

SURVITEC ANALYSIS



SURVITEC Q1 2020 MEDIA ANALYSIS



SUMMARY

Between 01 January 2020 and 30 March 2020, Seaborne Communications distributed 8 press releases and placed 6 feature relating to Survitec's commercial shipping, leisure, defence and energy business divisions.

During this period, more than 150 separate articles were published achieving an estimated gloable readership of more than 7 million.



EXECUTIVE SUMMARY

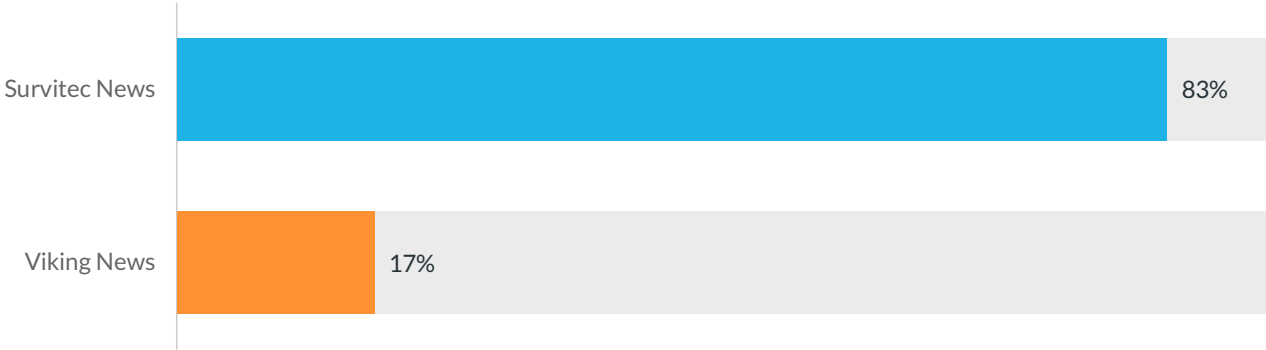
HIGHLIGHTS FROM THE QUARTER

- The total number of editorial mentions for the group were 136, with an overall potential reach of 7.1M views
- The group's sentiment was overall positive



Survitec News's reach share covered 83%

SHARE OF VOICE BY REACH - Jan 1, 2020 - Mar 31, 2020



GROUP SUMMARY

≡ Editorial Mentions | 136

The number of appearances in articles

↗ Potential Reach | 7.1M

Approximate number of article views you appeared in

🗨 Net Tonality Score | 8

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

GROUP TONALITY

Positive

8%

Negative

0%

Neutral

92%

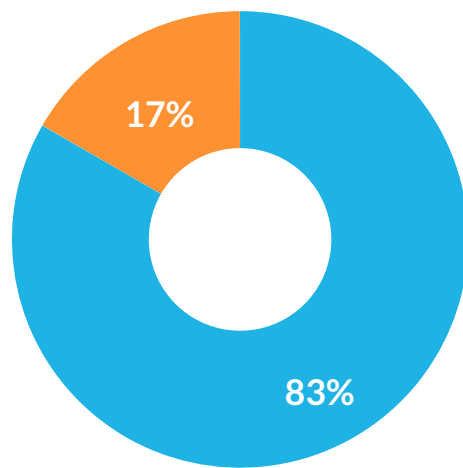
SHARE OF VOICE BY REACH

HIGHLIGHTS FROM THE QUARTER



Survitec News had the largest reach share with 83%

Share of Voice by Reach - Jan 1, 2020 - Mar 31, 2020



● Survitec News	5.9M
● Viking News	1.2M

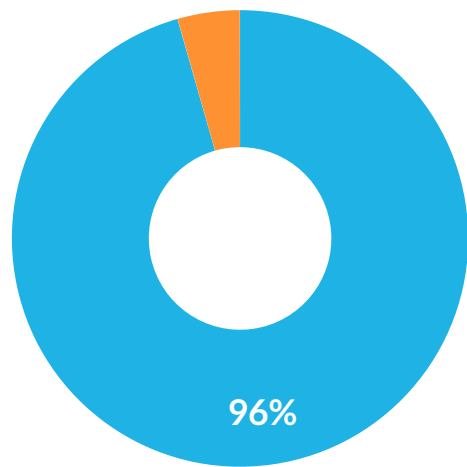
SHARE OF VOICE BY VOLUME

HIGHLIGHTS FROM THE QUARTER



Survitec News had the largest volume share with 96%

Share of Voice by Volume - Jan 1, 2020 - Mar 31, 2020



● Survitec News	130
● Viking News	6

TOP ARTICLES

HIGHLIGHTS FROM THE QUARTER

- The top 24 articles combined for a total reach of 5M
- The sentiment was predominantly positive in the top articles with high reach



Evenimentul Zilei had the largest reach of 2.3M

Top Articles - Jan 1, 2020 - Mar 31, 2020



Evenimentul Zilei | Feb 15

Post Brexit, armata Marii Britanii se înarmează. Sute de mii de euro pentru militari

Dispozitivele gonflabile nu au terminat de demonstrat utilitatea lor într-un context militar.

Reach 2.3M

PC World Australia - IDG Communications | Feb 24

Générateur de mousse à haute expansion Marché - Une étude approfondie avec les acteurs clés

L'analyse du marché des Générateur de mousse à haute expansion donne la connaissance de la taille du marché et des tendances du marché ainsi...

Reach 624k ● Neutral

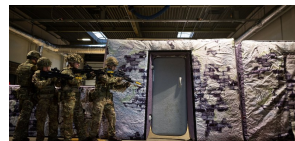


The Maritime Executive | Mar 18

Survitec Appoints Ron Krisanda as Executive Chairman

Survitec, a global safety and survival solutions leader, has announced the appointment of Ron Krisanda as Executive Chairman for its worldwi...

Reach 306k ● Positive



Army Technology | Jan 27

British Army Mercian Regiment receives inflatable wall training system

New technologies News New products Essential guides British Army's Wiltshire-based 1st Battalion The Mercian Regiment has received a new...

