



 L O X I A S<sup>®</sup>

# Benchmark

This report provides an in-depth diagnosis on how the brand is being perceived in the social media environment alongside a comprehensive overview of the brand's performance in its owned profiles.

Report created on  
July 2023





# Executive Summary

PARAMETERS USED FOR THE DEVELOPMENT  
OF THIS REPORT

Owned Channels

Monitoring

Methodology



Criteria	Answer 1	Answer 2	Answer 3
DATE RANGE	-	-	-
Period of analysis:	-	-	-
Start date	2023-01-01	2023-01-01	2023-01-01
End date	2023-06-30	2023-06-30	2023-06-30
ABOUT THE BRANDS	-	-	-
Keywords	-	-	-
Brand Name:	TenTime	Starzplay	OSN
Name variations	-	-	-
Hashtags	#TenTime	#Starzplay	#OSN
Channels	-	-	-
Facebook:	<a href="https://www.facebook.com/tentimetv">https://www.facebook.com/tentimetv</a>	<a href="https://www.facebook.com/starz">https://www.facebook.com/starz</a>	<a href="https://www.facebook.com/osntvofficial">https://www.facebook.com/osntvofficial</a>
Instagram:	<a href="https://www.instagram.com/tentimetv">https://www.instagram.com/tentimetv</a>	<a href="https://www.instagram.com/starzplayarabia">https://www.instagram.com/starzplayarabia</a>	<a href="https://www.instagram.com/osntvofficial">https://www.instagram.com/osntvofficial</a>
Twitter:	<a href="https://twitter.com/tentimetv">https://twitter.com/tentimetv</a>	<a href="https://twitter.com/starzplayarabia">https://twitter.com/starzplayarabia</a>	<a href="https://twitter.com/osnyahala">https://twitter.com/osnyahala</a>
Youtube:	<a href="https://www.youtube.com/@tentime8916">https://www.youtube.com/@tentime8916</a>	<a href="https://www.youtube.com/@starzplay-svod">https://www.youtube.com/@starzplay-svod</a>	<a href="https://www.youtube.com/@osntvofficial">https://www.youtube.com/@osntvofficial</a>
TikTok:	<a href="https://www.tiktok.com/@tentime.official">https://www.tiktok.com/@tentime.official</a>	<a href="https://www.tiktok.com/@starzplayarabia">https://www.tiktok.com/@starzplayarabia</a>	<a href="https://www.tiktok.com/@osntvofficial">https://www.tiktok.com/@osntvofficial</a>
Website:	<a href="https://tentime.com/">https://tentime.com/</a>	<a href="https://starzplay.com/landing">https://starzplay.com/landing</a>	<a href="https://www.osn.com/en-sa/home">https://www.osn.com/en-sa/home</a>
DEMOGRAPHICS	-	-	-
Language:	Arabic/English	Arabic/English	Arabic/English
Geographic Research:	Global	Global	Global

# LOXIAS & CO. COMPANY SNAPSHOT

International UK based e-commerce that delivers insightful voice of the customer intelligence reports.

Our innovative solution combines state of art multi-channel monitoring tools with a robust proprietary methodology and qualified human expertise – everything is just a few clicks away through our e-commerce platform.

## MISSION

We aim to democratize the access to best-in-class consumer intelligence analytics by translating public conversations into insightful reports that are affordable, fast and simple to understand.

How do we make this possible? Through our proprietary methodology that combines the best of the two worlds – sophisticated AI with qualified human expertise. With strong BI know-how, our analysts are trained to select the most appropriate monitoring tools according to the objectives of your report and translate it into a friendly source of decision-making insights.

