

# A view from the south

Social media management in the  
Spanish leading TV group



# A bit of context



# TV outlook



**MEDIASET**española.



Us  
41 months leading the ratings  
2016: 30,2%



**ATRESMEDIA**



Our main competitor  
Very close  
2016: 27,1%



**rtve**

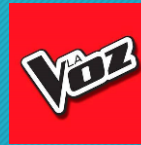
The public TV. No ads  
Another league  
2016: 16,8%

# Our channels



-  **TOP** Leader (14,4% 2016)

- Big formats



The Voice



Got Talent



Big Brother



Survivor



X Factor

- Live TV (8 hours/day)



2nd channel  
Journalist reports  
Travels  
Cinema  
Entertainment



Spanish  
TV series



Women



Foreign  
TV series



Kids



Men



# Digital team. What we do



11,6 M users/month (Comscore)



14 M downloads



39 M follows

# Content: TV + extra

2012: TV + extra videos from TV+ extra written

2017: TV + VIDEOS PRODUCED BY OUR TEAM + extra videos from TV + extra written



We have our own studio  
We produce LIVE video  
Broadcasted on TV



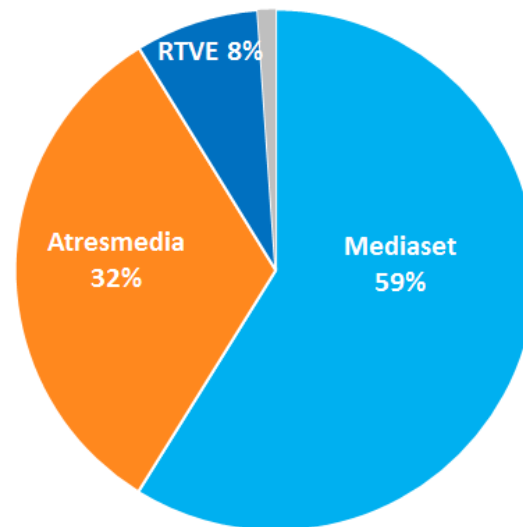
# Social media: Monitoring

200.000 comments/day

ENE-JUN 2017

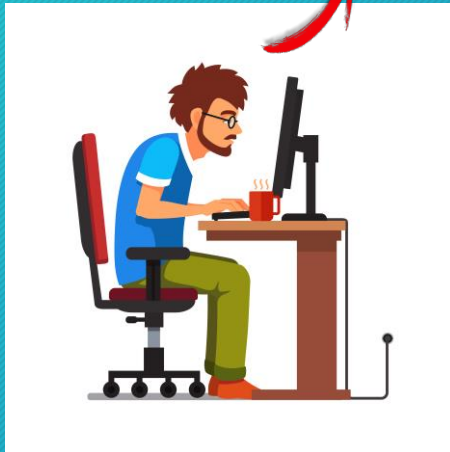
Mediaset	22.481.717
Atresmedia	12.365.747
RTVE	2.933.986
Otros	423.224
<b>Total Social TV</b>	<b>38.204.674</b>