Reach 271k ● Neutral

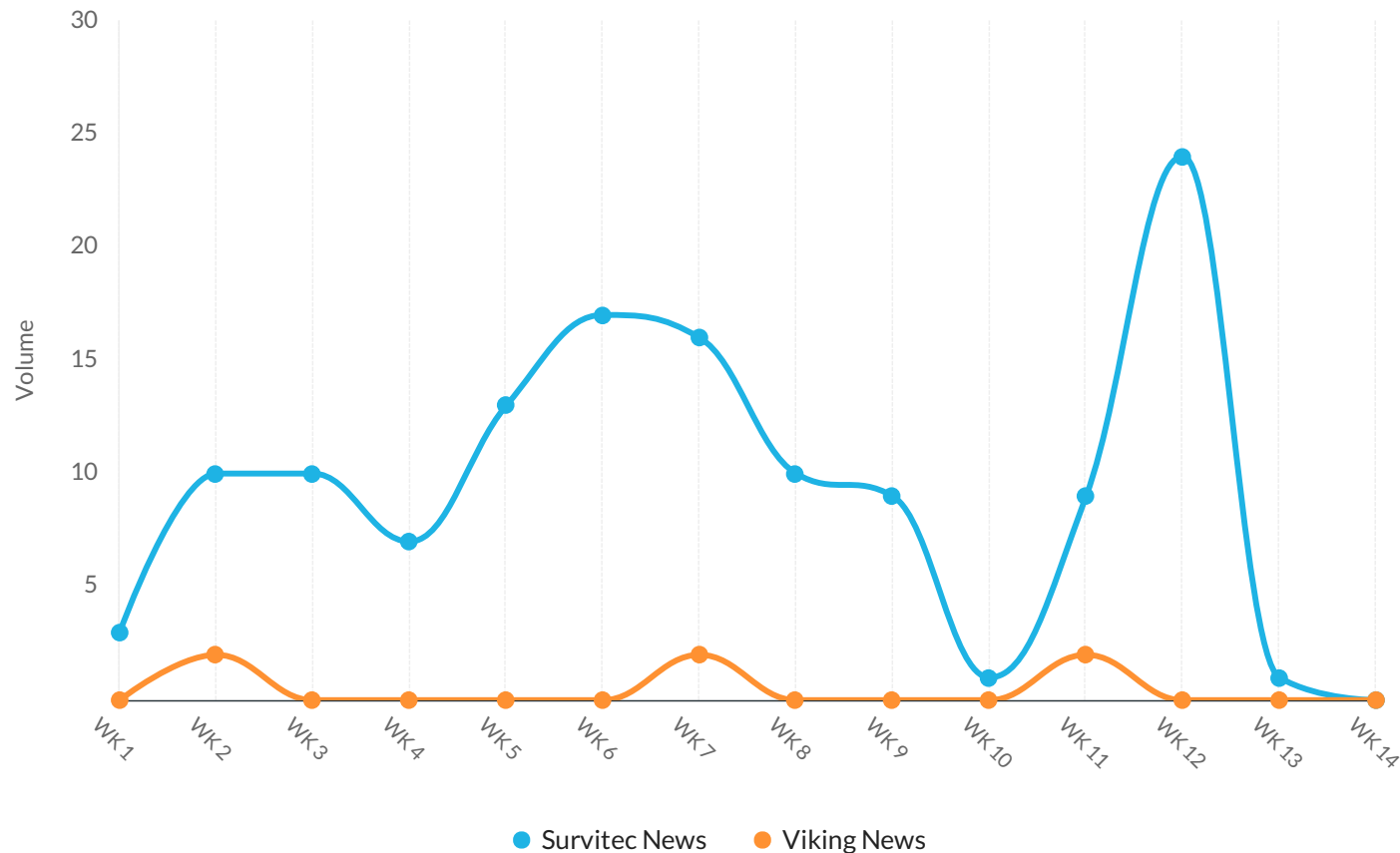
COMPETITIVE MEDIA EXPOSURE

HIGHLIGHTS FROM THE QUARTER



Survitec News's exposure peaked in week 12 at 24

Competitive Media Exposure - Jan 1, 2020 - Mar 31, 2020



MEDIA EXPOSURE

Survitec News

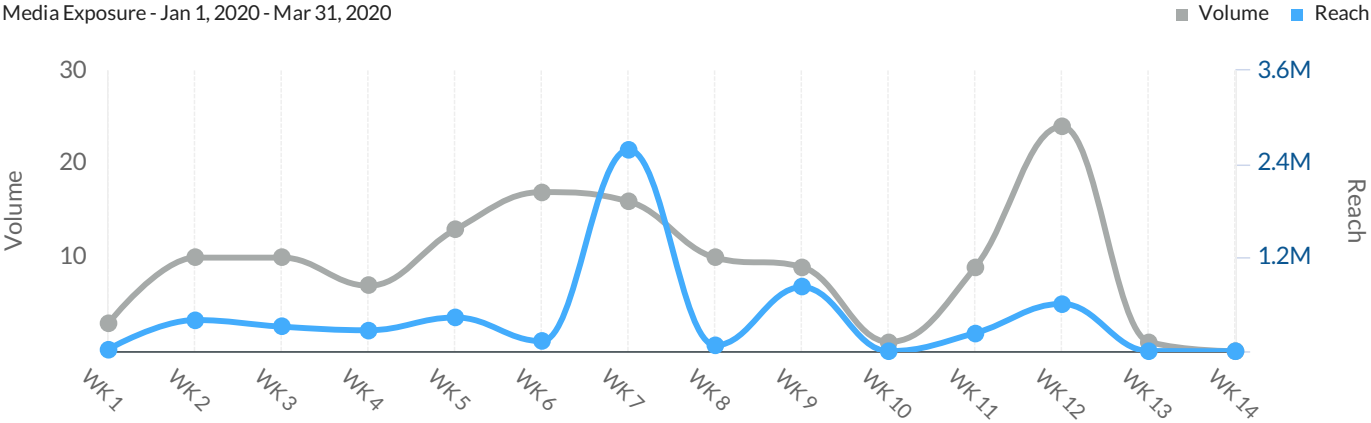
HIGHLIGHTS FROM THE QUARTER

- Week 12 had the highest volume of editorial mentions with 24
- Lanotadetapa mentioned Survitec News the most at 16