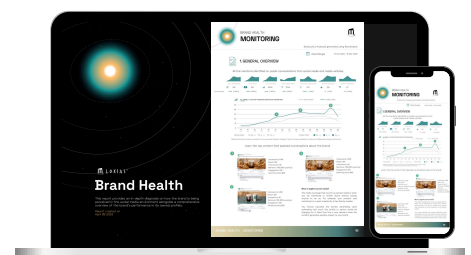
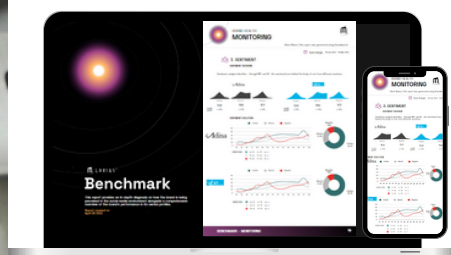
## OUR PRODUCTS

### Benchmark

Discover brand narratives, compare customer perceptions

### Brand Health

Comprehensive overview of the brand's performance across owned channels



- Monthly, weekly and daily Reports tracking and analyzing the overall Brand Health
- Ad hoc Reports on specific matters of interest
- Real time monitoring for crisis detection and crisis management



# SUMMARY

## OWNED CHANNELS

### 1. OWNED CHANNELS BIG NUMBERS

- Fans
- Number of posts
- Total interactions
- Engagement rate

### 2. FACEBOOK DETAILED

### 3. INSTAGRAM DETAILED

### 4. TWITTER DETAILED

### 5. TIKTOK DETAILED

### 6. YOUTUBE DETAILED

- Interactions
- Engagement
- Followers
- Top Interacted Posts
- Best Time do Post

### 7. SHARE OF INTERACTIONS PER CHANNEL

- Dominant Channel per interaction

### 8. OWNED CHANNELS INSIGHTS

- Fidings and Insights

#### Data Privacy

All data provided in this report is sourced from a secure and reliable data source. The information presented in this report is confidential and strictly intended for authorized individuals only. It is not to be shared or disclosed to any unauthorized parties. We prioritize the privacy and security of the data and adhere to strict data protection protocols to ensure the confidentiality of the information contained in this report.

## MONITORING

### 1. GENERAL OVERVIEW

- impressions
- Reach
- Positive Comments
- Negative Comments

### 2. SENTIMENT OVERVIEW

- Share of Sentiment
- Top Posts by Sentiment

### 3. CONTENT

- Cluster Topics
- Topic Wheel
- Word Cloud (Top Words)
- Top Hashtags
- Top Websites

