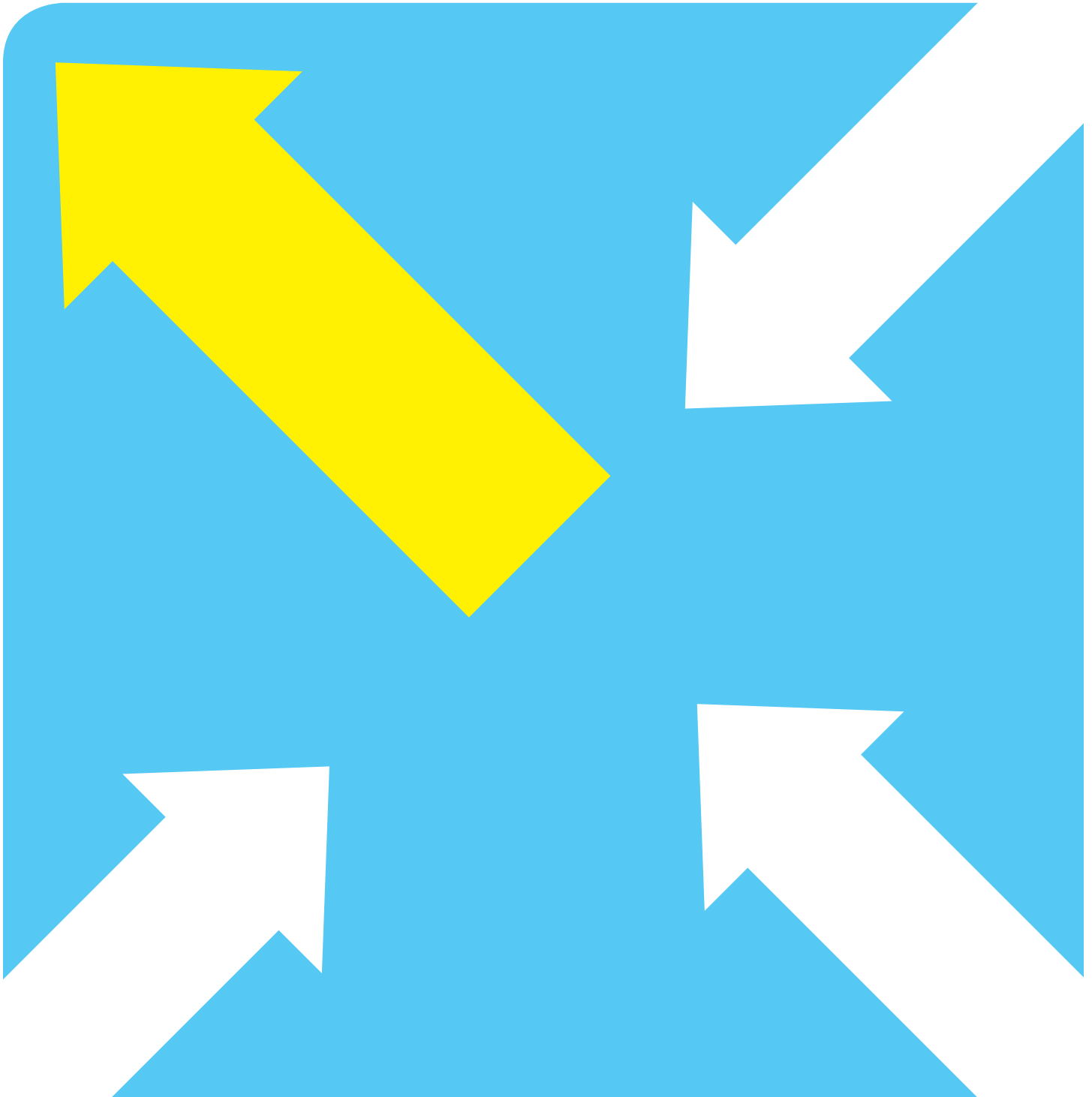


Q3 2014 | GLOBAL BRANDS





REPORT OVERVIEW

Q3 2014 HIGHLIGHTS

- Technology and social media companies dominate the Impact Media Value rankings as each of the top eight companies live in the tech world
- **Apple's** successful iPhone 6 and iPhone 6 plus launch brings the tech giant to the top of the list
- The top 25 companies combined for \$4.54 billion in media exposure value during Q3 2014, down from a combined \$4.65 billion in Q2 2014
- **Twitter's** lead on **Facebook** expands to its largest to date, expanding to more than \$165 million between the social media leaders in Q3 2014
- MTV is among the biggest gainers in media value among global brands, benefitting from the 2014 VMAs and increased interaction with the channel's original programming