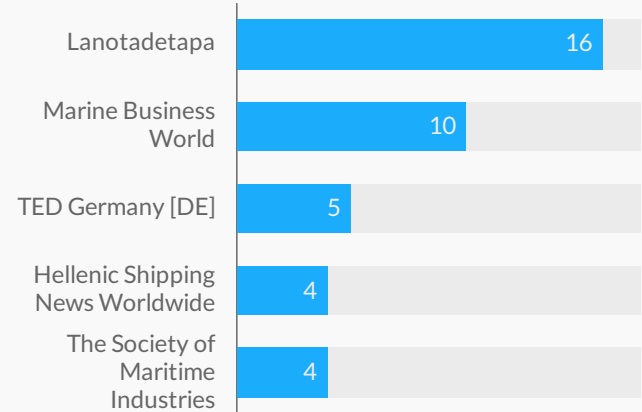


Survitec News's exposure was highest in week 12

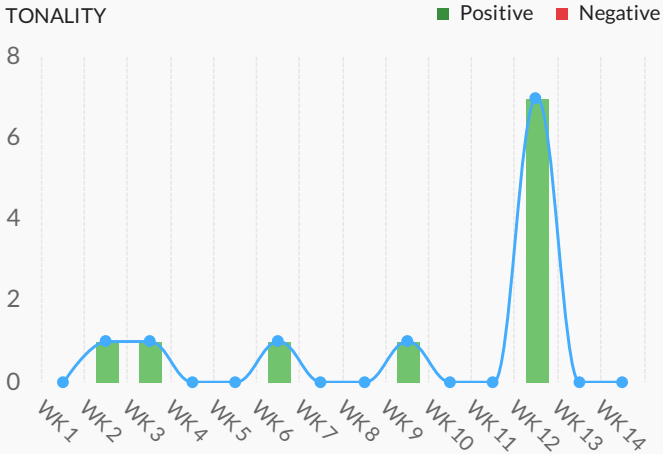
Media Exposure - Jan 1, 2020 - Mar 31, 2020



TOP PUBLICATIONS



TONALITY



MEDIA EXPOSURE

Viking News

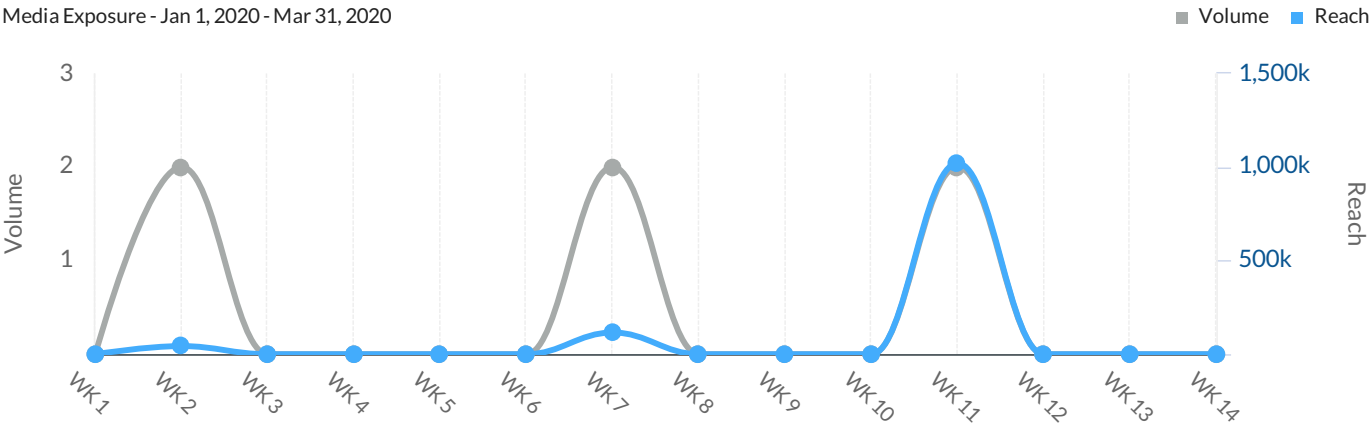
HIGHLIGHTS FROM THE QUARTER

- Week 2 had the highest volume of editorial mentions with 2
- TED Germany [DE] mentioned Viking News the most at 1

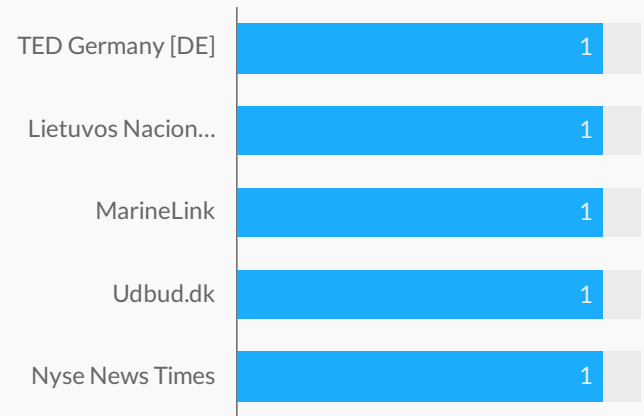


Viking News's exposure was highest in week 11

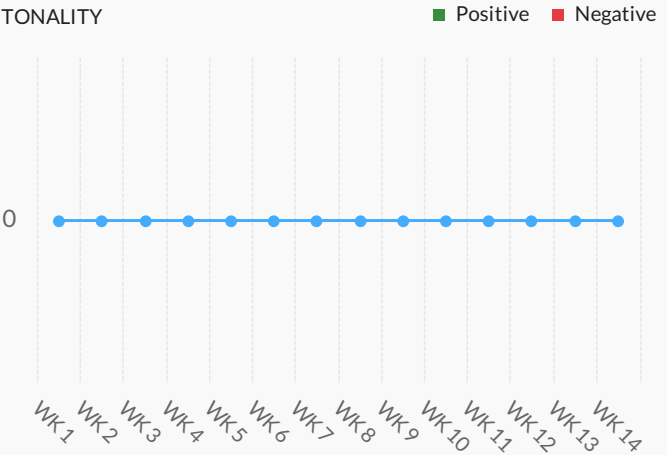
Media Exposure - Jan 1, 2020 - Mar 31, 2020