'Share of voice' por grupos PRIMER SEMESTRE 2017



# Monitoring process

Our  
own  
tool



Alex



Quantitative  
and  
Qualitative  
Info

Communications

Marketing

Production

Programming

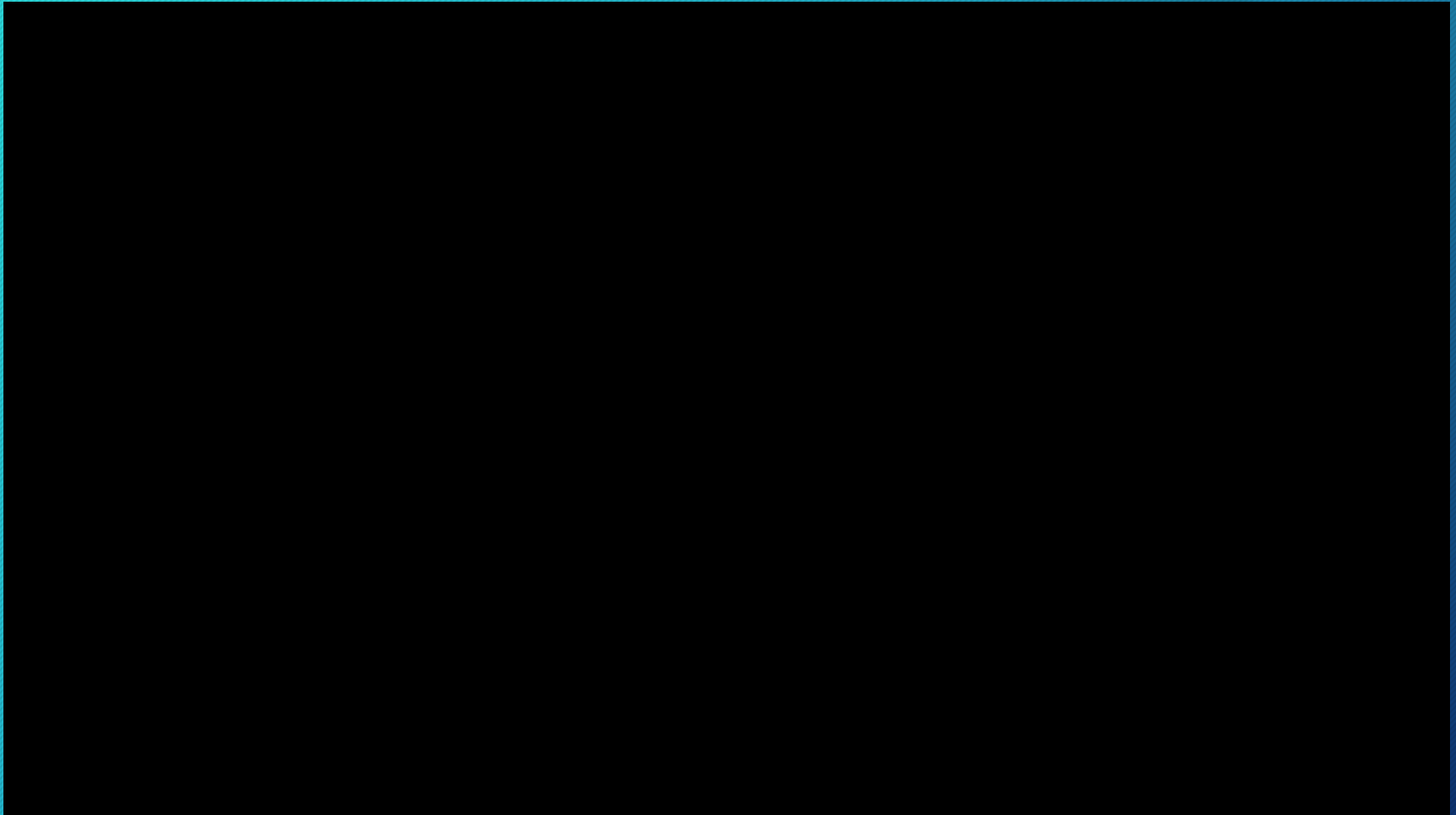
Commercial

Audit

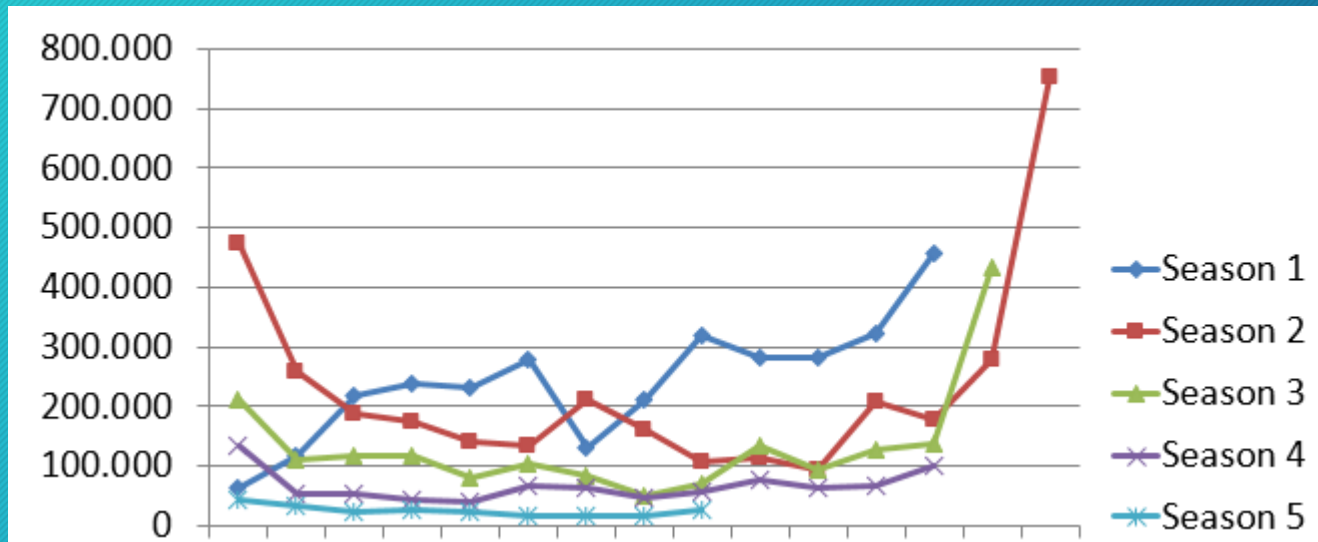
...



# SONAR: our visualization tool



# Problem: Twitter conversation drops



# Managing accounts

650 accounts (200 actives)

