

Middlesex University Dubai

Sample Media Report
(sample data)

31/10/16



Introduction



Key Indicators

- **Mentions** : Coverage in terms of number of articles published over the given period of time.
- **Reach** : Coverage in terms of the potential audience. Numbers are provided by a third party provider and market leader: **Comscore**.
- **Tonality** : Calculated by allocate a positive, neutral or negative tendency to the article with a special algorithm.
- **AVE** : Advertising Value Equivalency. Assigns a value to media coverage which can then be compared with competitors.
- **SOV** : Share of Voice. Benchmark of the competitors. Split by the number of mentions and reach.



Geographical scope

- International. All languages



Period studied

- October 1st 2015 – September 30th, 2016



Study basis

- Agent **Middlesex Dubai** on the Meltwater platform.
- Comparison with Agents **AUS, and UOWD**.



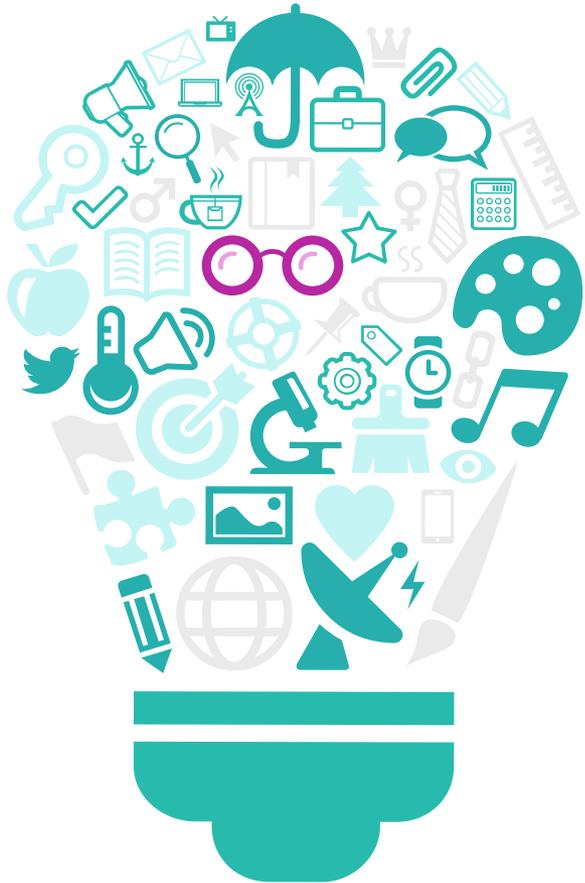
Competitors targeted

- AUS
- UOWD

Bras & Couture

Your account manager

Account manager comments...



Summary

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Middlesex University Dubai
Communication Performance

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Middlesex University Dubai
Benchmark Analysis

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Middlesex University Dubai
Social Media Performance

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Summary



This study deals with the media exposure of **Middlesex University Dubai** (MS Dubai) and its global presence from October 1st, 2015 to September 30th, 2016. To get more insight, a comparison between the two other main competitors has been conducted; American University of Sharjah (AUS), and University of Wollongong in Dubai (UOWD).

Throughout the coverage period, **Middlesex University Dubai** had 356 articles in total, with major peaks in January (132 articles), and March (61 articles).

Total reach was 486.8M, with an Ad Value of \$ 4.5M.

Top Publications in volume were Gulf News, Dubai PR Network, and Emirates 24 | 7.

AUS had the most coverage at 2470 articles in total, and UOWD had 500 articles.



Overview of the period

Company	Date Range	Mentions	Reach	Tonality	Ad Value
Middlesex University Dubai	October 1 2015 - September 30, 2016	356	486.8 M	Neutral, with a low positive tendency.	\$ 4,503,083

Benchmark	Volume	SOV	% Positive	% Negative	Reach	AVE (\$)
Middlesex University Dubai	356	11.1%	50.3%	15.4%	486.8 M	\$ 4,503,083
American University of Sharjah	2470	72.1%	30.0%	1.7%	2335.3 M	\$ 21,601,580
University of Wollongong in Dubai	500	16.7%	22.6%	0.0%	526.0 M	\$ 4,865,162

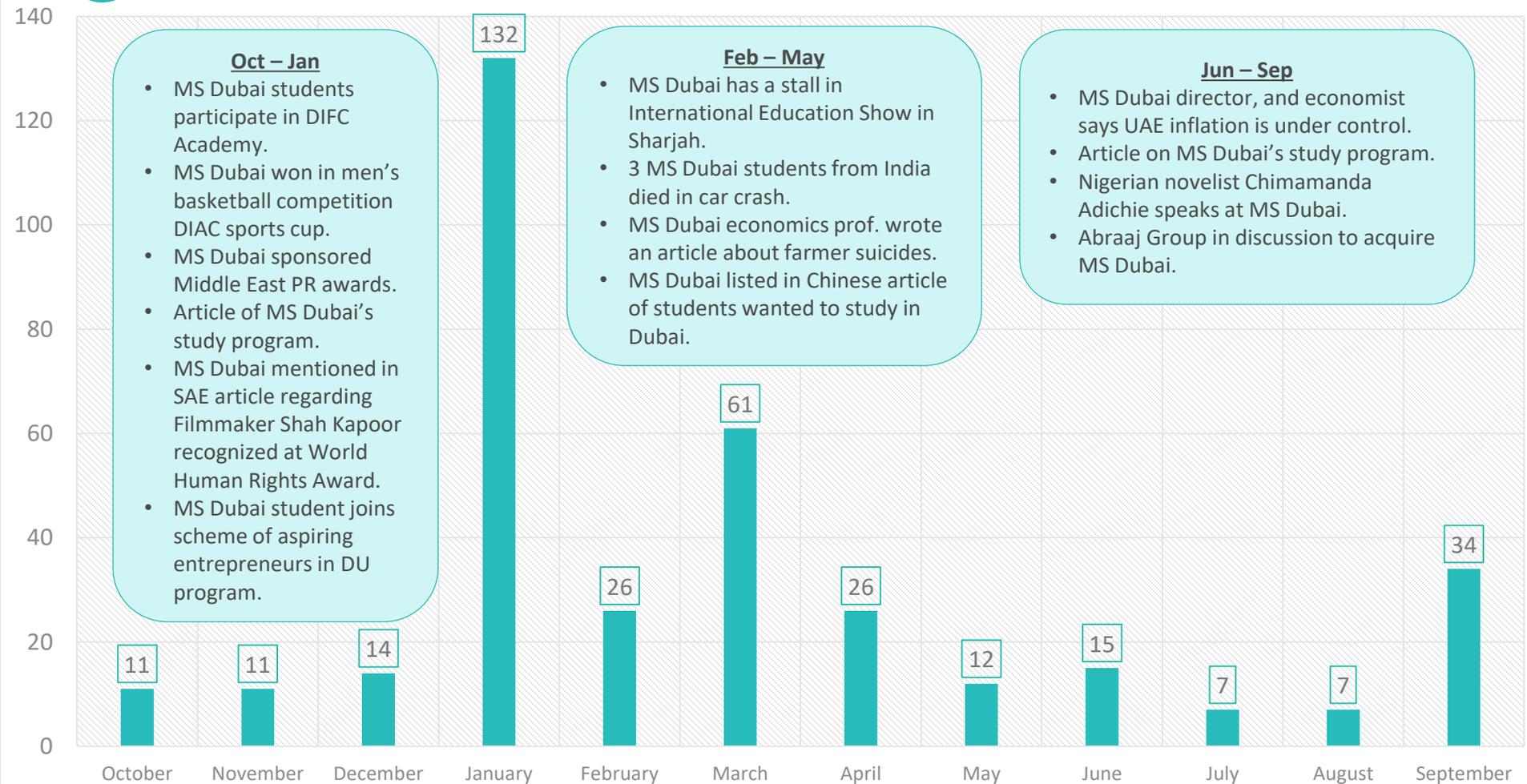


Middlesex Dubai Communication Performance

- Media Exposure (volume & reach)
- Top Publications (volume & reach)
- Geographical Spread
- Trending Themes
- Tonality



Media Exposure / month (volume)



EXPLANATION

This graph indicates the number of articles published over the given period.