TOP PUBLICATIONS



TONALITY



MEDIA EXPOSURE

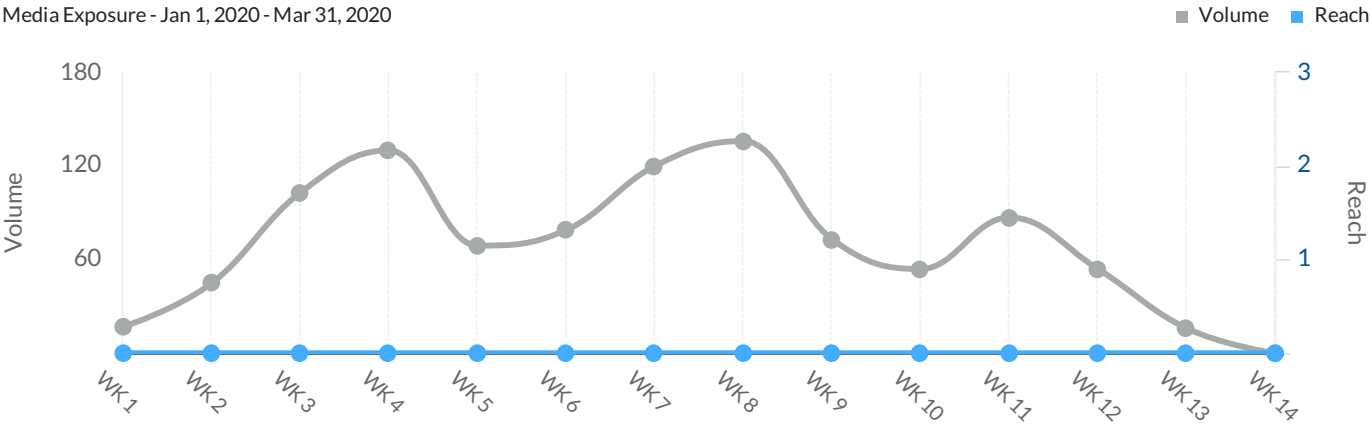
HIGHLIGHTS FROM THE QUARTER

- Week 8 had the highest volume of editorial mentions with 136
- Facebook mentioned Survitec Social the most at 551

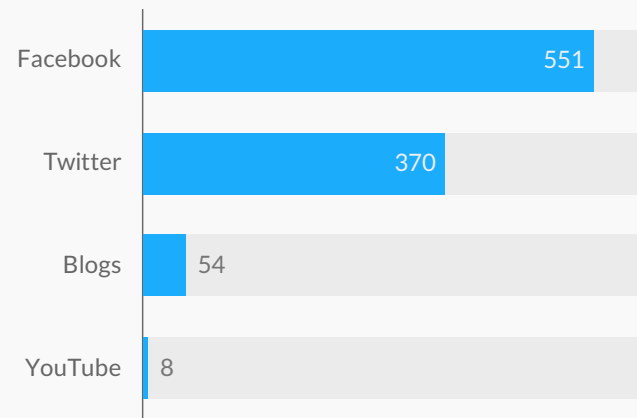


Exposure was highest in week 8

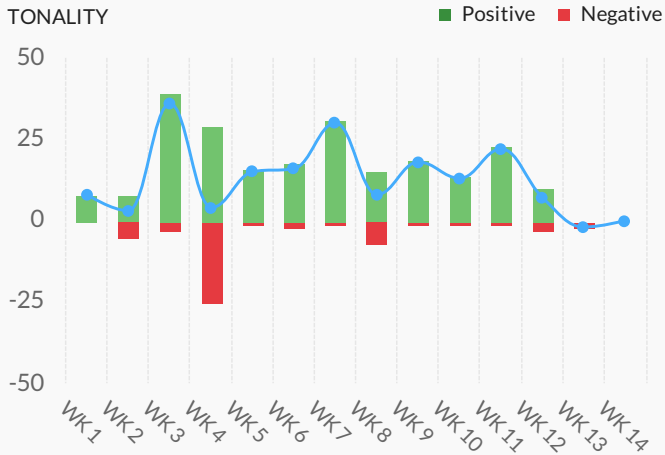
Media Exposure - Jan 1, 2020 - Mar 31, 2020



TOP PUBLICATIONS



TONALITY



MEDIA EXPOSURE

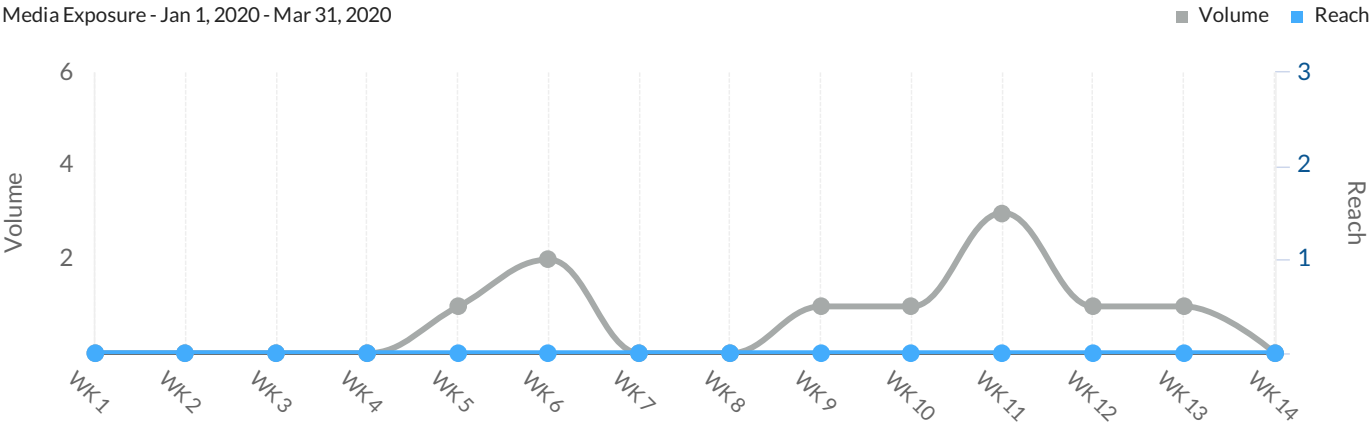
HIGHLIGHTS FROM THE QUARTER

- Week 11 had the highest volume of editorial mentions with 3
- Blogs mentioned Viking Social the most at 5

