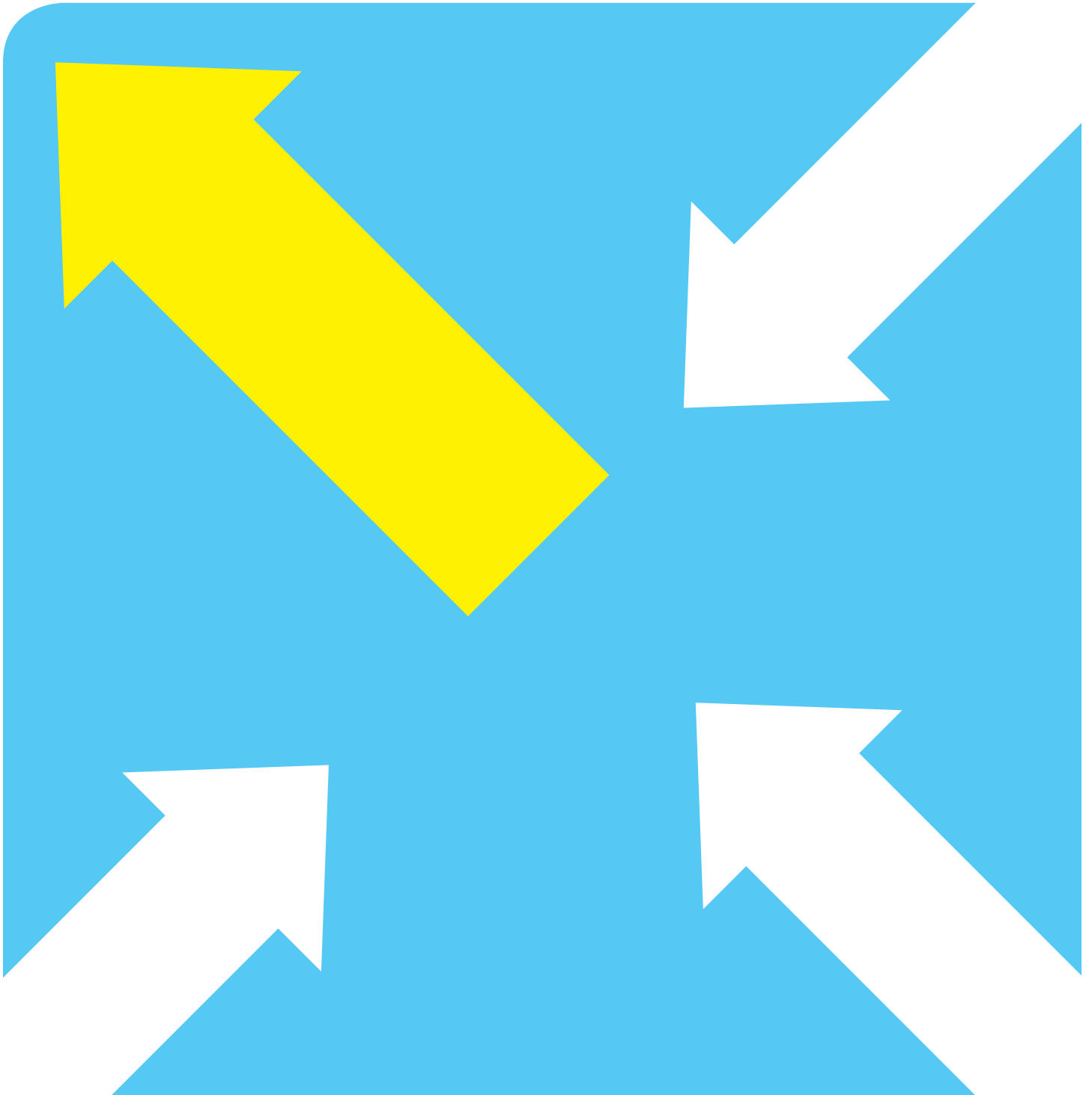


Q4 2014 | GLOBAL BRANDS





REPORT OVERVIEW

Q4 2014 HIGHLIGHTS

- The holiday shopping season influences all portions of the media value rankings in the year's final quarter, from product manufacturers to big-box retailers such as **Best Buy**
- **Twitter** takes over as the media value leader as the platform delivers indispensable news from abroad, at home and from space as scientists land a probe on a distant comet, tweet about it
- The top 25 companies combined for \$4.43 billion in media exposure value during Q4 2014, down from a combined \$4.54 billion in Q3 2014
- **Sony** ties up a newsworthy quarter that included lauds for its surging PlayStation 4, but also the overwhelming story about a hack on its internal data and threats against "The Interview"
- **Google** ties up the year with a big quarter based upon the strong release of its latest Android software

MEDIA VALUE EXPLAINED

Media value is a dollar value representation of the media exposure earned by a brand across the social web. General Sentiment searches Twitter, Facebook, social media, news media, blogs, websites, comment sections, forum postings and more for brand names, Twitter handle mentions and associated hashtags and keywords.