Media Exposure / month (reach)

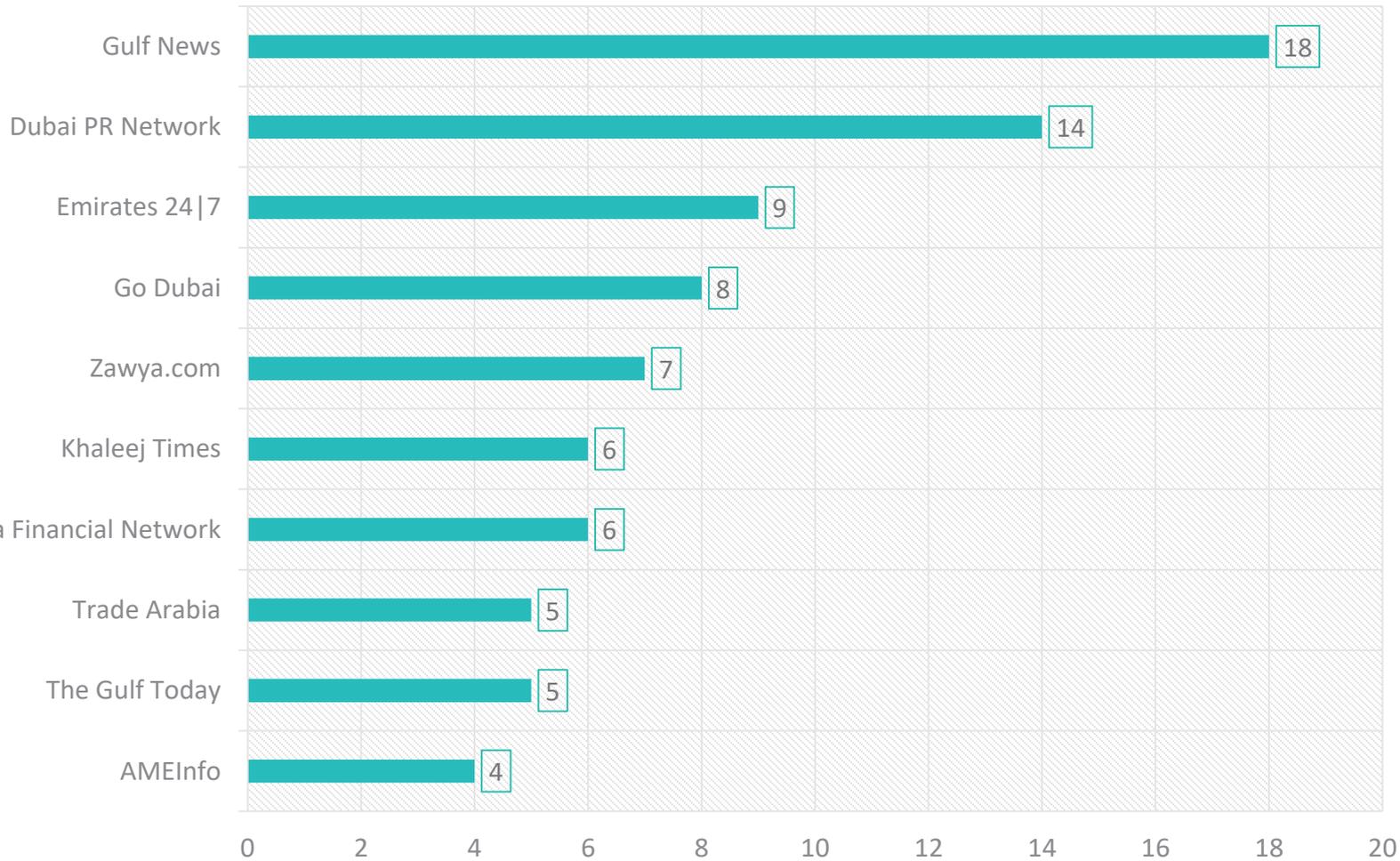


EXPLANATION

This graph indicates the reach of the articles published in the given period.



Top Publications (Volume)

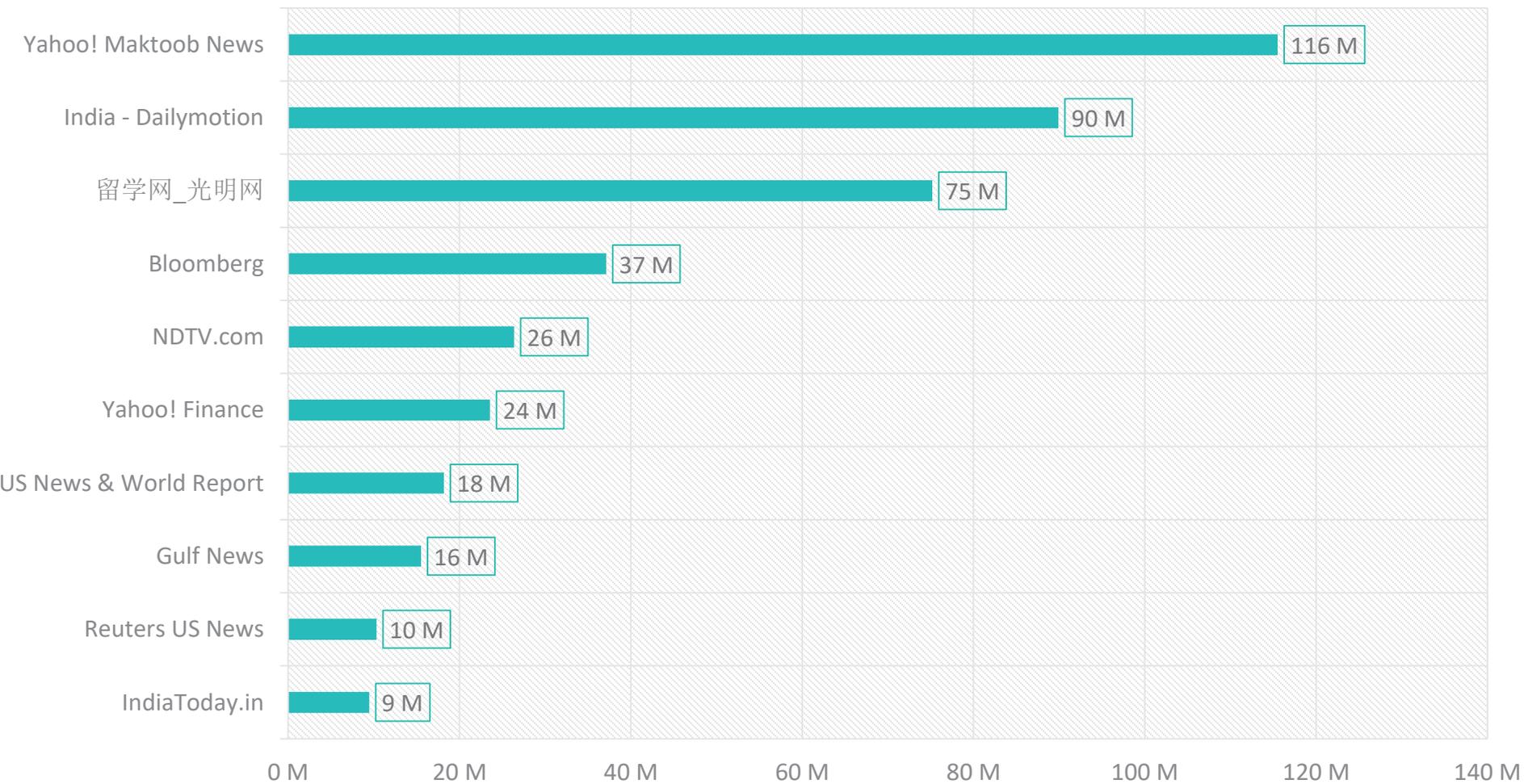


EXPLANATION

This graph indicates the top 10 publications per volume over the given period.



