

# Naval Dome Media Analysis

**TOTAL MENTIONS**

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132

**TOTAL REACH**

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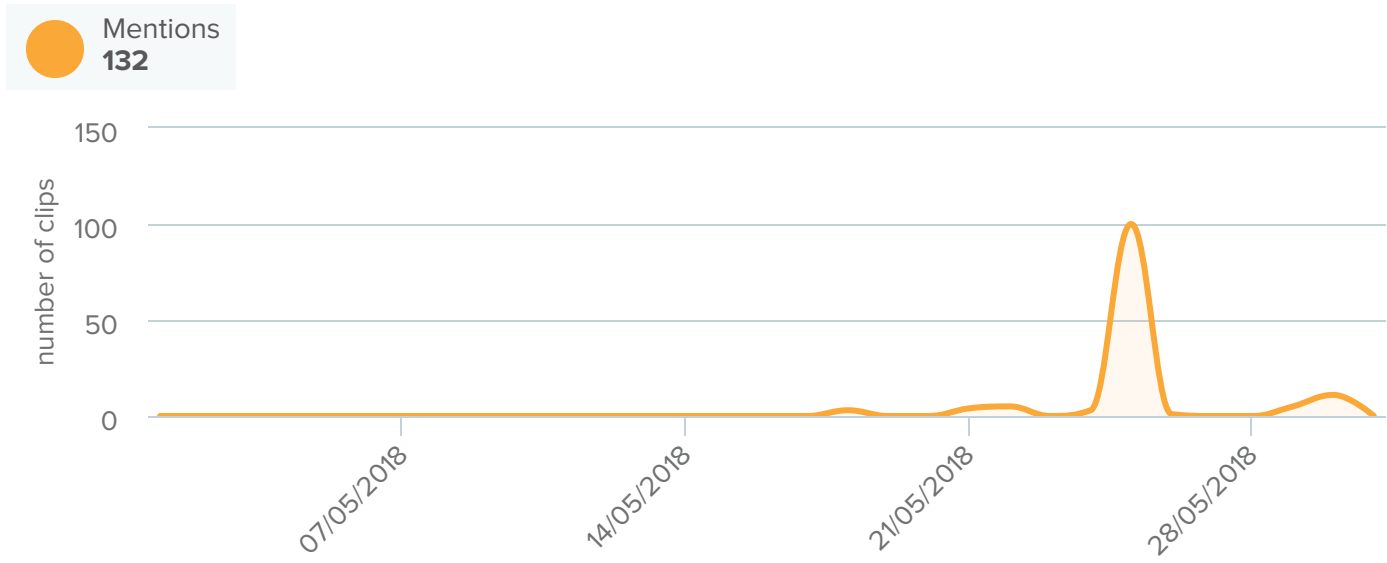
80.09M

**TOTAL PUBLICITY VALUE**

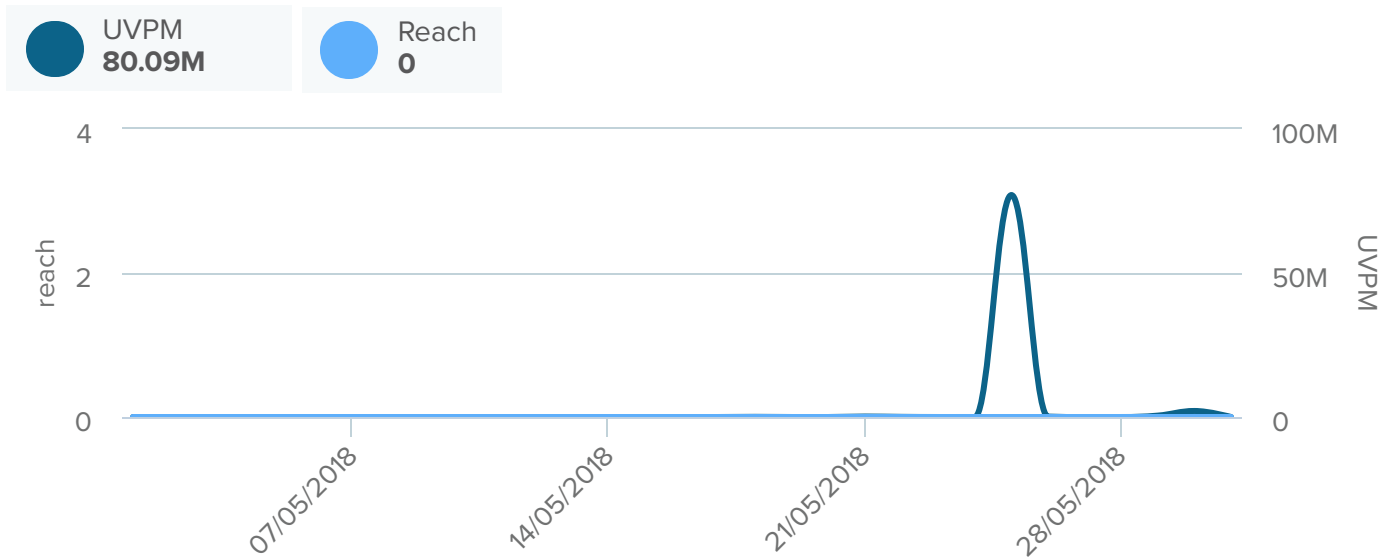
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£13K