### 4. GEOLOCATION & PERSONA



- Top Location
- Gender
- Gender per Channel
- Persona Analysis

### 5. OVERVIEW FINDINGS

## METHODOLOGY

### 1. METHODOLOGY

### 2. GLOSSARY

 Included in the full version  
 Included in the pocket version



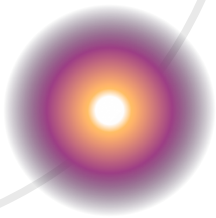
Executive Summary

# Owned Channels

PERFORMANCE INSIGHTS ACROSS  
OWNED CHANNELS

Monitoring

Methodology



# BENCHMARK OWNED CHANNELS



TenTime | This report was generated using Brandwatch

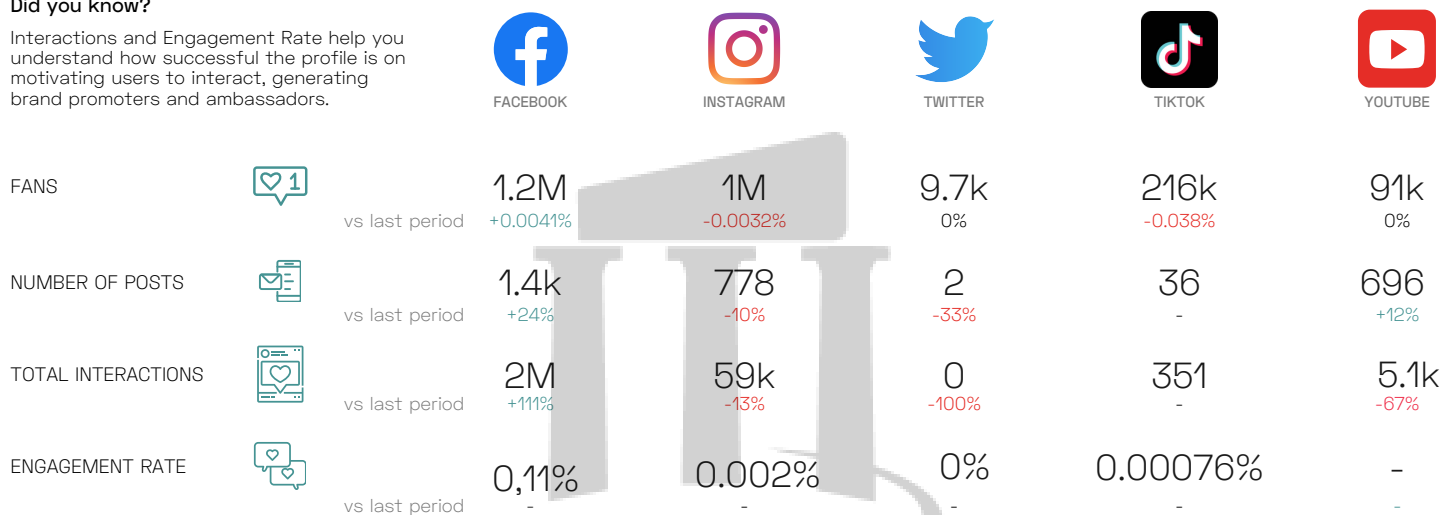
Date Range: 1 Jan 2023 - 30 Jun 2023



## 1. OWNED CHANNELS BIG NUMBERS

### Did you know?

Interactions and Engagement Rate help you understand how successful the profile is on motivating users to interact, generating brand promoters and ambassadors.



\*Engagement rate shows an average amount of how often a fan interacts with the posts of a page. It is calculated by dividing the daily amount of interactions (reactions, comments and shares) by the number of fans. Note that this metric is not available on Youtube. For more definitions please check our Glossary section.

### Insight

Facebook demonstrates relatively positive performance with increased interactions despite a below-benchmark engagement rate. Instagram and YouTube show a decline in interactions, requiring strategies to improve engagement. Twitter lacks engagement and should focus on increasing activity. TikTok's performance is inconclusive due to missing percentage changes. Overall, achieving the benchmark range of 1% to 5% engagement is challenging for platforms with a larger follower base.

TenTime leverages Facebook as its primary channel, showcasing its brand's prominence with the top 50 posts on the platform, ranked by total interactions. Instagram follows suit as the second most impactful network, delivering good numbers and fostering engaging interactions.



Main post on Owned Channels based on total interactions

We used log scale on the followed graph, a type of scale used in graphs and charts where the values on the axis increase exponentially rather than linearly. In a log scale, the numbers on the axis are evenly spaced but the intervals between them increase exponentially. This means that each increment on the axis represents a multiplication of the previous value by a constant factor.