↑  
TOP



1,9 M



1,5 M



500 k

# Goals: promoting TV





# Goals: creating communities

New program



Music/talents



Realities



Sports



# Goals: TRAFFIC



29%



54%

New Projects: +- 60%



90-95%

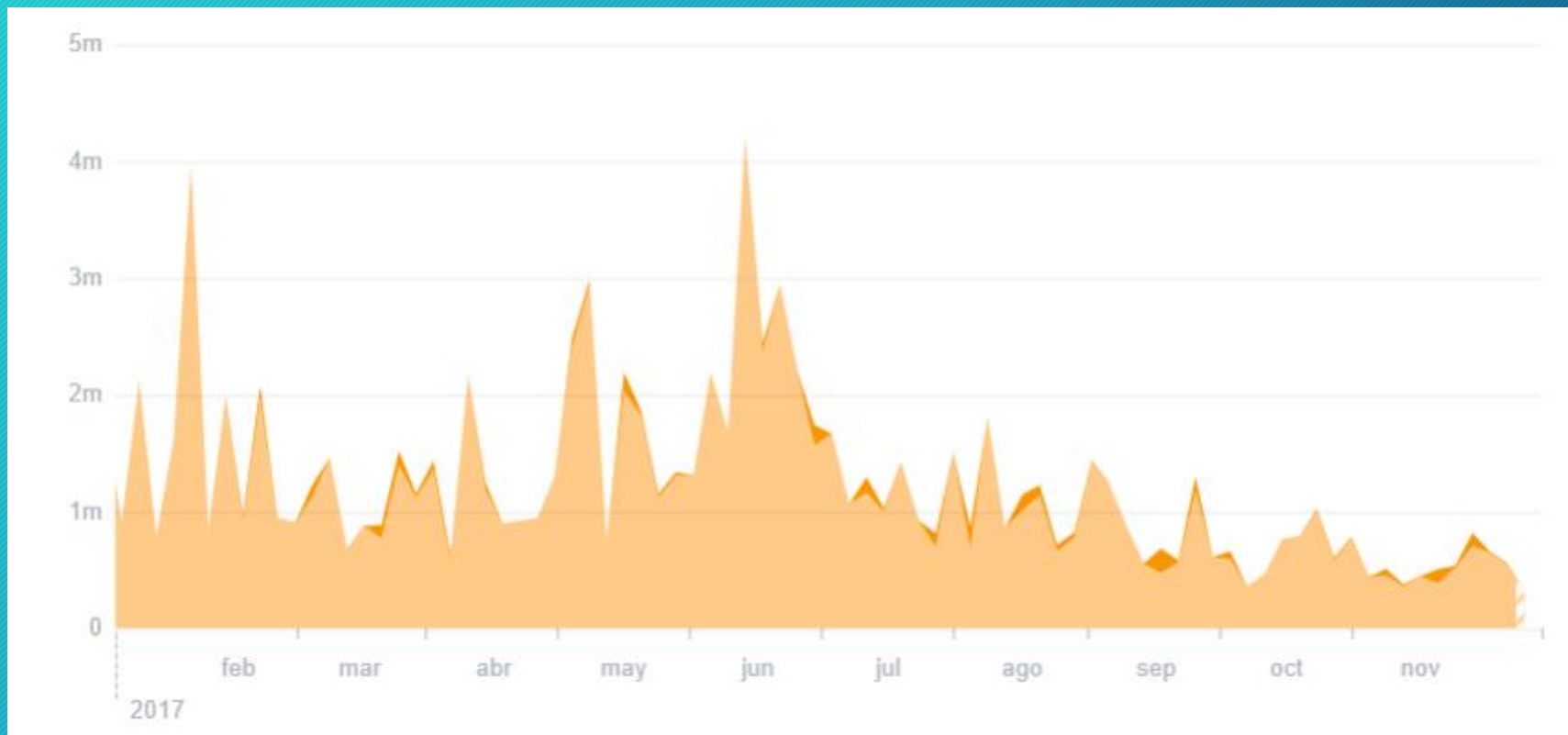