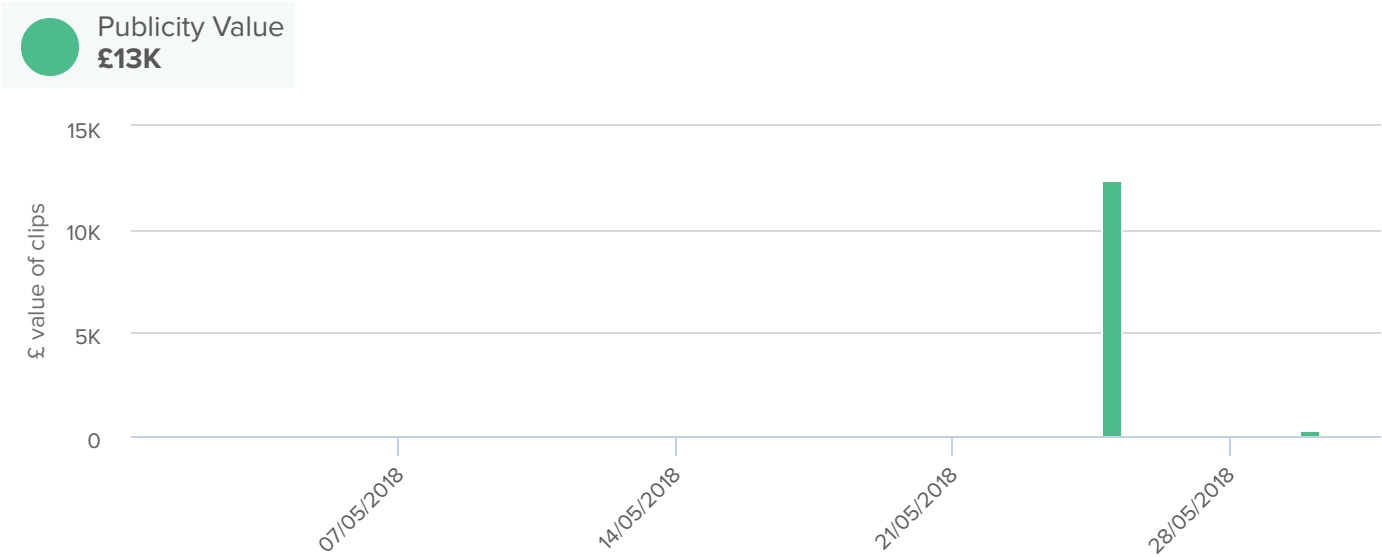
### TOTAL MENTIONS



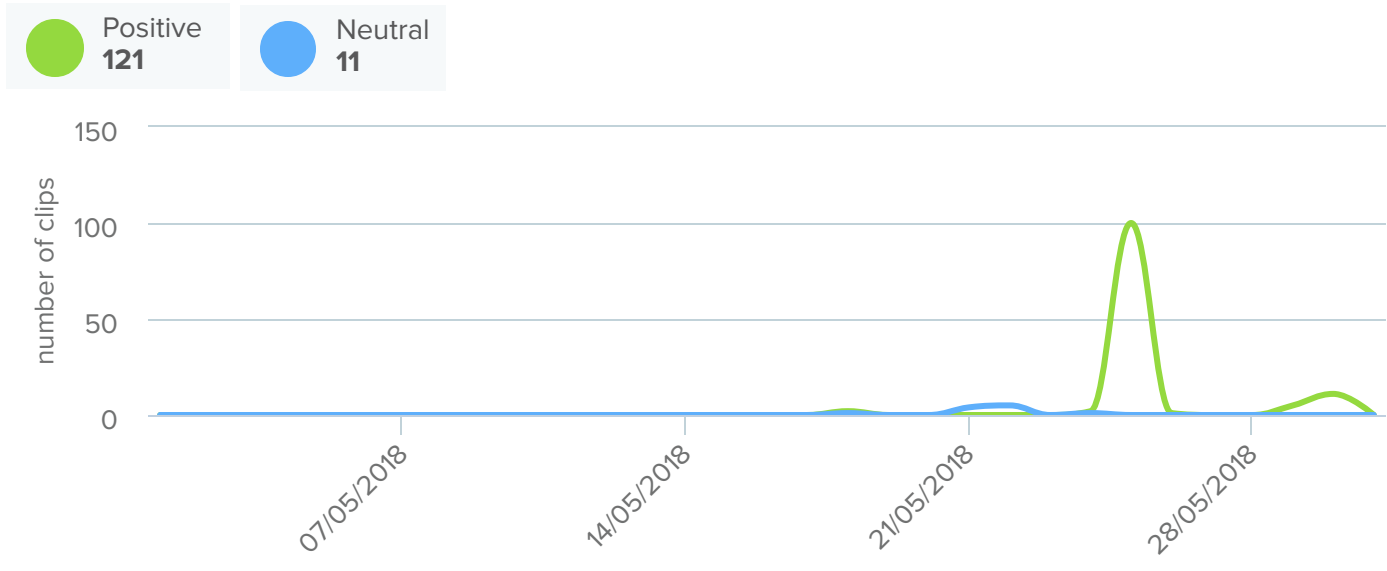
### REACH



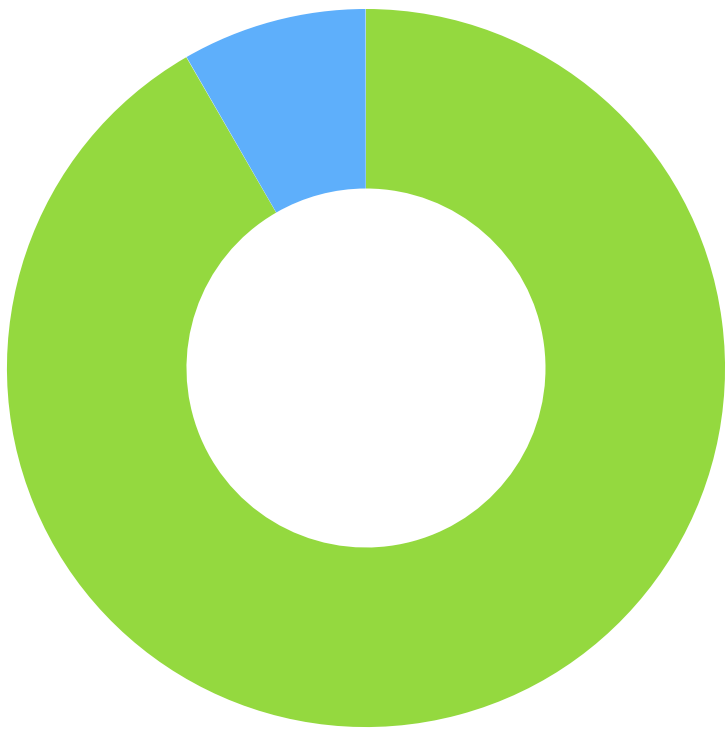
### VALUE OF COVERAGE



### SENTIMENT OVER TIME

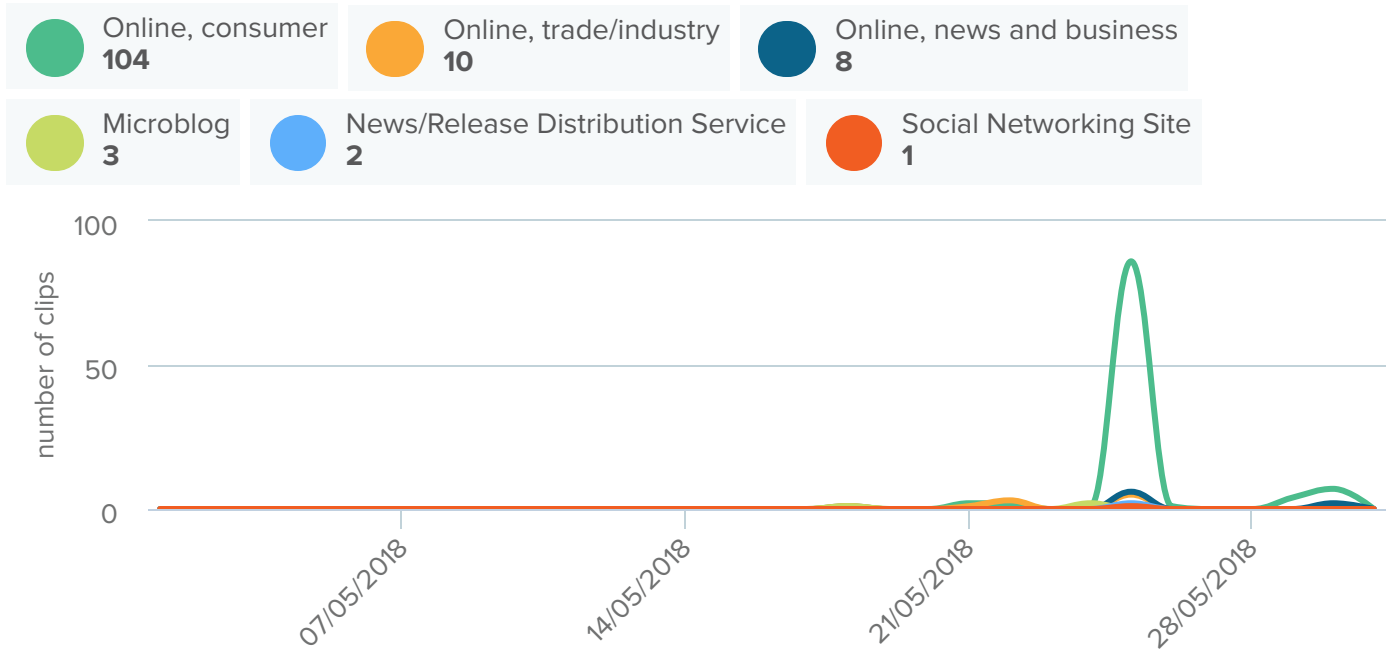


### SHARE OF SENTIMENT

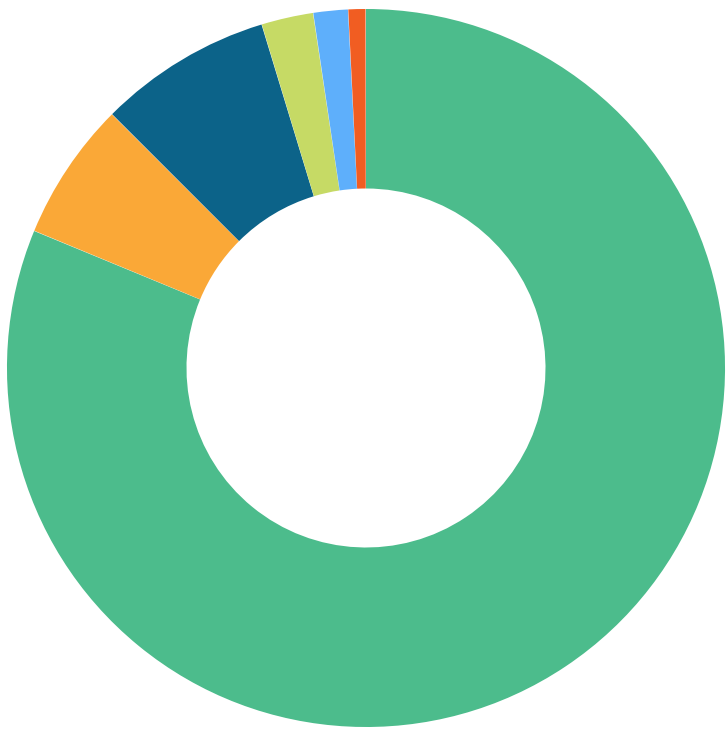


