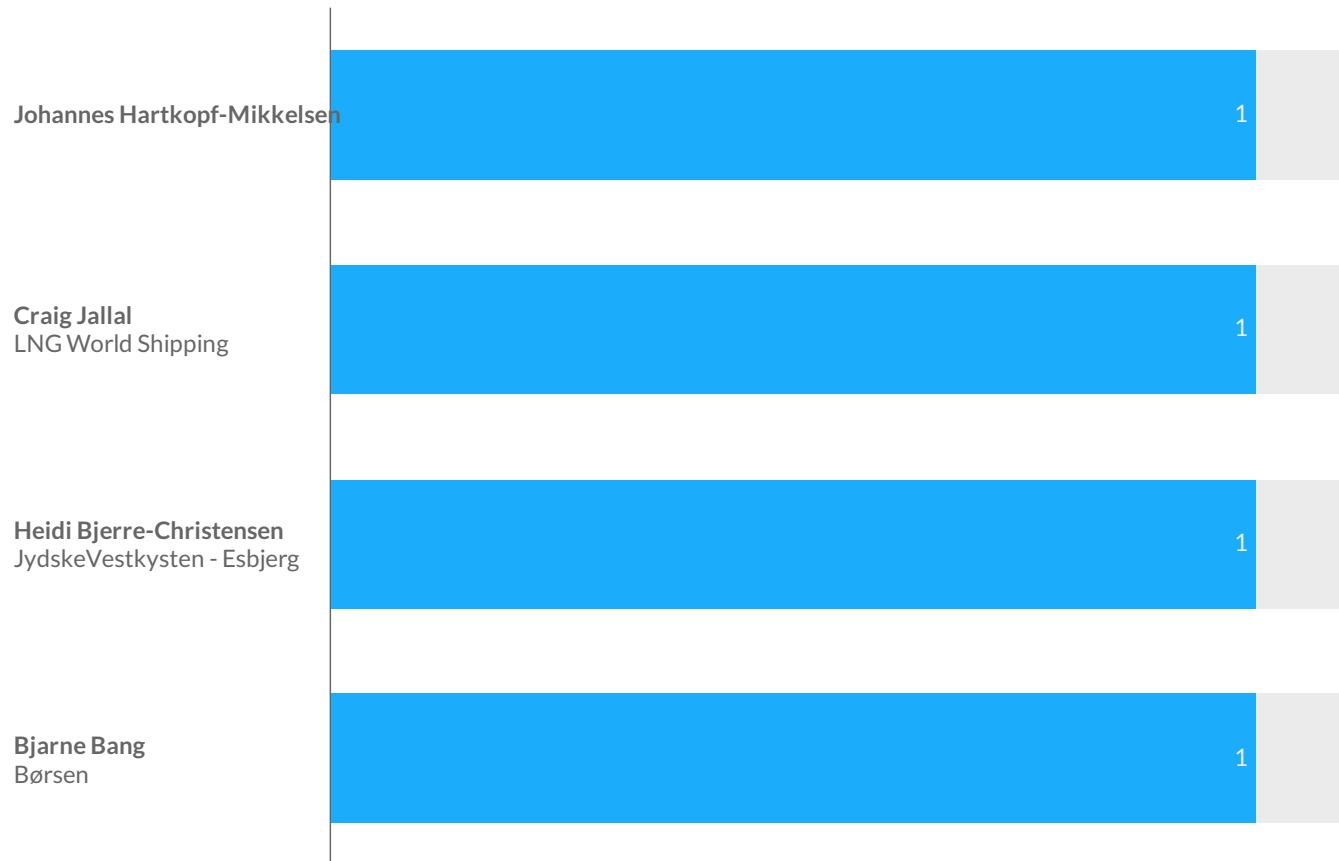
## HIGHLIGHTS FROM THE YEAR

- LNG World Shipping, JydskeVestkysten - Esbjerg, and Børsen had the most representation among the top 4 Influencers
- The 3 most popular beats among the Influencers are Company news, Mergers and acquisitions, and Ships, boats and maritime
- The top 3 Influencers accounted for 75% of the volume among the 4 highest Influencers



## Viking Top Influencers

Top Editorial Influencers by Volume - Jan 1, 2019 - Dec 31, 2019



# GEO PRESENCE

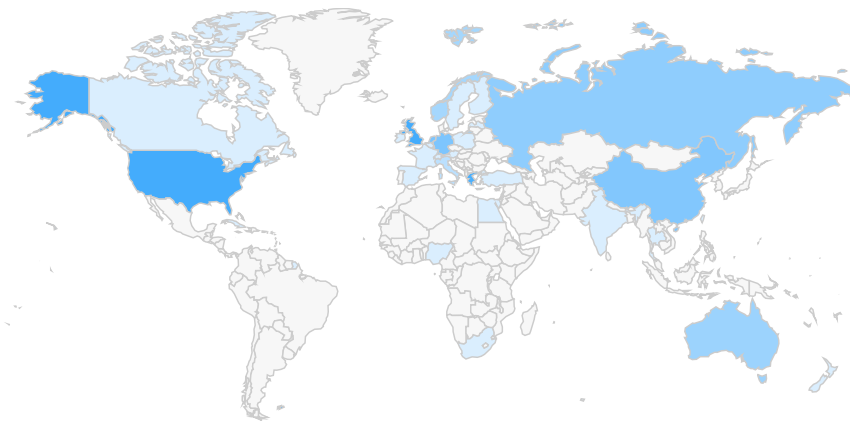
## Survitec News

### HIGHLIGHTS FROM THE YEAR











- Survitec News was mentioned in 32 total countries in this time period
- The regions Western Europe, North America, and South East Europe combined to cover 85% of the total volume in this time period



United Kingdom and United States had the most global coverag...