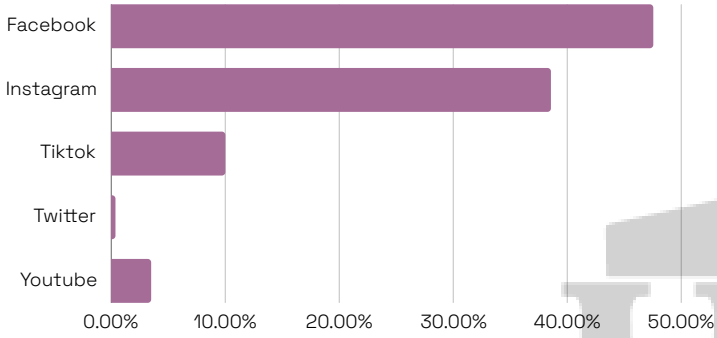
# BENCHMARK OWNED CHANNELS



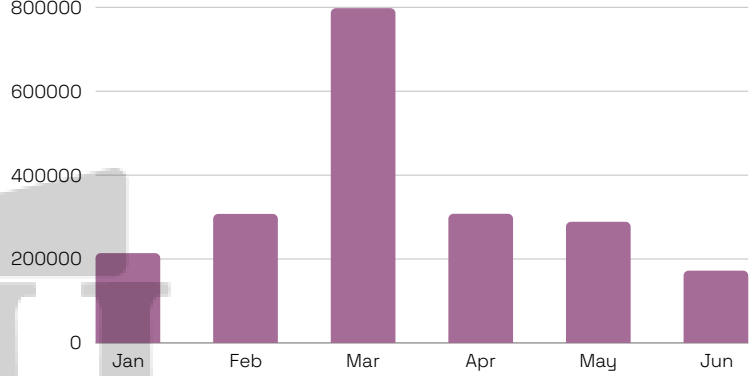
TenTime | This report was generated using Brandwatch

📅 Date Range: 1 Jan 2023 - 30 Jun 2023

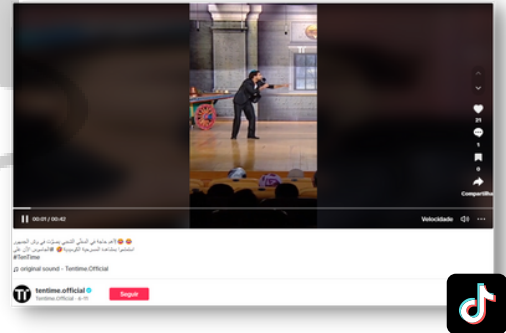
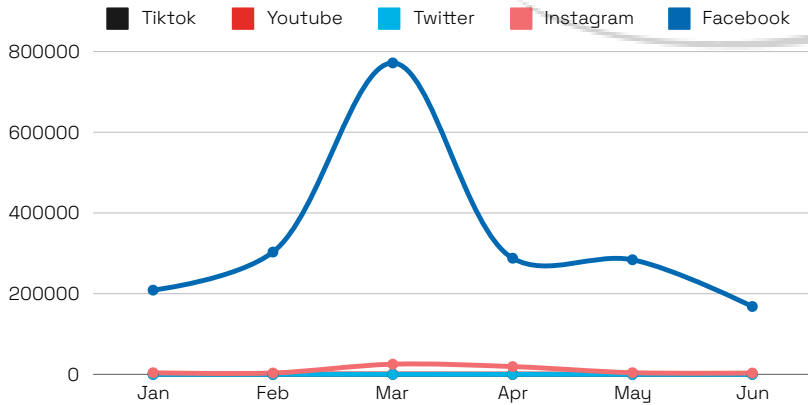
### Percentage of Followers per Channel



### Monthly Interactions (all channels)



### Evolution of Interactions per Channel



## Insight

TikTok and YouTube demonstrate notable growth: The percentage of followers on TikTok increased from 10% in January to 11.45% in June, while YouTube's follower percentage rose from 3.5% to 3.83% during the same period. This upward trend indicates a growing audience and engagement on both platforms.

Facebook maintains the highest follower percentage: Despite facing competition from other platforms, Facebook consistently holds the highest follower percentage throughout the months, maintaining its position as the most popular social media channel. In June, Facebook accounted for 47.55% of followers, showcasing its continued dominance in terms of audience reach.

The data reveals an overall positive trend in social media interactions, with TikTok and YouTube demonstrating promising growth. Facebook, although facing increasing competition, remains the leading platform in terms of follower percentage. These findings suggest that businesses and content creators should consider leveraging TikTok and YouTube to tap into their expanding audiences.

We used log scale on the followed graph, a type of scale used in graphs and charts where the values on the axis increase exponentially rather than linearly. In a log scale, the numbers on the axis are evenly spaced but the intervals between them increase exponentially. This means that each increment on the axis represents a multiplication of the previous value by a constant factor.