5-10%



2% \*

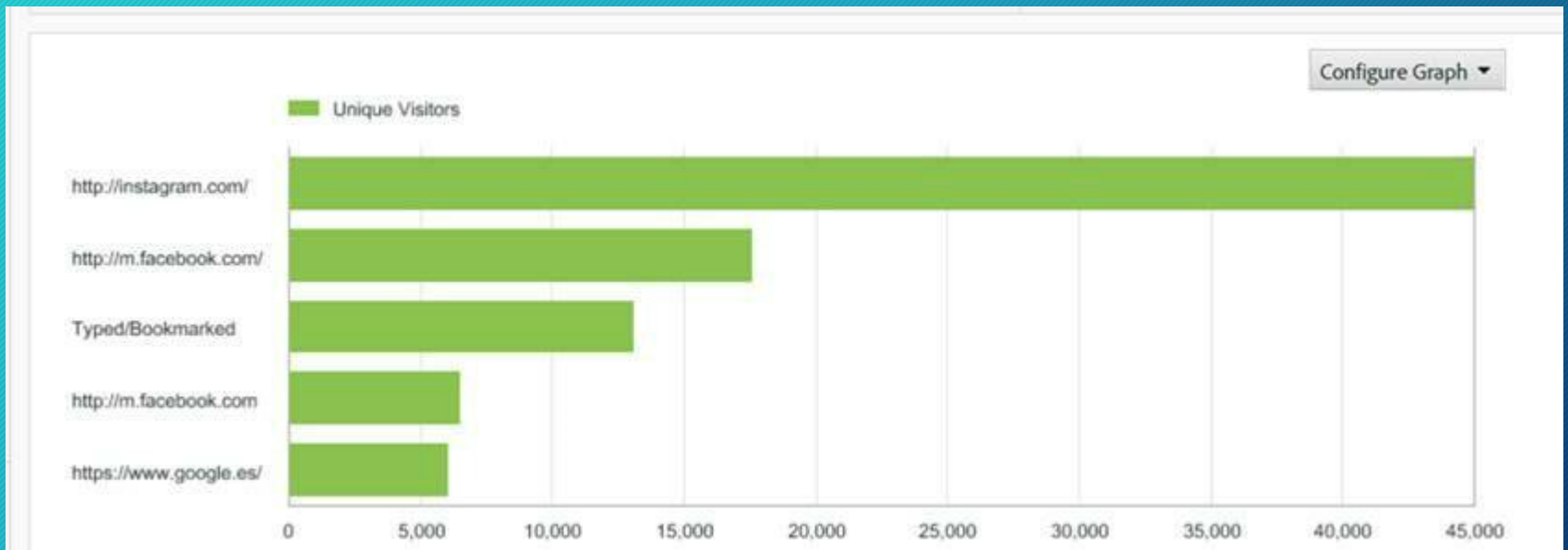
# The drop of organic reach



We



stories





With the rest of the platforms  
we work...

quite a lot



just a little



not at all



@socialmediateam

Kiitos