Top Publications (Reach)



EXPLANATION

This graph indicates the top 10 publications per reach over the given period.



Top Headlines (Volume)

SAE Dubai Lecturer and Independent Filmmaker, Reshel Shah Kapoor Recognized at the World Human Rights Awards

110

SHARJAH FAIR OPENS GLOBAL WINDOW TO HIGHER EDUCATION

9

3 Indian students killed in horrific road accident in UAE

8

IRENA Concludes First Undergraduate Summer Training Programme

7

Abraaj may buy Middlesex University's Dubai campus-sources

7

DIAC Hosts Third Annual Sports Cup for University Students Across the Emirates

6

IMA Middle East Student Case Study Competition Teams Show Accounting Prowess

5

MEPRA Awards 2015 Jury announces Shortlisted Finalists

5

DIAC and DKV Launches First Industry and University Partnership Forum (I-UP)

5

3 Indian students killed in UAE road accident

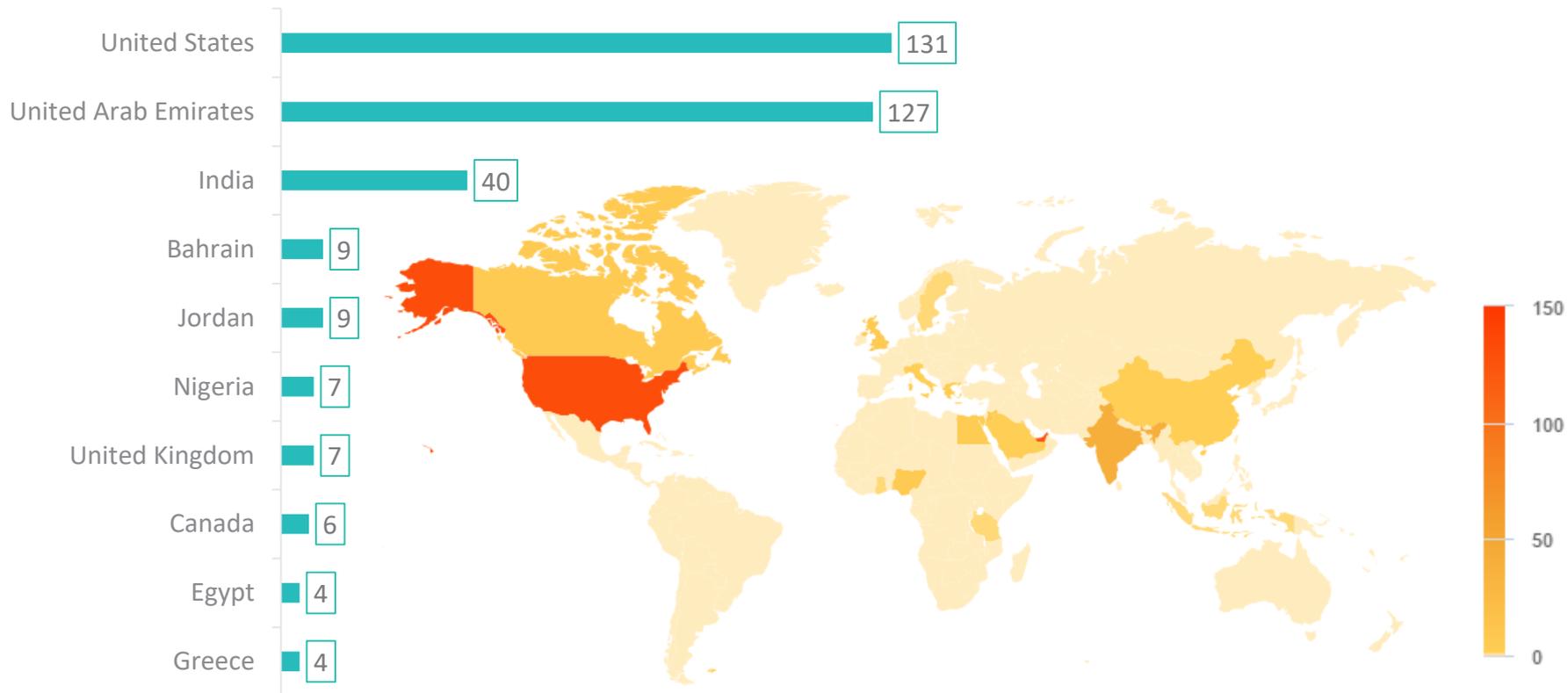
5

EXPLANATION

This graph indicates the top 10 headlines per volume over the given period.



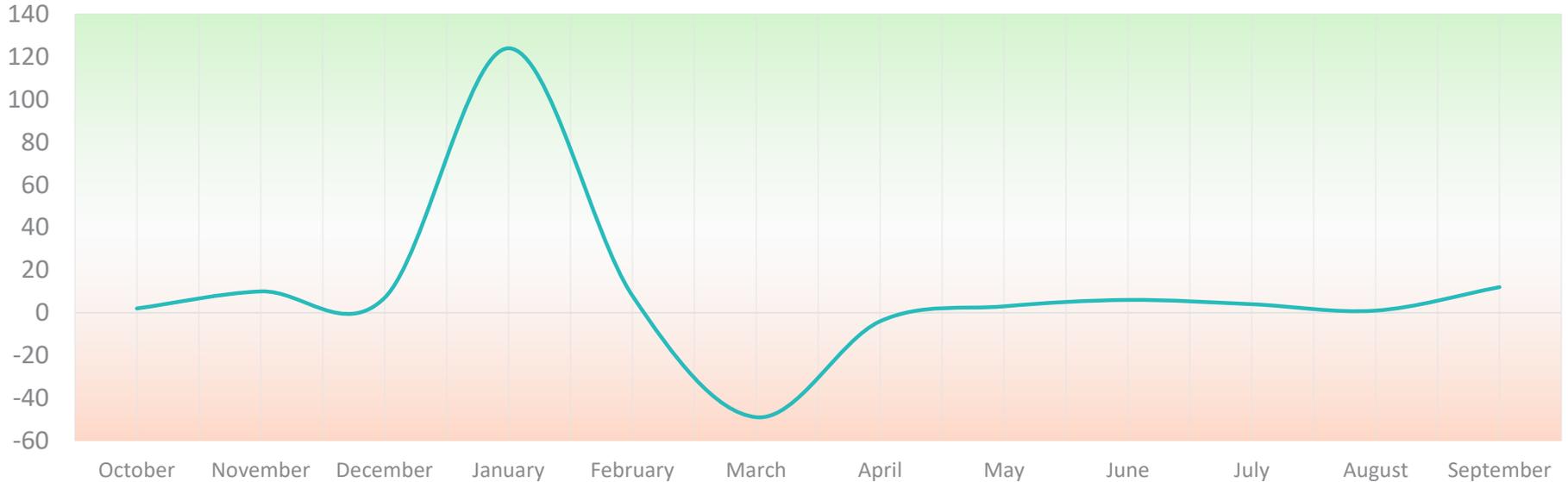
Geographical Spread (Volume)