Executive Summary

Owned Channels

# Monitoring

IN-DEPH ANALYSIS ACROSS PUBLIC  
CONVERSATIONS

Methodology





# SEMESTER TOTAL ENGAGEMENT



95%

992%

ENGAGEMENT GROWTH  
Based on the variation of Interactions

664K

428.9K

INTERACTIONS  
Likes, Comments and Shares

1K

9.7K

NUMBER OF POSTS

8.4%

0.57%

POST INTERACTION RATE

The post interaction rate shows how successful each post is in getting users to engage with it.

OSN experienced a growth rate of 95%, while Starzplay excelled with a growth rate of 992%. In terms of user interactions, OSN garnered 664K interactions, while Starzplay registered 428.9K interactions.

During the period, OSN posted 1k times, while Starzplay posted a significantly higher number of 9.7k times, reflecting a disparity in content output strategies. However, despite the variance in posting frequency, OSN achieved a notably higher post interaction rate of 8.4%, while Starzplay showed a comparatively lower rate of 0.57%.

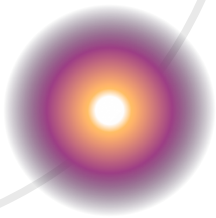
These results highlight that OSN managed to achieve steady growth and effective user engagement, whereas Starzplay exhibited remarkable growth but encountered challenges in converting it into meaningful interactions.

### Did you Know?

In 2023, Instagram Reels have an awesome engagement rate of 1.23%. They're the star performers on the platform right now! Carousels, on the other hand, create lots of comments for small and large accounts. Interestingly, bigger brands get more saves than comments, maybe because people feel shy to join the conversation. TikTok steals the show as the short-form video platform with the highest engagement rate. Depending on their audience and goals, some brands might find TikTok more rewarding, while others still love Instagram, especially Millennials.

Source: Social Insider 2023.