Once a mention is captured, General Sentiment analyzes its exposure potential and sentiment expression to create a media exposure "value." All mentions are aggregated across the brand and throughout the quarter to arrive at General Sentiment's Impact Media Value.



IMPACT MEDIA VALUE

TOP 25 GLOBAL BRANDS

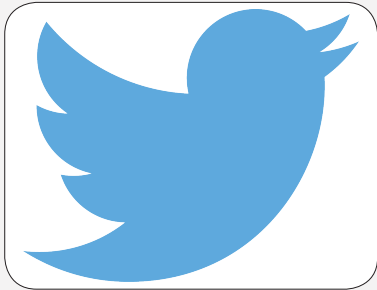
Company*	Q4 2014 Impact MV	Q4/Q3 Growth	Trend
1. Twitter	\$708,780,662	-1.00%	↓
2. Google	\$475,443,589	+36.36%	↑
3. Facebook	\$463,430,698	-15.70%	↓
4. Apple	\$401,361,950	-44.94%	↓
5. Amazon.com	\$236,391,179	+8.91%	↑
6. eBay	\$234,529,292	+20.68%	↑
7. Sony	\$200,710,186	+219.72%	↑
8. Netflix	\$186,293,087	+1.96%	↑
9. Microsoft	\$176,624,346	+1.80%	↑
10. Samsung	\$133,939,641	+15.16%	↑
11. Disney	\$127,764,427	-3.28%	↓
12. Starbucks	\$120,556,482	-3.27%	↓
13. CBS	\$113,724,202	+7.72%	↑
14. ESPN	\$96,216,511	-29.47%	↓
15. AT&T	\$93,241,074	+75.21%	↑
16. Walmart	\$91,092,409	+29.98%	↑
17. HP	\$85,680,012	+68.80%	↑
18. Yahoo	\$85,077,370	+22.15%	↑
19. Target	\$84,146,861	+44.01%	↑
20. Nike	\$82,261,489	-24.53%	↓
21. Best Buy	\$54,724,046	+133.43%	↑
22. Chipotle	\$49,906,410	-13.30%	↓
23. Toyota	\$49,442,551	+39.84%	↑
24. Taco Bell	\$41,324,778	-21.93%	↓
25. Mercedes-Benz	\$41,234,043	-10.44%	↓

* More than 400 brands measured, including Interbrand's 2014 Global Brands Report and selected S&P 500 brands. Of the brands measured, this list details the top 25 by Media Value for Q3 2014.



IMPACT MEDIA VALUE TOP 10 ANALYSIS

1



Twitter has rarely been as influential as a news platform as it was during the final quarter of 2014, helping to deliver news on Ebola, the World Series and breaking news from Ferguson to deep space.

\$708,780,662

2



Google made its latest Android operating system available over the air in mid-November, propelling the web giant into a bigger-than-expected final quarter of 2014 in media exposure.

\$475,443,589

3



Facebook's push of its Year in Review feature on profile pages and news feeds helped the social network stay near the top of the rankings, but as a whole the brand is down more than 15 percent.

\$463,430,698

4



Apple might not have prospered as greatly in the year's final quarter without a launch event to bolster its brand, but with gift season in full swing, Apple products were still worth buzzing about.

\$401,361,950

5



Amazon.com's billions of goods shipped during the holiday season were certainly not lost on company brand value, up nearly 9 percent.

\$236,391,179

6



eBay's ability to bring sought-after goods to your holiday without the risk of braving Black Friday crowds or empty shelves was certainly a boon.

\$234,529,292

7



Sony's exposure was due largely to its hack and data breach, but the choice to release "The Interview" was met with positivity around the web.

\$200,710,186

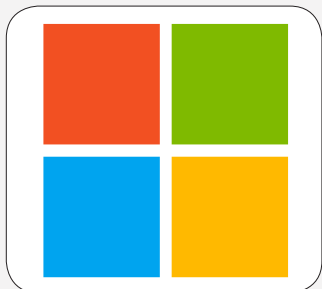
8



Netflix proves its worth as a holiday season binge-watching destination for all ages during a period stuffed full of entertainment options.

\$186,293,087

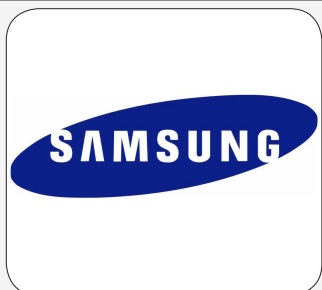
9



Microsoft primed itself for a strong 2015 with positive news about Xbox One, Windows Phone software and tablet sales.

\$176,624,346

10



Samsung's big-name goods and products proliferated while the company announced it would invest billions in new chip manufacturing.

\$133,939,641



For more information and raw data

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About General Sentiment

General Sentiment turns new media analytics into clear and powerful insights. We monitor and interpret millions of online conversations across multiple platforms to develop industry specific solutions for everyday problems. Our technology is fueled by large-scale analytics that turns internet chaos into organized thought.