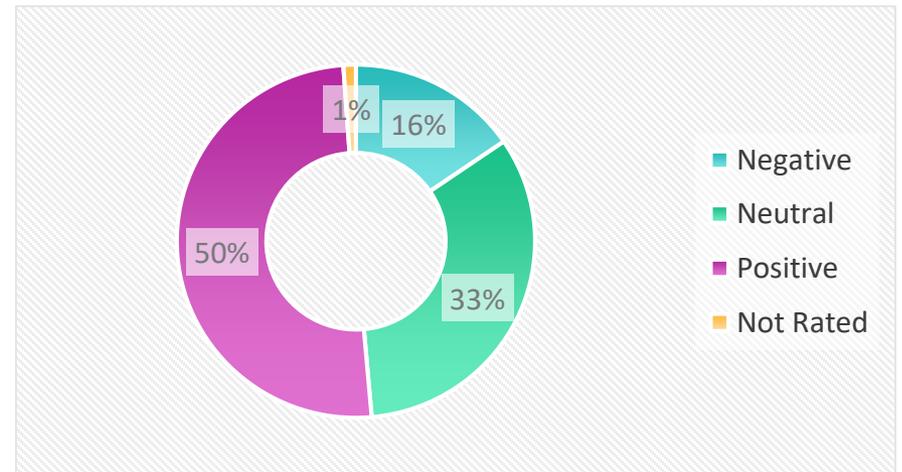
EXPLANATION

The graph indicates the Top 10 countries with the highest number of articles published. The map gives a global overview.

Tonality



Tonality	SOV
Negative	16%
Neutral	33%
Positive	50%
Not Rated	1%



EXPLANATION

This graph shows the evolution of the tonality over the period of time.

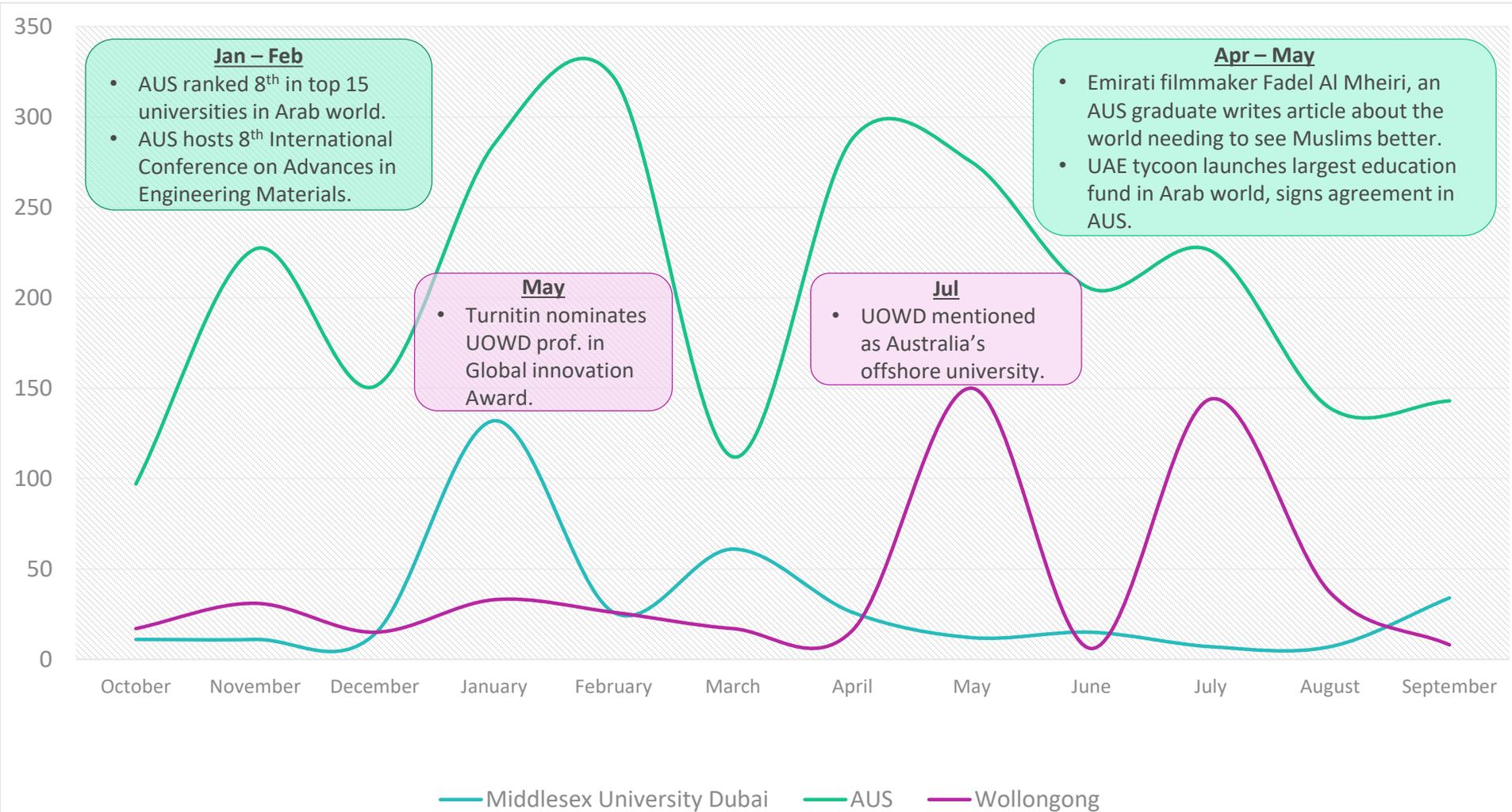


Middlesex Dubai Benchmark Analysis

- Media Exposure (volume & reach)
- Share of Voice (volume & reach)
- Geographical Spread
- Trending Themes (*alpha*)
- Sentiment (*alpha*)



Media Exposure / month (volume)