\*Period: From January to June 2023

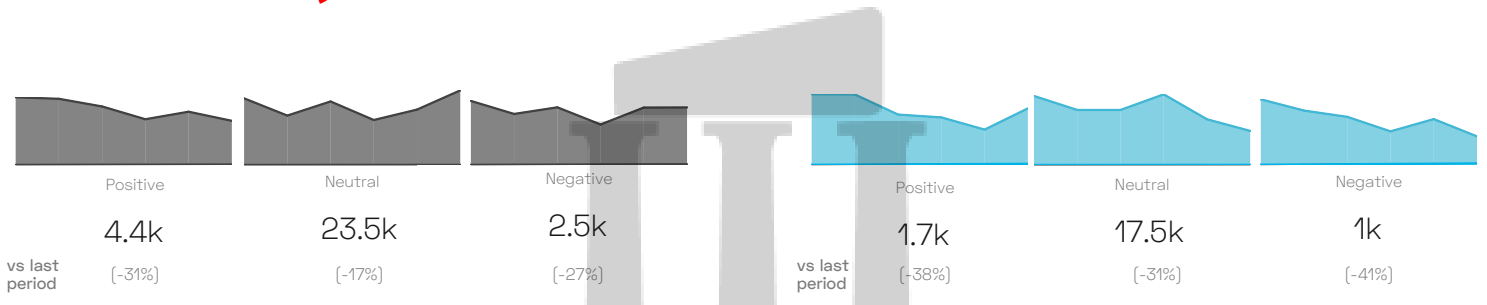


Date Range: 1 Jan 2023 - 30 Jun 2023

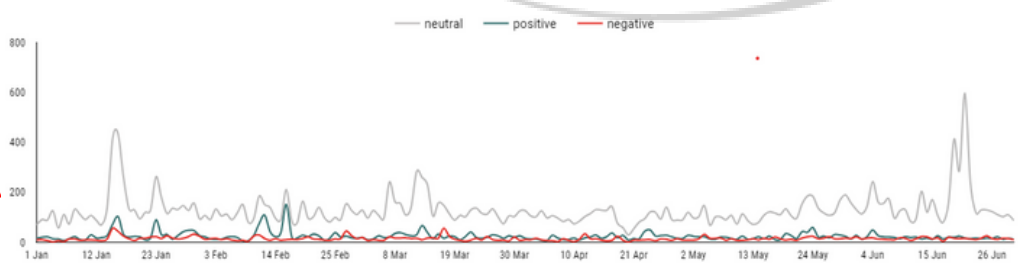
**3. SENTIMENT OVERVIEW**

**SENTIMENT OVERVIEW**

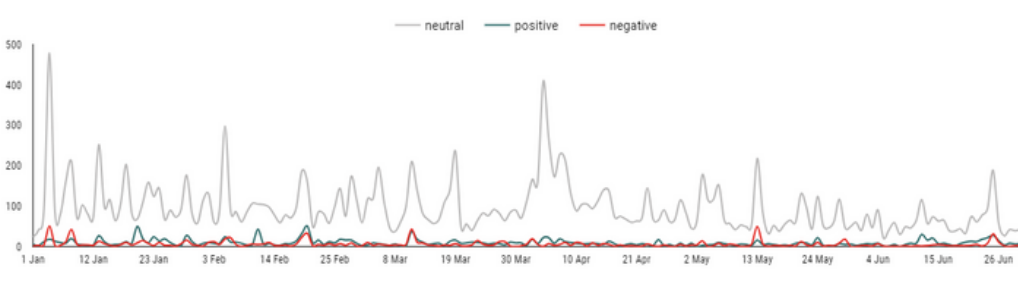
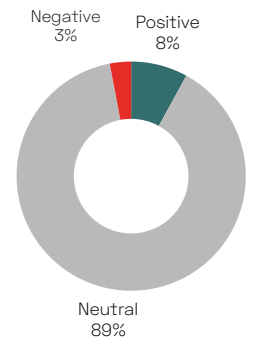
Sentiment analysis identifies - through NPL and AI - the emotional tone behind the body of text from different mentions.



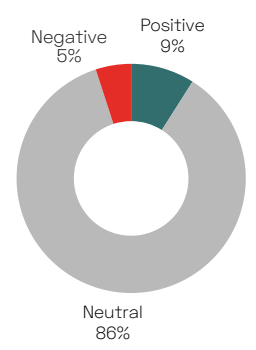
**SENTIMENT EVOLUTION**

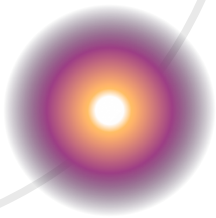


CURRENT PERIOD: max. 152 min. 5 avg. 24  
 max. 597 min. 30 avg. 130  
 max. 56 min. 1 avg. 14



CURRENT PERIOD: max. 51 min. 0 avg. 9  
 max. 479 min. 21 avg. 96  
 max. 51 min. 0 avg. 5





## 3. SENTIMENT OVERVIEW

### TOP POSTS PER REACH

### TOP 5 POSTS PER SENTIMENT

Positive

Domain	Title	Date	Reach	Link
twitter.com	...ور ونقل تجربة المسلسلات التي نحبها على الواقع شكرًا @OSNplus تشرفت بحضوري للإيفنت الخاص بـ	16 Feb 2023	228.561K	<a href="#">Link</a>
twitter.com	...ت! ادفع عن طريق خطك ووفر على نفسك 50% مدى الحياة 🎁 للمزيد OSN+ استمتع بأفلام ومسلسلات	28 Apr 2023	144.790K	<a href="#">Link</a>
twitter.com	...يستمر على هذا المستوى وما ابغى شيء ثاني والمسلسل موجود على المنصة الرائعة #TheLastofUs مسلسل	12 Feb 2023	137.874K	<a href="#">Link</a>
twitter.com	... أيضاً حالياً هي أفضل منصة لعرض المسلسلات بدون اي نقاش OSN+ كل هذي الاعمال متواجده على منصة	4 Jun 2023	123.562K	<a href="#">Link</a>
twitter.com	...من الألعاب . جميع الحلقات متوفر با أعلى جودة في تطبيق The Last of Us بعد انتهاء الموسم الاول مسلسل	13 Mar 2023	122.361K	<a href="#">Link</a>