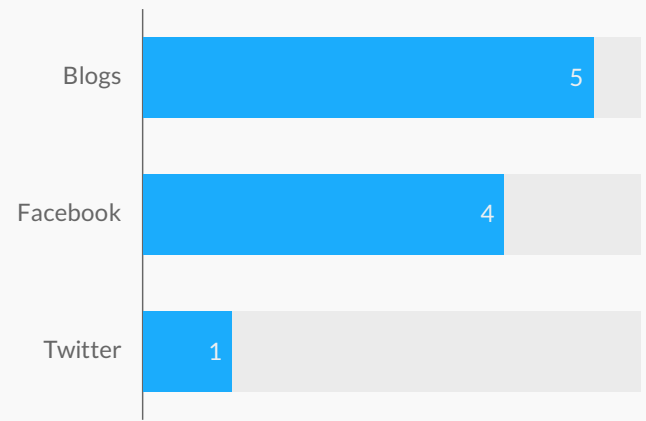


Exposure was highest in week 11

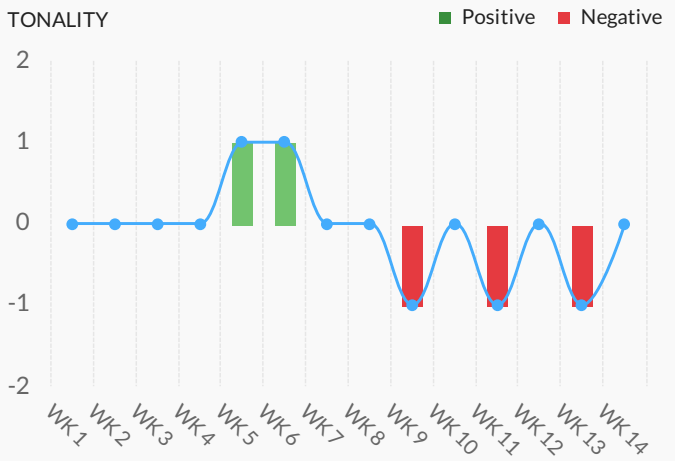
Media Exposure - Jan 1, 2020 - Mar 31, 2020



TOP PUBLICATIONS



TONALITY



TOP PUBLICATIONS

Survitec News

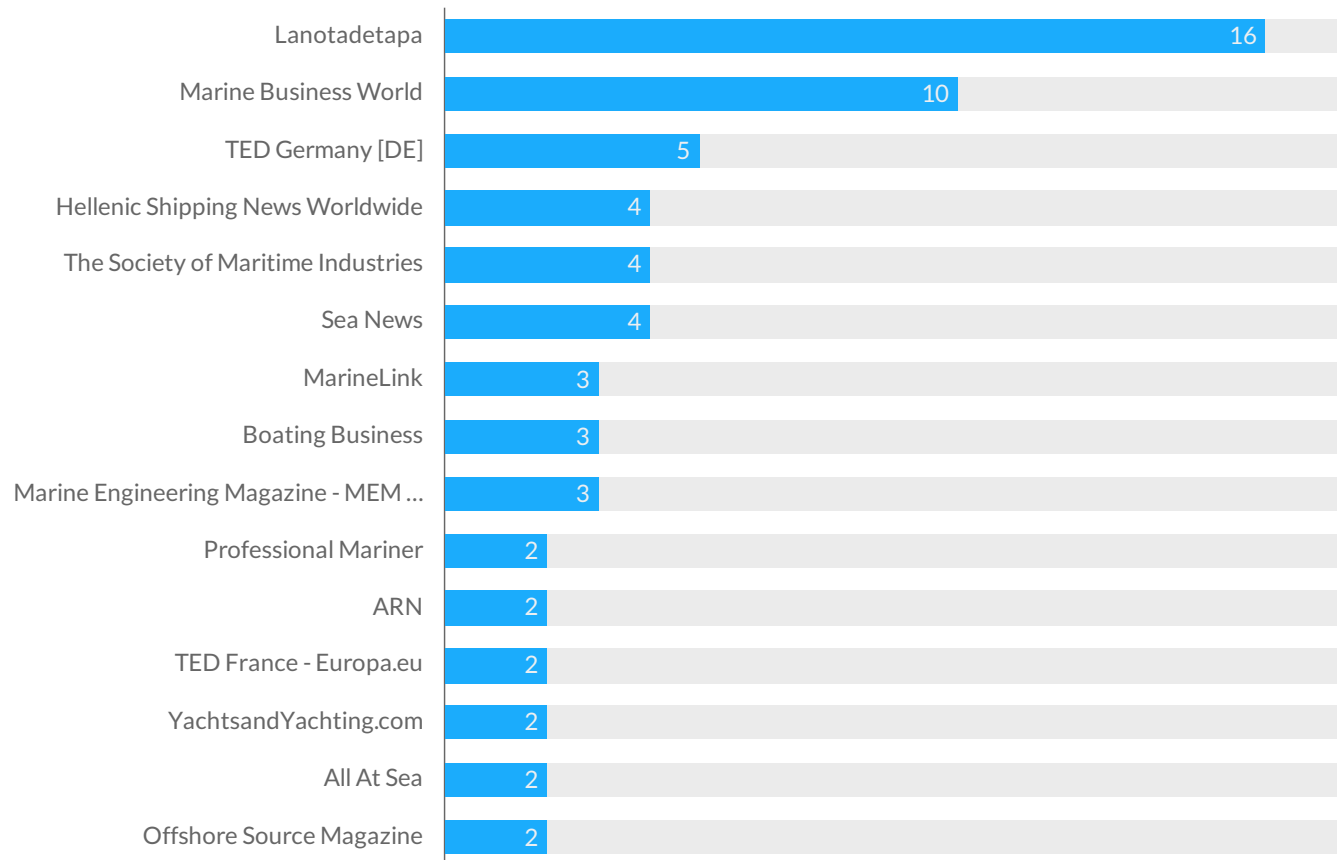
HIGHLIGHTS FROM THE QUARTER

- "Lanotadetapa", "Marine Business World", and "TED Germany [DE]" accounted for 37% of the volume share among the 25 highest publications