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*	Q3 2014 Impact MV	Q3/Q2 Growth	Trend
1. Apple	\$728,920,041	+13.20%	↑
2. Twitter	\$715,944,975	-8.62%	↓
3. Facebook	\$549,725,230	-21.20%	↓
4. Google	\$348,676,736	-17.59%	↓
5. Amazon.com	\$217,048,933	-13.82%	↓
6. eBay	\$194,339,246	+31.51%	↑
7. Netflix	\$182,718,742	-3.57%	↓
8. Microsoft	\$173,508,741	-7.26%	↓
9. ESPN	\$136,417,744	+5.52%	↑
10. Disney	\$132,098,852	-42.01%	↓
11. Starbucks	\$124,629,480	-13.91%	↓
12. Samsung	\$116,307,829	-1.95%	↓
13. Nike	\$108,992,286	-13.78%	↓
14. CBS	\$105,578,097	+4.49%	↑
15. MTV	\$80,378,877	+72.54%	↑
16. Porsche	\$74,828,537	+247.96%	↑
17. Walmart	\$70,079,324	-18.91%	↓
18. Yahoo	\$69,650,082	+14.40%	↑
19. Sony	\$62,776,227	-23.18%	↓
20. Intel	\$62,569,164	-10.23%	↓
21. Coca-Cola	\$59,559,216	+19.78%	↑
22. Target	\$58,430,146	-11.53%	↓
23. Chipotle	\$57,561,027	-18.73%	↓
24. McDonalds	\$55,130,637	-21.53%	↓
25. AT&T	\$53,216,665	-23.29%	↓

* 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

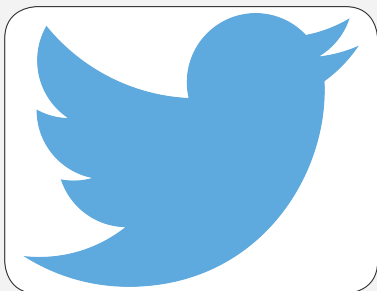
1



Apple's successful launch of the iPhone 6 and iPhone 6 Plus, combined with the impending release of Apple Watch, Apple Pay and an updated iPad helped the tech giant reach No. 1.

\$728,920,041

2



Twitter was called into question for its business practices by Peter Thiel, but was also where the quarter's biggest news items — including Chelsea Clinton's daughter's birth — was announced.

\$715,944,975

3



Facebook's massive relaunch of its ad network dashboard, Atlas, combined with increased competition from Ello, helped the social network solidify its spot among the most exposed brands.

\$549,725,230

4



Google's move away from requiring Google Plus accounts, combined with news on a drone delivery project, improved enterprise products and an FTC filing about Google Play apps all made headlines.

\$348,676,736

5

amazon

Amazon.com's purchase of game streaming service Twitch made huge headlines, while a dispute with book publishers kept the brand in the news.

\$217,048,933

6

ebay

eBay's late-breaking news that it would spin off PayPal equaled huge exposure, while coverage of a data breach continued in Q3.

\$194,339,246

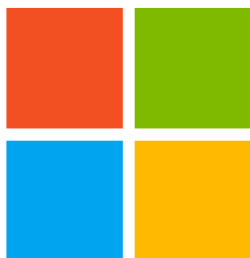
7

NETFLIX

Netflix's growing consumer base mixed with expansion of original programming and production to help the brand stay more than relevant.

\$182,718,742

8



Microsoft purchased Minecraft and its production in late September, while the Surface 3 got into hands of consumers early in Q3.

\$173,508,741

9

ESPN

ESPN's own image became part of the coverage of various sports-related scandals, bringing the sports channel's name to the forefront of chatter.

\$136,417,744

10

Disney

Disney's big-name subbrands, including 'Star Wars,' Marvel and 'Frozen' kept the media empire chugging along during the summer months.

\$132,098,852



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.