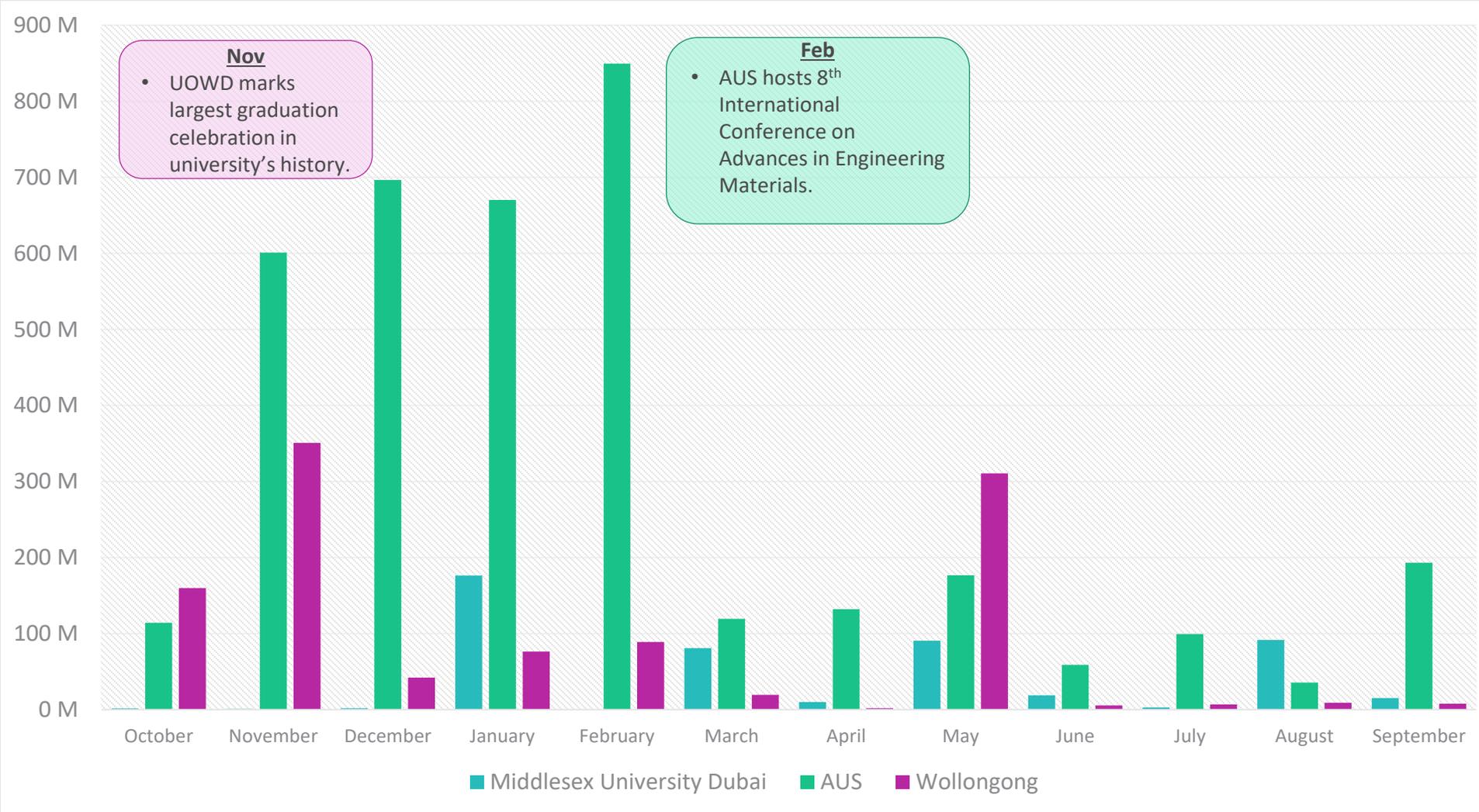


EXPLANATION

This graph indicates the number of articles over the given period of time per month and for each competitor.



Media Exposure / month (reach)



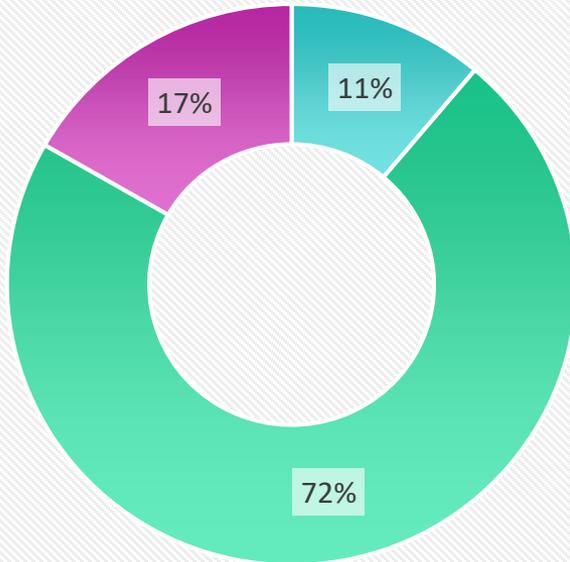
EXPLANATION

This graph indicates the reach over the given period of time per month and for each competitor.

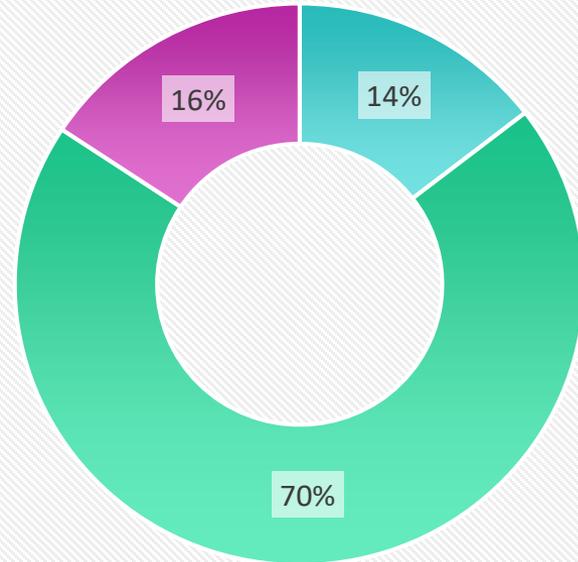


Share of voice summary (volume & reach)

Mentions



Reach



Total Mentions

Middlesex
uni. Dubai

AUS

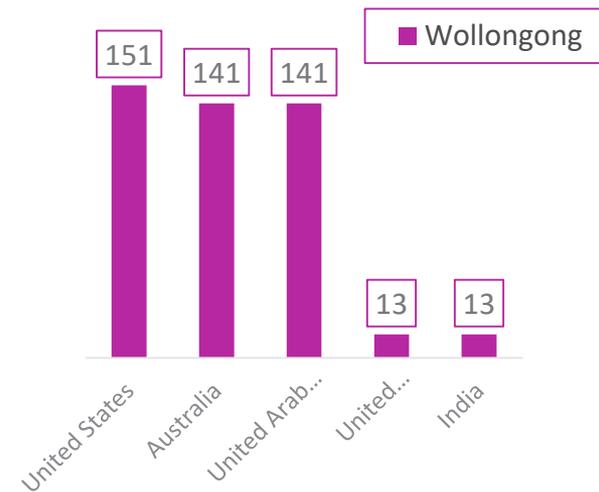
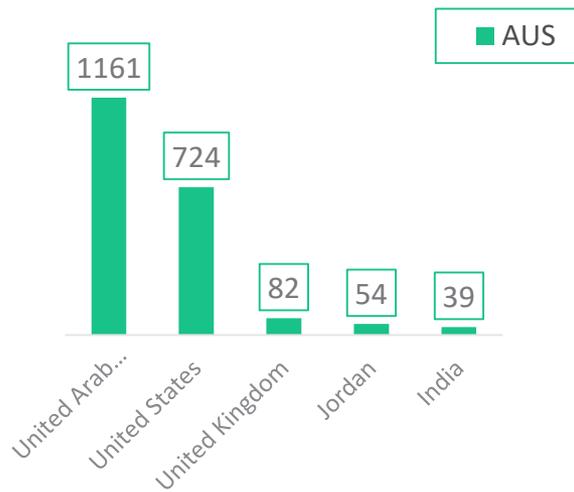
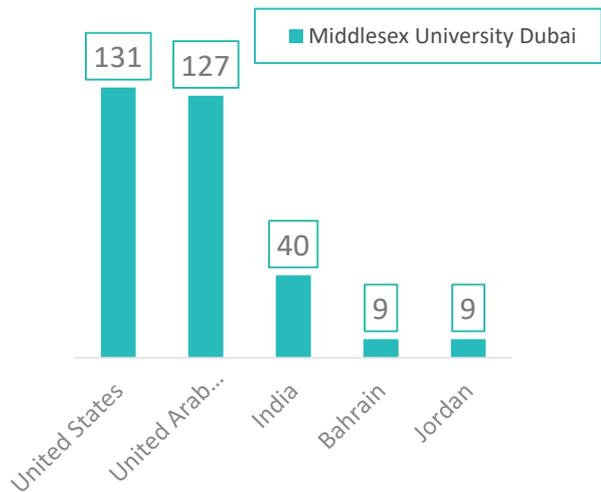
UOWD

EXPLANATION

This graph represents the share of voice of all the competitors studied over the given period, both in volume and in reach.