Positive	121	91.7%
Neutral	11	8.3%

### TREND OF COVERAGE BY MEDIA TYPE

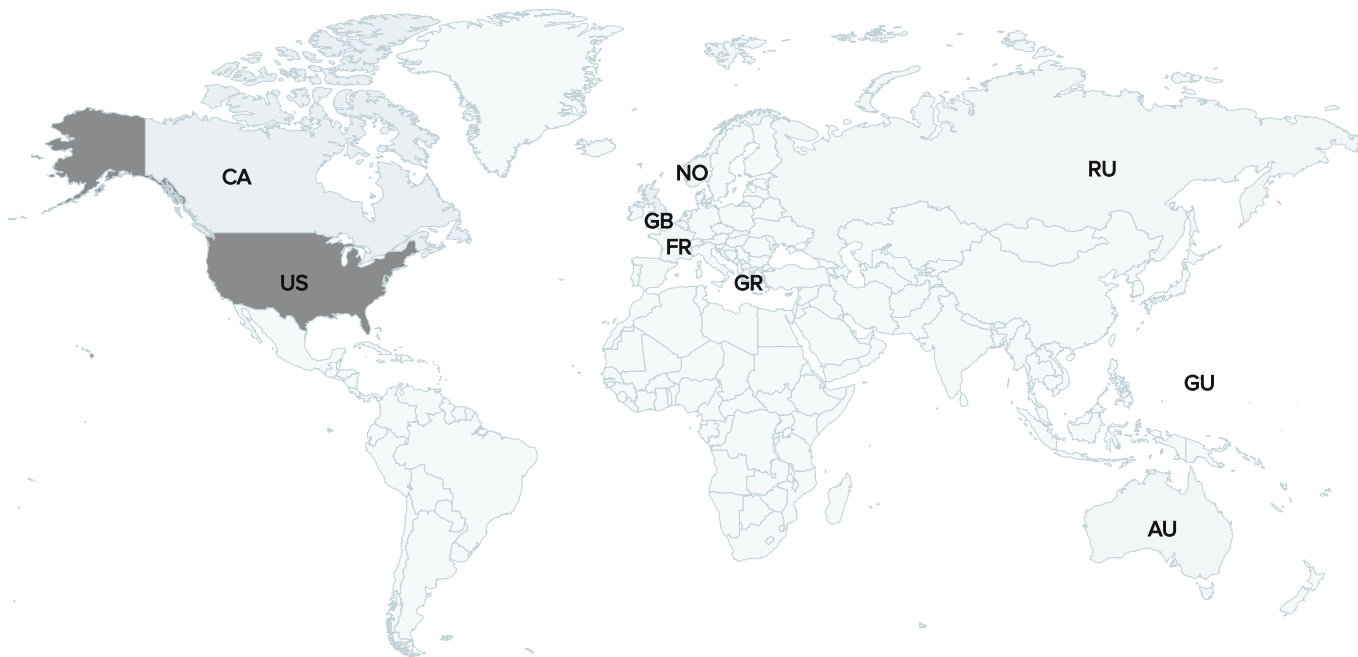
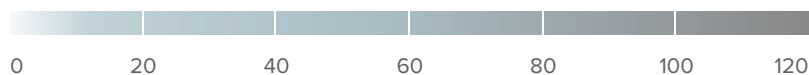


### SHARE OF COVERAGE BY MEDIA TYPE



Online, consumer	104	81.3%
Online, news and business	8	6.3%
Online, trade/industry	10	7.8%
Microblog	3	2.3%
News/Release Distribution Service	2	1.6%
Social Networking Site	1	0.8%

## MENTIONS BY LOCATION



## TOP LOCATIONS

Location	Number of Clips
United States	116
United Kingdom	3
Canada	3
France	1
Greece	1
Guam	1
Norway	1
Russia	1
Australia	1





## TOP OUTLETS

Outlet	Number of Clips	Reach	Publicity Value
Twitter	3	0	£0.00
One News Page	2	897,354	£144.47
WFMZ-TV Online	1	2,054,185	£330.72
Daily Herald - Cook Cou...	1	1,541,943	£248.25
WOIO-TV Online	1	591,358	£95.21
WBRC-TV Online	1	592,225	£95.35
KFDA-TV Online	1	193,268	£31.12
KWES-TV Online	1	136,005	£21.90
Benzinga	1	1,546,022	£248.91
KSWO-TV Online	1	158,541	£25.53