Lanotadetapa mentioned Survitec News the most

Top Publications by Volume - Jan 1, 2020 - Mar 31, 2020



TOP PUBLICATIONS

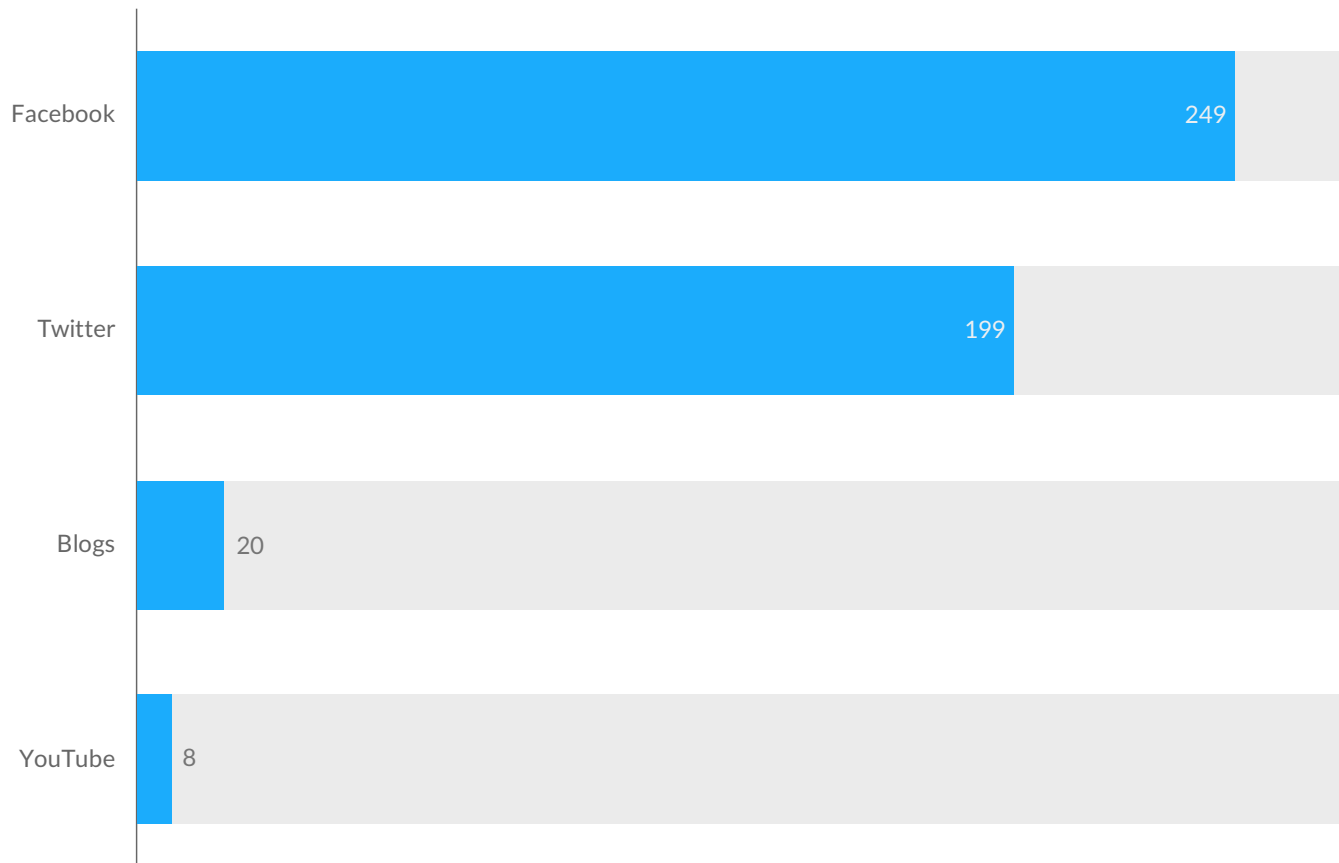
HIGHLIGHTS FROM THE QUARTER

- "Facebook", "Twitter", and "Blogs" accounted for 98% of the volume share among the 4 highest publications