### TOP COUNTRIES

 United Kingdom	38%	 Mainland China	2%
 United States	30%	 Russia	2%
 Greece	11%	 Australia	2%
 Netherlands	3%	 Norway	2%
 Germany	3%	 Italy	1%

# GEO PRESENCE

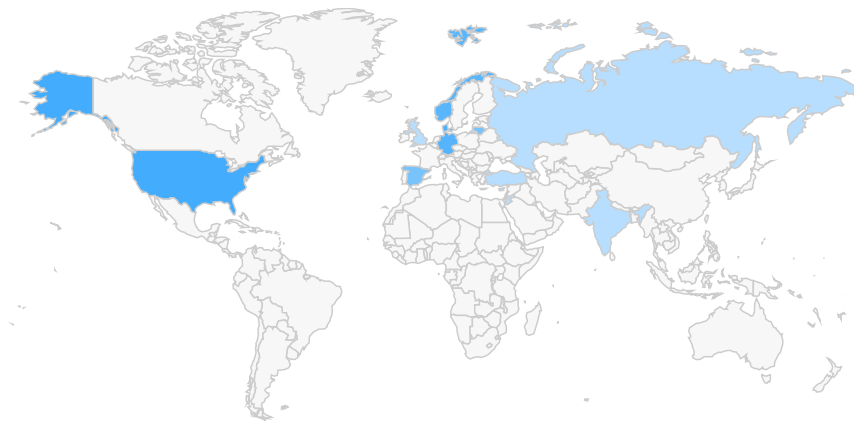
## Viking News

### HIGHLIGHTS FROM THE YEAR











- Viking News was mentioned in 11 total countries in this time period
- The regions North America, Northern Europe, and Western Europe combined to cover 85% of the total volume in this time period



## United States and Denmark had the most global coverage



### TOP COUNTRIES

 United States	51%	 Lithuania	4%
 Denmark	16%	 Turkey	2%
 Germany	9%	 United Kingdom	2%
 Norway	7%	 India	2%
 Spain	4%	 Jordan	2%

# SOCIAL ECHO

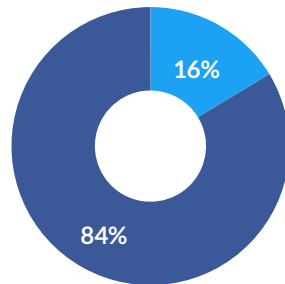
## HIGHLIGHTS FROM THE YEAR



- Stuff.co.nz - Business Day had the most popular article on social media with 390 shares



## 292 Survitec articles were shared 3.9k times on social media

Social Echo - Jan 1, 2019 - Dec 31, 2019



	Twitter	720
	Facebook	3.7k

### MOST SHARED ARTICLES

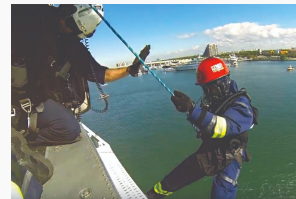
Stuff.co.nz - Business Day | Sep 2

Could NZ have the Dyson of nail guns?

BRONWYNNE HOWSE VIA NEWSROOM.CO.NZ Hammerforce chief executive Andy Coster holds what director Rob Fyfe reckons is "the Dyson of nail guns" ...

Reach 320k ● Neutral

 10  380



Asian Military Review | Feb 7

Survitec to unveil unique CBR suits at IDEX

Leading safety equipment manufacturer and supplier Survitec will introduce two new protective suits for chemical, biological and radioactive...

Reach 13k ● Positive

 5  351

# SOCIAL ECHO

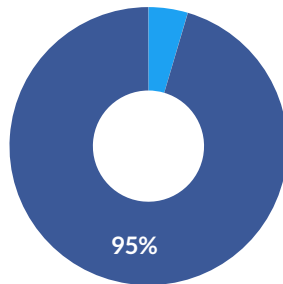
## HIGHLIGHTS FROM THE YEAR



- 15min.It had the most popular article on social media with 114 shares

survitec

## 7 Viking articles were shared 129 times on social media

Social Echo - Jan 1, 2019 - Dec 31, 2019



	Twitter	6
	Facebook	125

### MOST SHARED ARTICLES



15min.It | Oct 16

Ugniagesiams perka abejotinos kokybės aprangą – įtariama, kad tiekėjas pasirinktas ne šiaip sau

Priešgaisrinės apsaugos ir gelbėjimo departamento (PAGD) organizuotas ugniagesių rūbų pirkimas pakvipo skandalu. Viešųjų pirkimų tarnyba (VP...

Reach 2M

 1  113



Bodøposten | Sep 19

Avtale med Viking om brannbekledning i Norge

TESS har inngått avtale med Viking Life Saving Equipment om rett til å markedsføre og selge brannvernproduktene deres i Norge. Avtalen inneb...

Reach 6k ● Neutral

 1  3

# WORD CLOUD

## HIGHLIGHTS FROM THE YEAR

- "Survitec" (296)  
"company" (136)  
"United States" (74)
- The above 3 keywords covered 25% of the mentions across the top 25



## Survitec News's most popular keyphrase was "Survitec"

Word Cloud - Jan 1, 2019 - Dec 31, 2019

service and equipment companies

burgeoning market

Rhode Island wind farm

British company Survitec

turbine development

wind coast

electricity offshore wind California

offshore oil

wind mill manufacturer

centric OTC **Survitec** Energy

federal waters

U.S. waters United States cost **company**

New York East Coast states

Dutch company Emce Winches

previous federal offshore wind auction

power production platforms

## LINKS

### 2019 Media Coverage

Click on the link below to view your annual published media content:

<https://seabornecomms.coveragebook.com/b/aaaafea53bdc0ec5>