Geographical Spread (Volume)

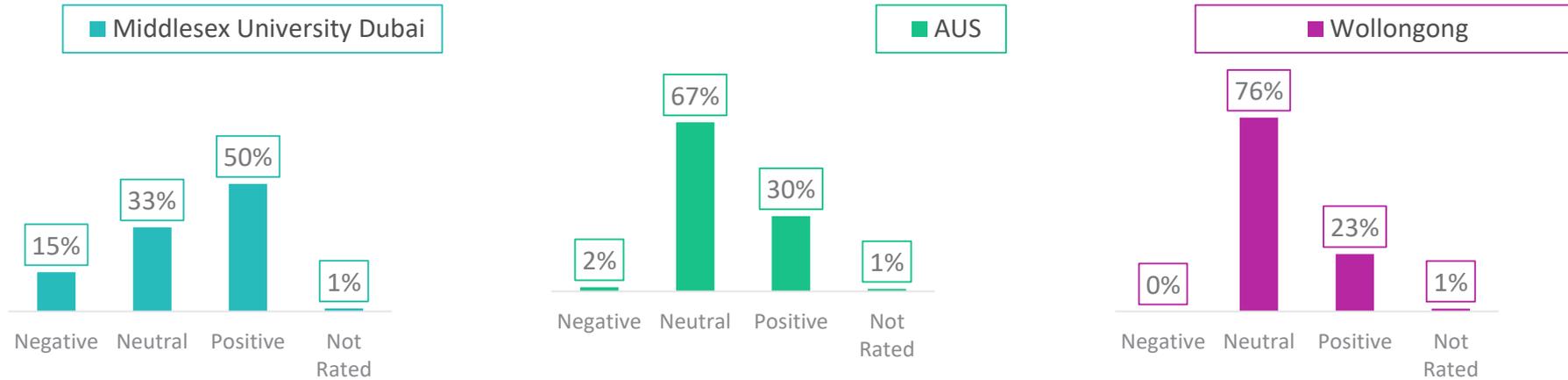


EXPLANATION

This geographical spread shows the top 5 countries in terms of volume for each competitor.



Tonality Spread (Algorithm)



EXPLANATION

This spread shows the tonality (calculated by an algorithm) for each competitor.

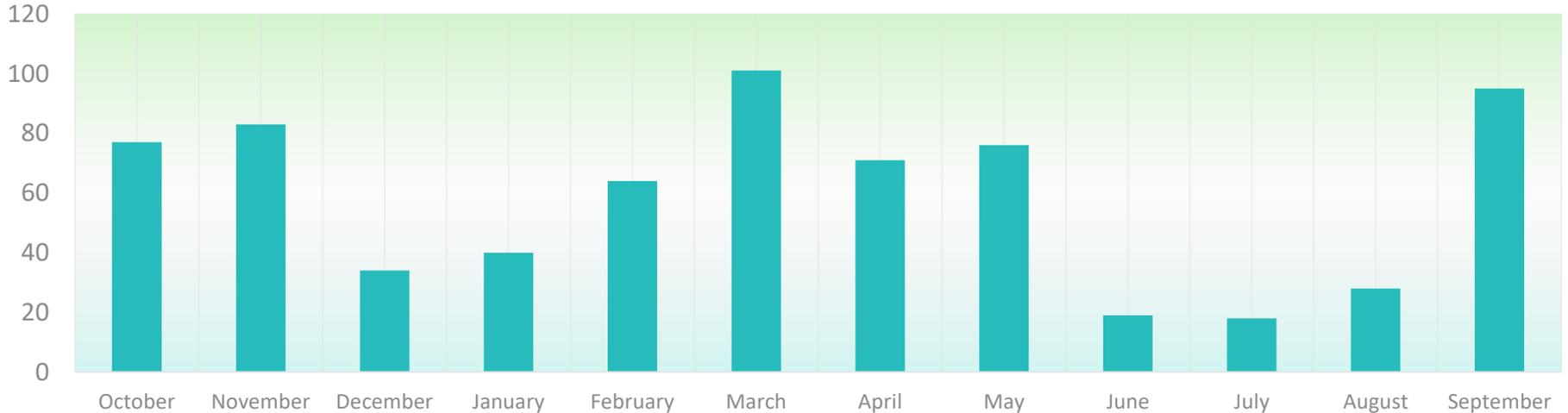


Middlesex Dubai Social Media Performance

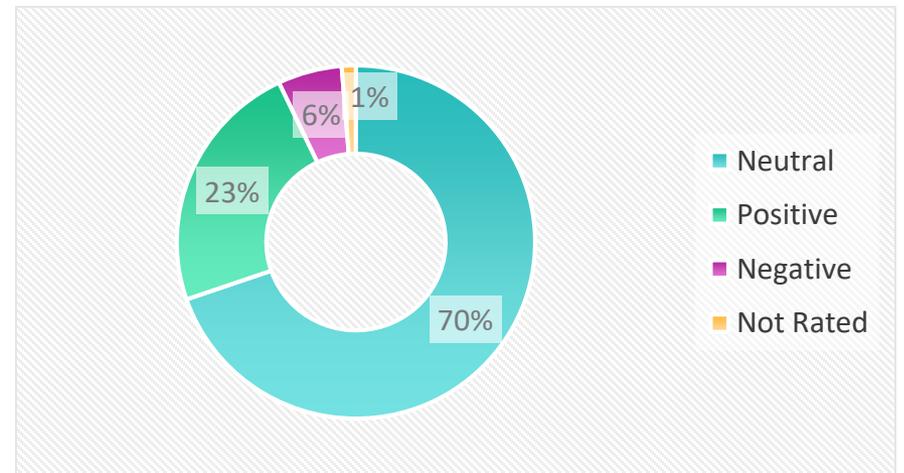
- Media Exposure and Tonality
- Top Posters
- Top Countries
- Top Languages
- Media Exposure by Channel