Facebook mentioned Survitec Social the most

Top Publications by Volume - Jan 1, 2020 - Mar 31, 2020



TOP PUBLICATIONS

Viking News

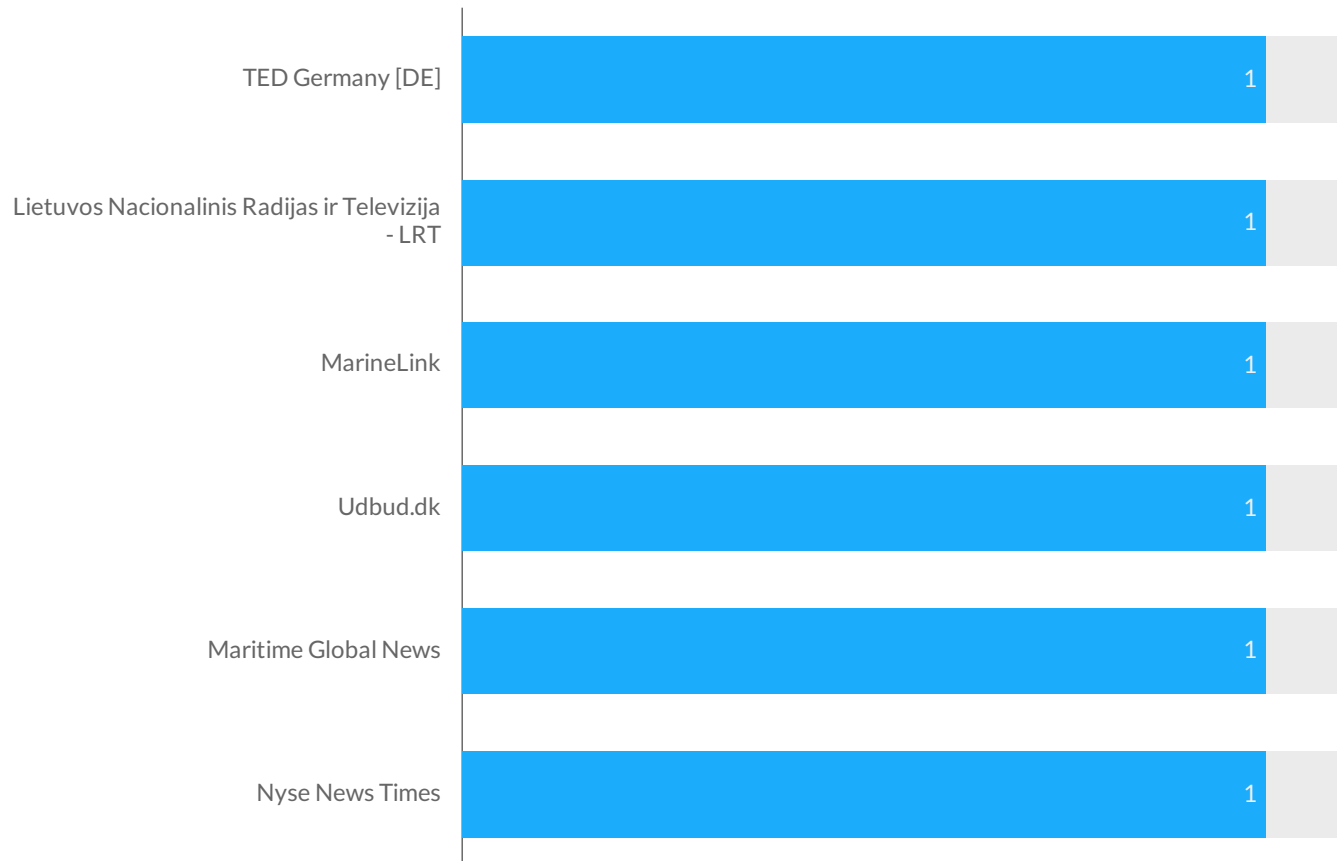
HIGHLIGHTS FROM THE QUARTER

- "TED Germany [DE]", "Lietuvos Nacionalinis Radijas ir Televizija - LRT", and "MarineLink" accounted for 50% of the volume share among the 6 highest publications



TED Germany [DE] mentioned Viking News the most

Top Publications by Volume - Jan 1, 2020 - Mar 31, 2020



TOP PUBLICATIONS

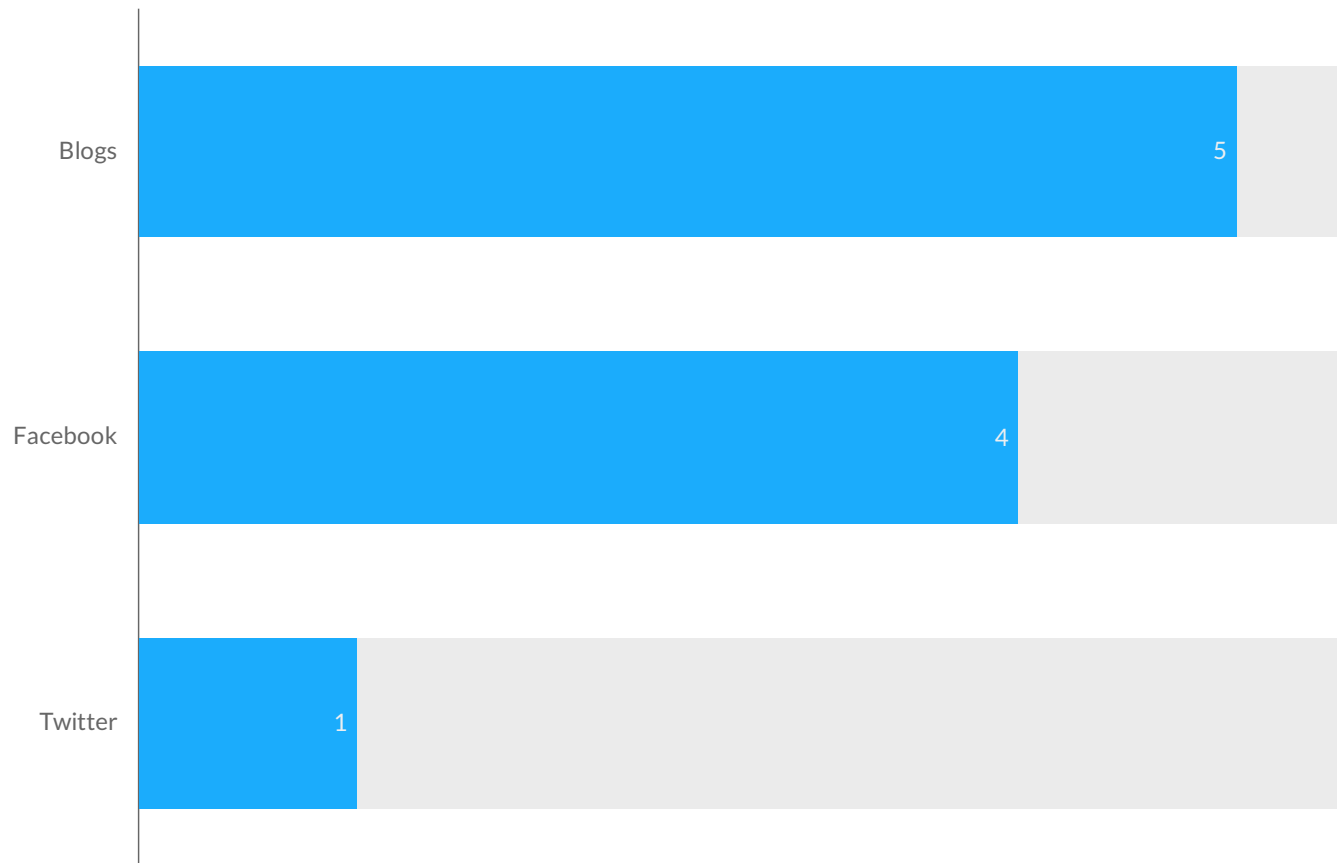
HIGHLIGHTS FROM THE QUARTER

- "Blogs", "Facebook", and "Twitter" accounted for 100% of the volume share among the 3 highest publications



Blogs mentioned Viking Social the most

Top Publications by Volume - Jan 1, 2020 - Mar 31, 2020



TOP INFLUENCERS

HIGHLIGHTS FROM THE QUARTER

- The 3 most popular beats among the Influencers are Docks and harbors, Navy, and Ships, boats and maritime
- The top 3 Influencers accounted for 100% of the volume among the 1 highest Influencers



Kurt Wilhelm Vadset was the top influencer

Top Editorial Influencers by Volume - Jan 1, 2020 - Mar 31, 2020

Kurt Wilhelm Vadset
Maritimt Magasin



TOP INFLUENCERS

HIGHLIGHTS FROM THE QUARTER

- The top 3 Influencers accounted for 0% of the volume among the 0 highest Influencers