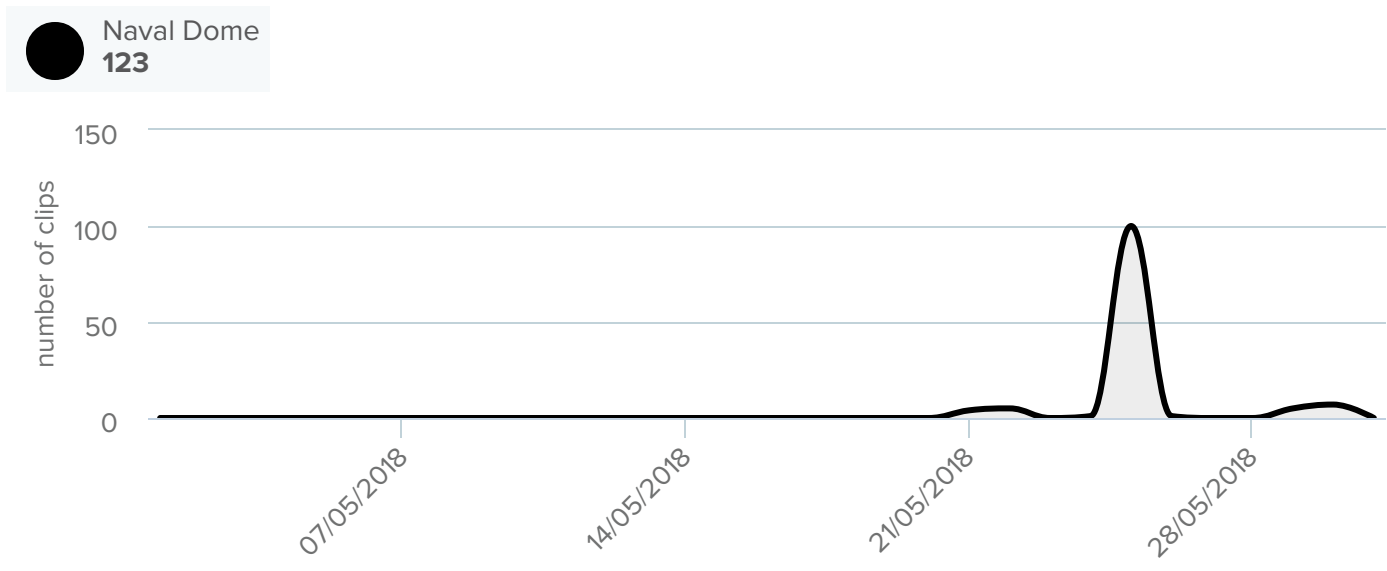
## TOP AUTHORS

Author	Number of Cli...	Followers	Likes	Shares
Smith, Lucy	1	0	0	0
zmar20	1	0	0	0
fathom_news	1	0	0	0

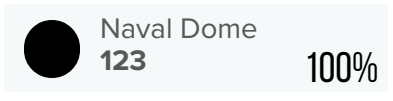
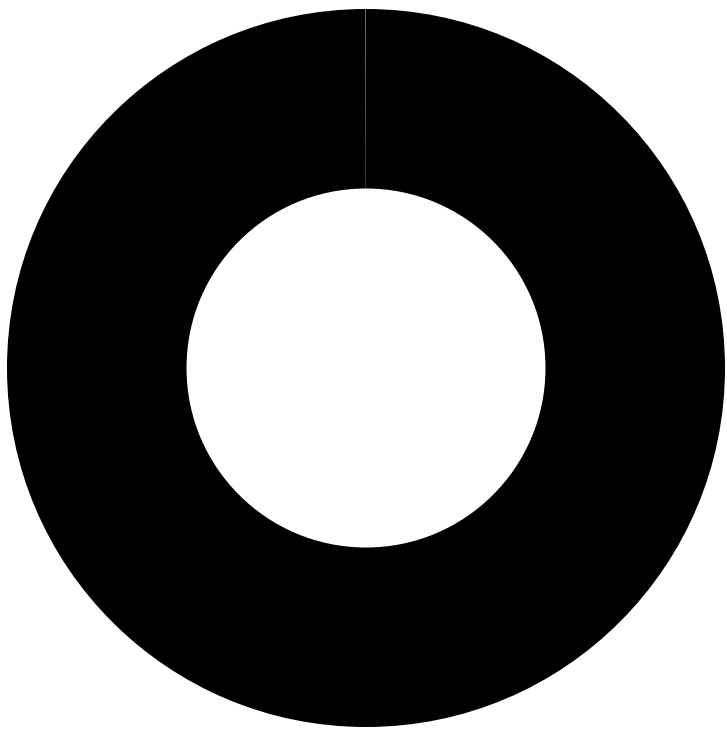
## TOP ARTICLES

Headlines	Reach
Lloyd's List Americas Awards Celebrates Maritime Exce...	10,830,326
Lloyd's List Americas Awards Celebrates Maritime Exce...	9,439,682
Lloyd's List Americas Awards Celebrates Maritime Exce...	9,371,187
Lloyd's List Americas Awards Celebrates Maritime Exce...	9,371,187
Lloyd's List Americas Awards Celebrates Maritime Exce...	4,768,012
Lloyd's List Americas Awards Celebrates Maritime Exce...	4,767,127
Lloyd's List Americas Awards Celebrates Maritime Exce...	2,054,185
Lloyd's List Americas Awards Celebrates Maritime Exce...	1,926,256
Lloyd's List Americas Awards Celebrates Maritime Exce...	1,555,510
Lloyd's List Americas Awards Celebrates Maritime Exce...	1,550,710