Media Exposure and Tonality



Tonality	SOV
Negative	6%
Neutral	70%
Positive	23%
Not Rated	1%

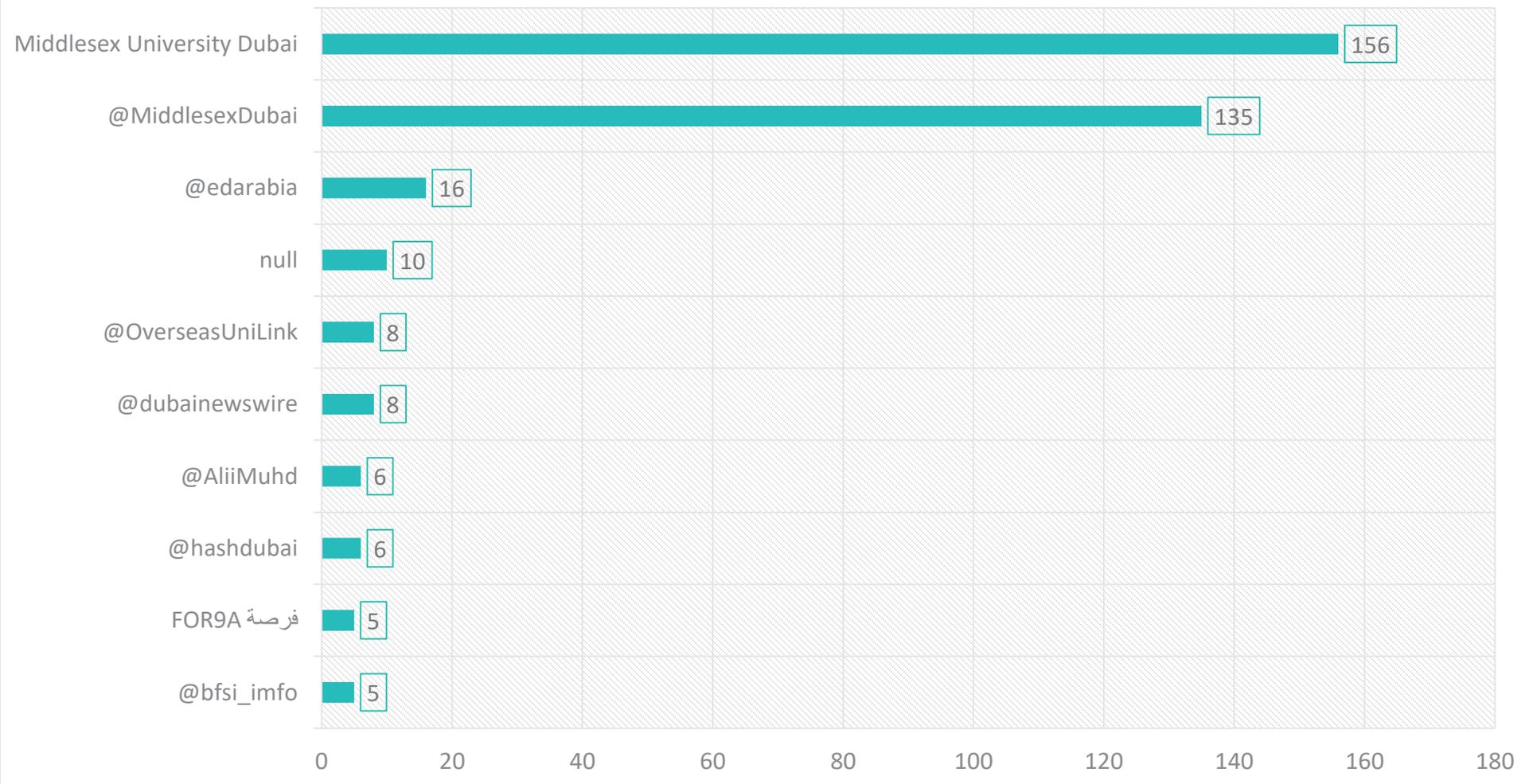


EXPLANATION

This graph shows the evolution of the tonality over the given period.



Top Posters (Volume)

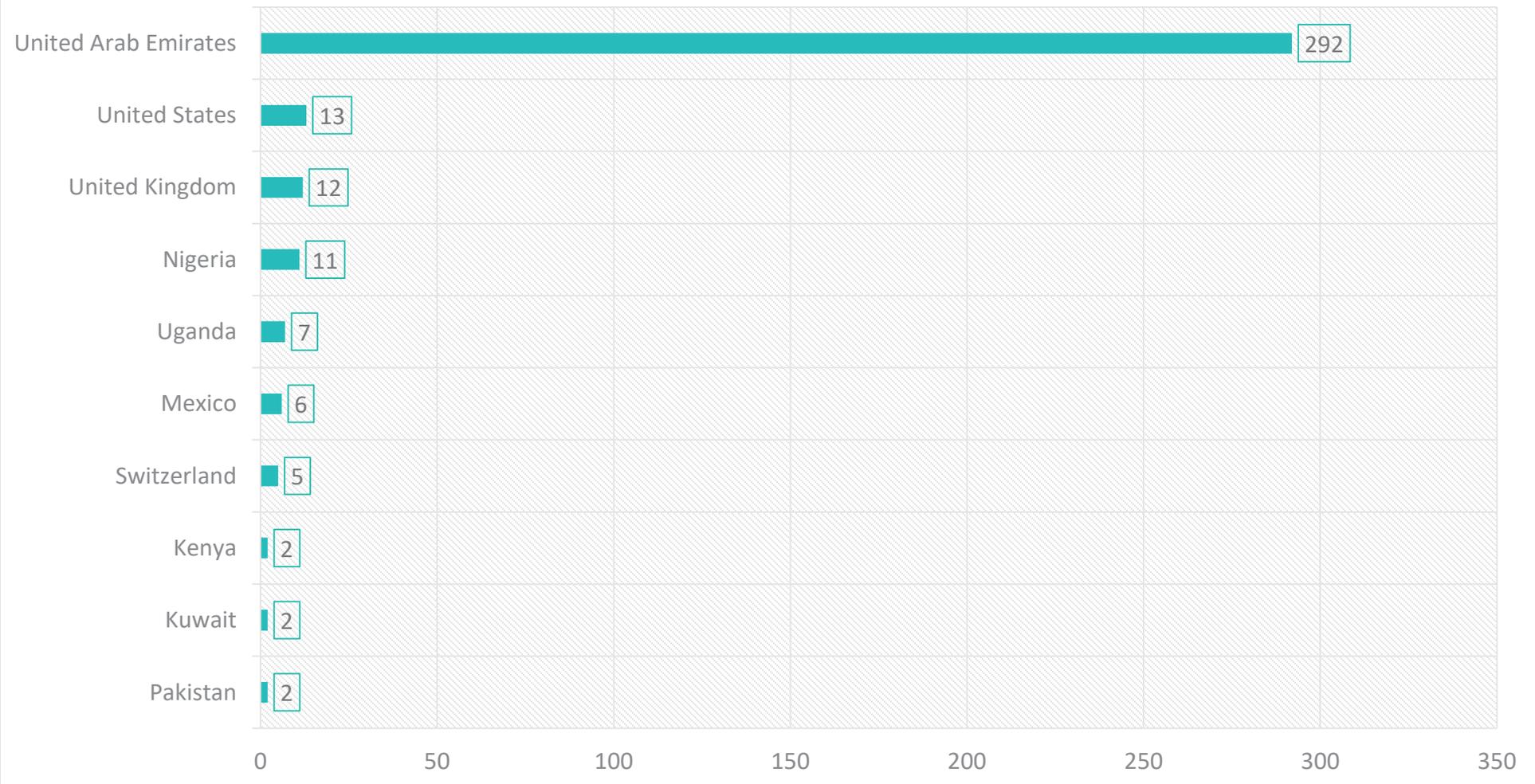


EXPLANATION

This graph indicates the top 10 posters in terms of volume over the given period.



Top Countries (Volume)