Top Editorial Influencers by Volume - Jan 1, 2020 - Mar 31, 2020

GEO PRESENCE

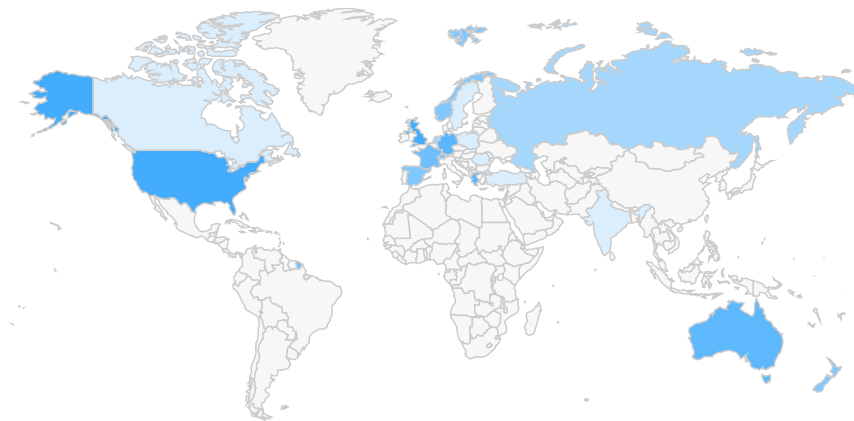
Survitec News

HIGHLIGHTS FROM THE QUARTER











- Survitec News was mentioned in 18 total countries in this time period
- The regions Western Europe, North America, and Pacific combined to cover 82% of the total volume in this time period



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



TOP COUNTRIES

 United Kingdom	36%	 France	3%
 United States	28%	 Spain	2%
 Greece	5%	 New Zealand	2%
 Germany	5%	 Switzerland	2%
 Australia	5%	 Norway	2%

GEO PRESENCE

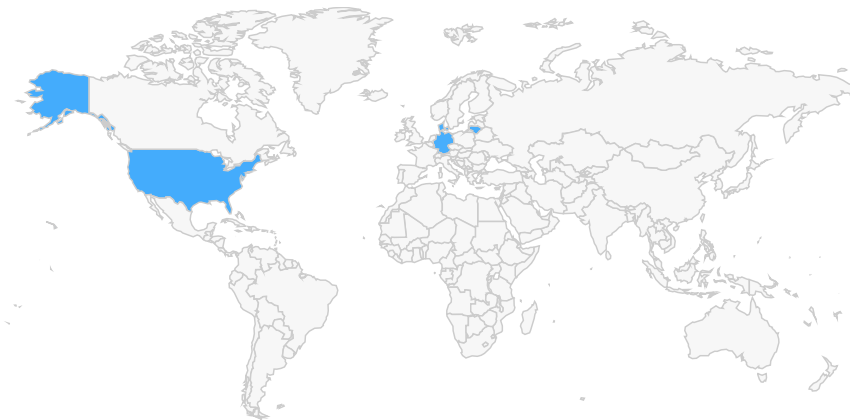
Viking News

HIGHLIGHTS FROM THE QUARTER


- Viking News was mentioned in 4 total countries in this time period
- The regions North America, Eastern Europe, and Northern Europe combined to cover 83% of the total volume in this time period



United States and Lithuania had the most global coverage



TOP COUNTRIES

 United States	50%
 Lithuania	17%
 Denmark	17%
 Germany	17%

SOCIAL ECHO

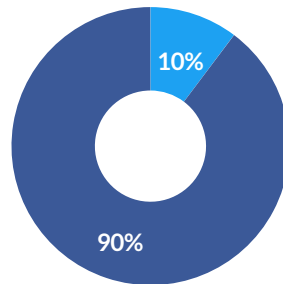
HIGHLIGHTS FROM THE QUARTER



- Army Technology had the most popular article on social media with 241 shares



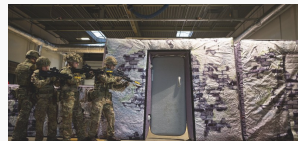
36 articles were shared 564 times on social media

Social Echo - Jan 1, 2020 - Mar 31, 2020



	Twitter	58
	Facebook	506

MOST SHARED ARTICLES



Army Technology | Jan 27

British Army Mercian Regiment receives inflatable wall training system

New technologies News New products Essential guides British Army's Wiltshire-based 1st Battalion The Mercian Regiment has received a new...

Reach 271k ● Neutral

 5  236

Norsk Industri | Feb 25

Skulder ved skulder - uansett kompetanse og bakgrunn

Magasinet Skipsrevyen har besøkt Myklebust verft i Gursken på Sunnmøre. Les magasinet's leder om en helt vanlig hverdag på en arbeidsplass hv...

Reach 4k ● Neutral

 1  137

SOCIAL ECHO

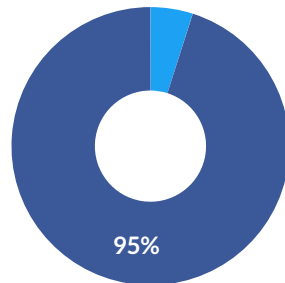
HIGHLIGHTS FROM THE QUARTER



- Lietuvos Nacionalinis Radijas ir Televizija - LRT had the most popular article on social media with 73 shares



2 articles were shared 81 times on social media

Social Echo - Jan 1, 2020 - Mar 31, 2020



 Twitter	4
 Facebook	77



MOST SHARED ARTICLES

Lietuvos Nacionalinis Radijas ir Televizija - LRT | Mar 9

PAGD fiasko: pažeidė įstatymą, nupirko abejotinos kokybės drabužių, o dalis ugniagesių naujų aprangų nesulaukė

Panašu, kad apie ugniagesių aprūpinimą reikalingiausiomis darbo priemonėmis nuolat kalbančių Priešgaisrinės apsaugos ir gelbėjimo departamen...

Reach 1M

 0  73



MarineLink | Jan 9

Great Ships 2019: T. Elinor

Adnan Nefesoğlu, RMK MARINE's CEO, thought a short moment and replied by reflecting his self-confidence "Yes, we can do", when the local cli...

Reach 43k ● Neutral

 4  4

WORD CLOUD

HIGHLIGHTS FROM THE QUARTER

- "Survitec" (39)
"saving equipment business"
(17)
"Posted" (16)
- The above 3 keywords covered
20% of the mentions across
the top 25



Survitec News's most popular keyphrase was "Survitec"

Word Cloud - Jan 1, 2020 - Mar 31, 2020



LINKS

Click on the links below to view your q1 published media content:

[March 2020](#)

[February 2020](#)

[January 2020](#)