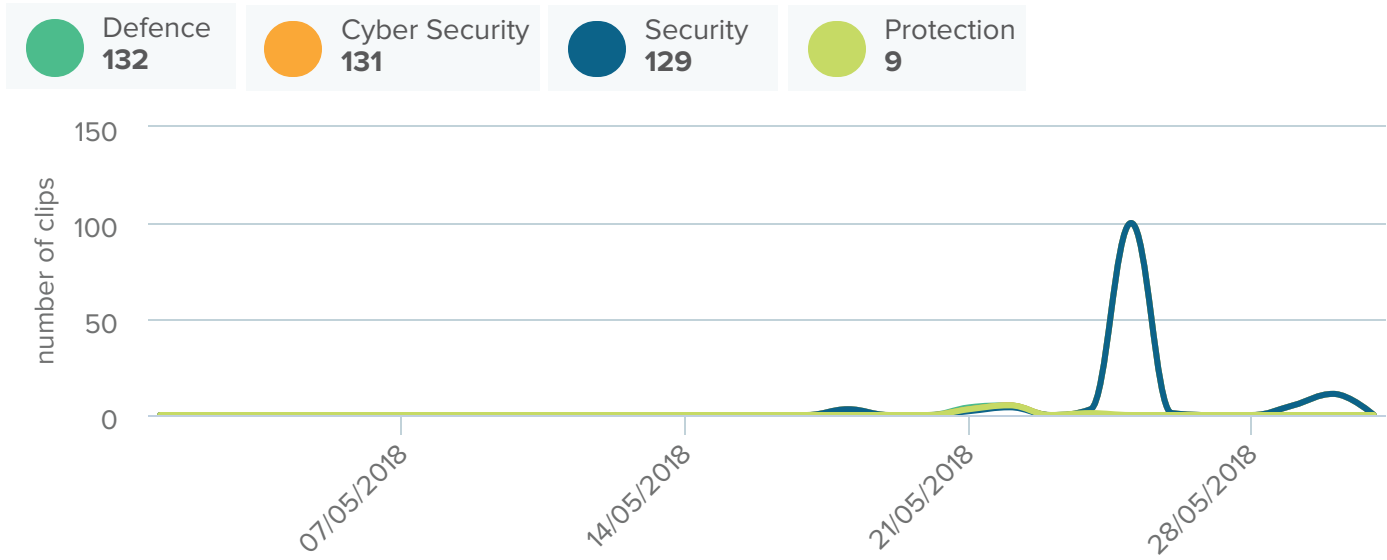
### PRODUCT MENTIONS OVER TIME



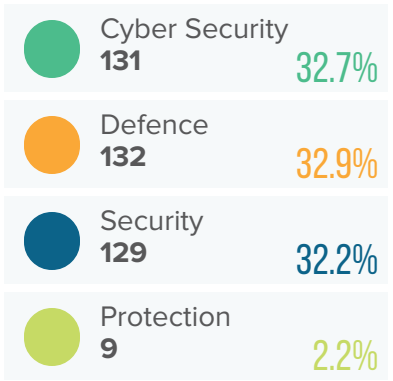
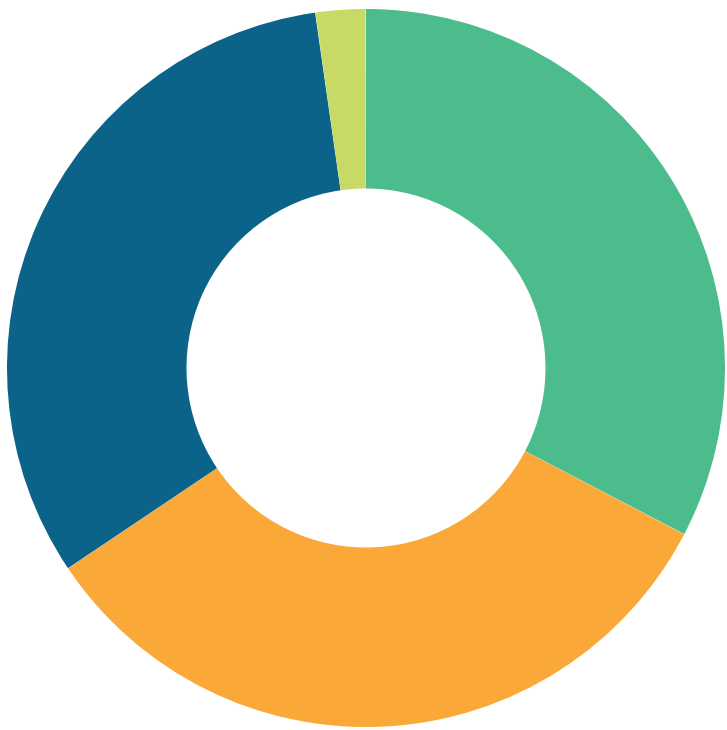
### SHARE OF PRODUCT MENTIONS