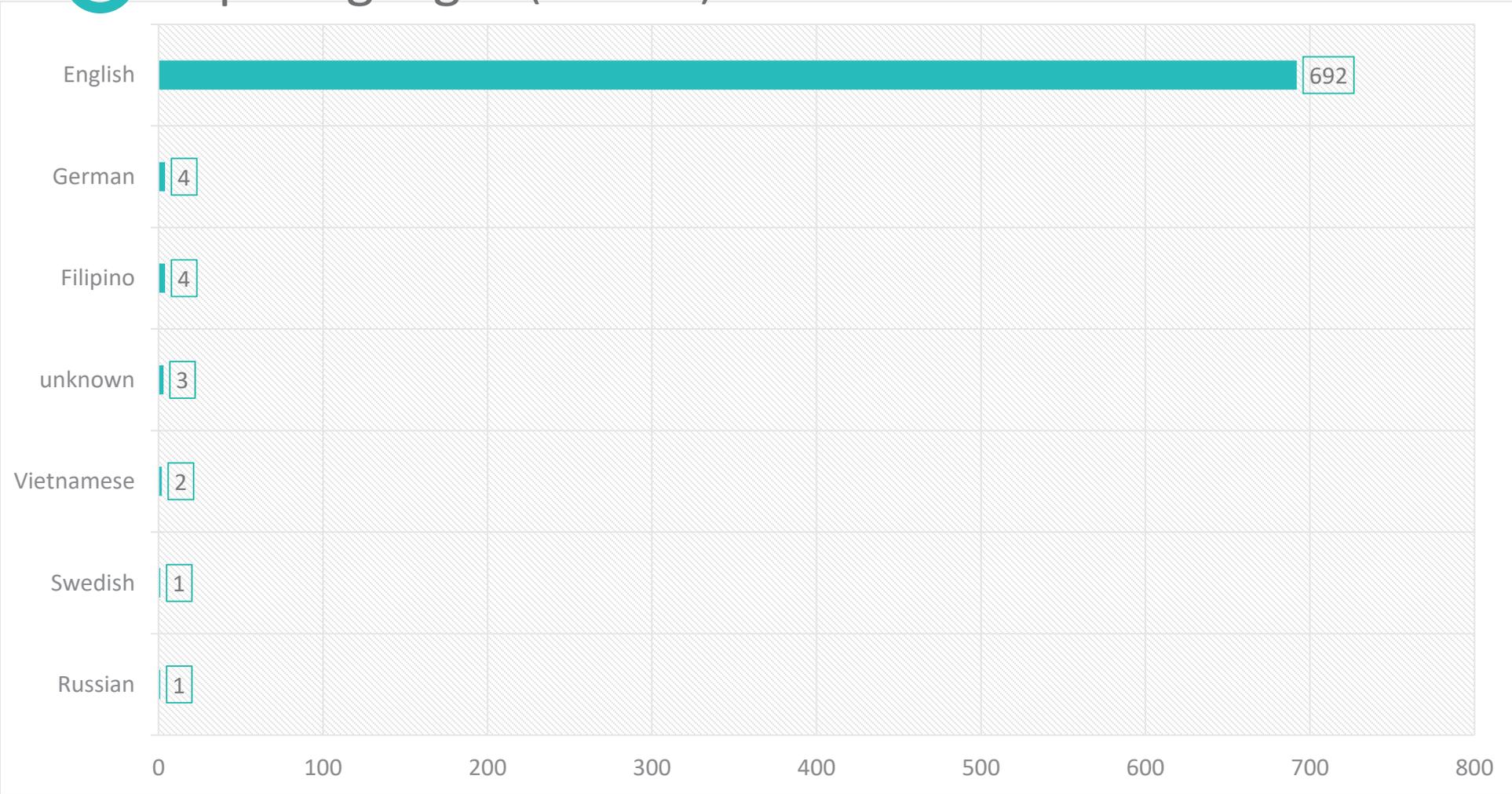


EXPLANATION

This graph indicates the top 10 countries in terms of volume over the given period.



Top Languages (Volume)

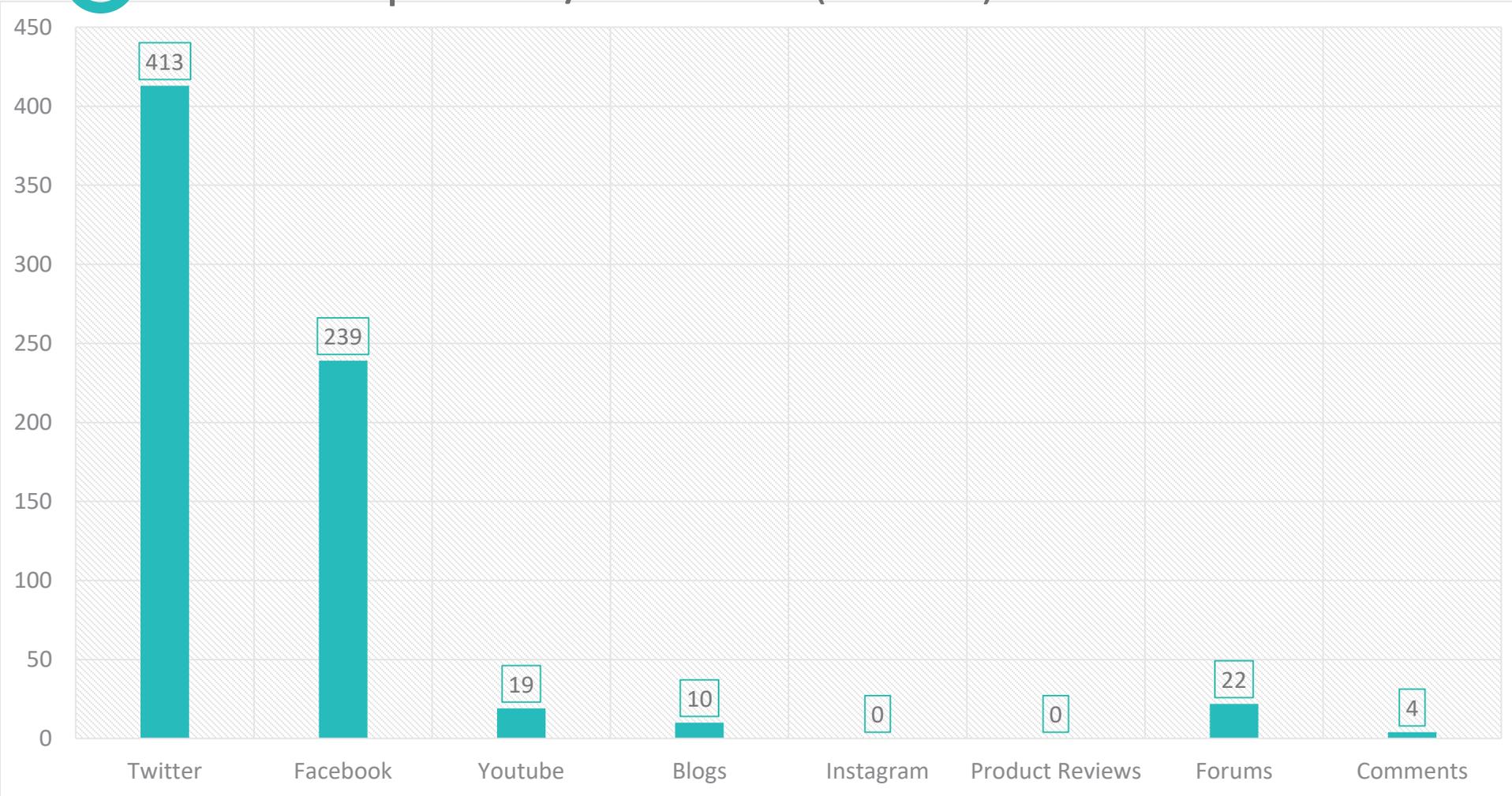


EXPLANATION

This graph indicates the top 10 languages over the given period of time.



Media Exposure / Channel (volume)



EXPLANATION

This graph indicates the distribution of each channel on social media, in volume.



Meltwater exists to help companies make better, more informed decisions based on insights from the outside..

Our 23.000 customers, including corporate communications and other media-centric professionals, are pioneering the creation of highly transparent, tightly connected customer communications.

With the Meltwater media intelligence platform they can stay on top of billions of online conversations, extract relevant insights, and use them to strategically drive brand perception for their company.

As much as we've grown and scaled, the original idea hasn't changed. With 41 offices in 20 countries, Meltwater continues to reimagine the way that unstructured data outside the firewall can be used to improve business efforts across organizations, industries and continents.



Should you have any enquiry, please don't hesitate to contact **Name Lastname** by email at name.lastname@meltwater.com or by phone : **0033 (0)1 58 28 11 XX**

Meltwater Insights

Others Meltwater product will help you to set up more efficient strategies on online and social medias and therefore stay one step ahead your competitors.

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 **Analytics & Statistics**

 **Customized Media Reports mPulse**

 **Identification of influencers (ICM – Influencers Contact Manager)**

 **mBuzz** : Dedicated Social Medias platform

 **mEngage** : tool specialized in engagement with you communities.



Meltwater

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