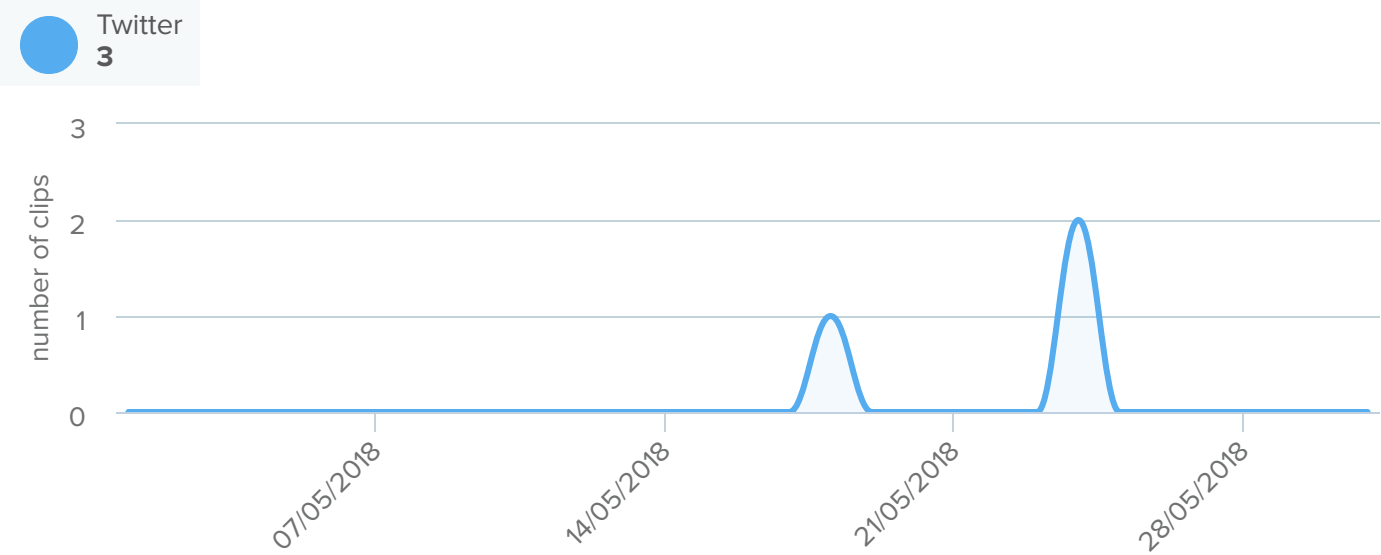
### MESSAGE MENTIONS OVER TIME



### SHARE OF MESSAGE MENTIONS

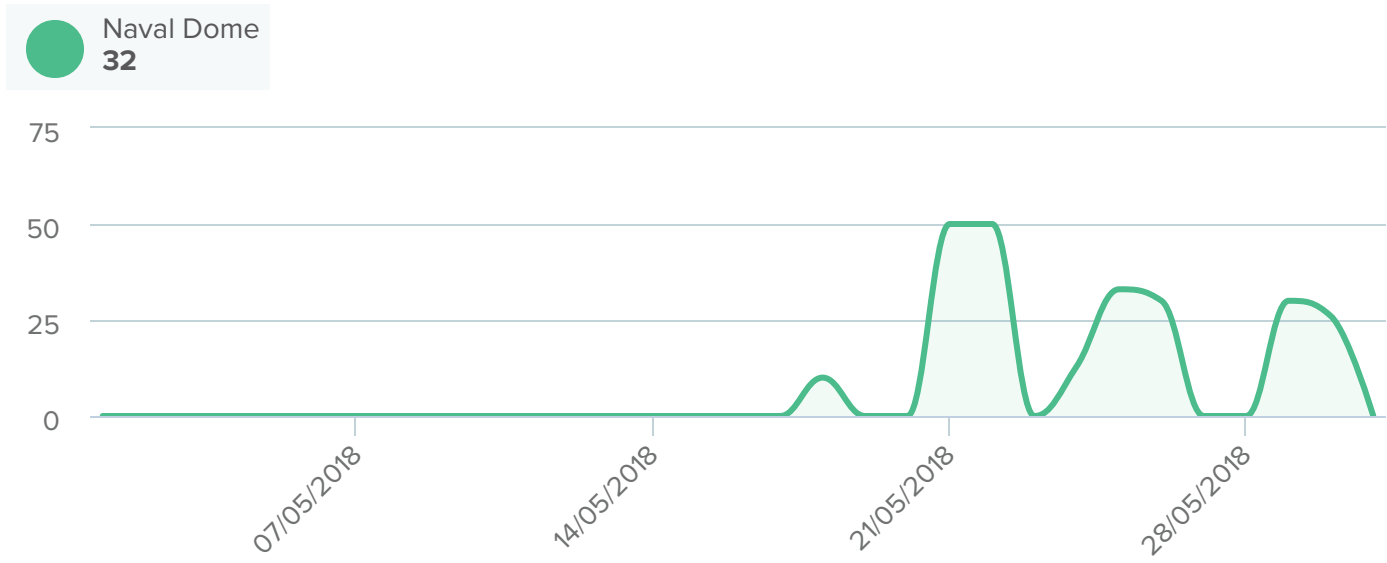


### SOCIAL MENTIONS



### SOCIAL ENGAGEMENT

### COMPANY IMPACT OVER TIME



### SHARE OF COMPANY PROMINENCE