Negative

Domain	Title	Date	Reach	Link
twitter.com	...إعلان الإفلاس، تنتقل عائلة جوني إلى بلدة صغيرة غريبة. راح يتمكنوا من التأقلم فيها؟ استمتع بمتابعة كل مواسم	17 May 2023	153.033K	<a href="#">Link</a>
twitter.com	... كرت البنك مبلغ الاشتراكات من غير استئذان 🚫 طبعاً اتصلت فيهم و عطيتهم اللي فيه النصيب من كلام OSN	21 Jan 2023	146.373K	<a href="#">Link</a>
twitter.com	...اب" عن شاب شديد الذكاء اعاد الاحتيال على المشاهير ورجال الأعمال، فيل تتمكن الشرطة من القبض عليه؟	5 May 2023	115.325K	<a href="#">Link</a>
twitter.com	... فيه شي اكيد. بس حبيت اشارككم الشطحة OSN+ تخيلوا احتمال انزل لكم سلسلة مراجعة لمسلسلات ، على منصة	7 Apr 2023	109.049K	<a href="#">Link</a>
twitter.com	...Schitt' أحداث كوميدية عربية تنتظر عائلة جوني بعد إعلان إفلاسهم! انضم لعالمنا اليوم وابدأ بمتابعة كل مواسم	17 May 2023	105.977K	<a href="#">Link</a>

### TOP 5 POSTS PER SENTIMENT

Positive

Domain	Title	Date	Reach	Link
twitter.com	...كن ماذا لو أن هذا المنزل لا يزال يعيش فيه سكانه السابقين المتوفين على هيئة أشباح! 🎃 الموسم الثاني من مسلسل	23 Jan 2023	80.163K	<a href="#">Link</a>
twitter.com	... @Serie_AR I @ST... إحصائيات رائعة من حراس الكانتينو في الجولة ٣١.. ومانيان حاضر كما جرت العادة	25 Apr 2023	72.269K	<a href="#">Link</a>
twitter.com	... @Serie_AR I @STARZPlayArabia I @Seri... أجمل 5 أهداف من الجولة رقم 26 من الدوري الإيطالي	15 Mar 2023	70.852K	<a href="#">Link</a>
twitter.com	... @Serie_AR I @STARZPlayArabia I @S... أفضل التصديت.. تدخل حاسم بنصر مورينو على الجري	8 Mar 2023	70.820K	<a href="#">Link</a>
twitter.com	... @SerieA... إفي الدقيقة ٩٠.. إليكم هدف راسبادوري في مرمى اليوفي والذي قرب نابولي من حلم الدوري أكثر	25 Apr 2023	69.143K	<a href="#">Link</a>

Negative


Domain	Title	Date	Reach	Link
twitter.com	...كي" وعائلتها بشكل سيء، عندما يقتحمون حياتهم مجموعة من الشجناء المحكوم عليهم! فيلم أكشن و إثارة بعنوان	28 Jan 2023	74.120K	<a href="#">Link</a>
twitter.com	...ف أشعل الماتش، كل شوية يقول لي اشترك، أجي أنوس على الاشتراك يقول لي starzplay حد عنده مشكلة مع	4 Jan 2023	36.193K	<a href="#">Link</a>
twitter.com	... https://t.co/Rgl... لكل لحظة #starzplay الوضع يحتاج حماس يشد انتباهك، حمل فيرجن موبايل واختر	27 May 2023	34.767K	<a href="#">Link</a>
twitter.com	... https://t.co/NLyaF80PV0 الواقع كثير بشع، مشان هيك أنا هون. #الحجرة	21 Jun 2023	21.160K	<a href="#">Link</a>
twitter.com	...إرارة سامبدوريا نابولي؟! معلق مزعج وكل كلامه سولف وكلها غلط معلق مش فاهم ولا حافظ.. معلق سيء جداً	8 Jan 2023	20.278K	<a href="#">Link</a>

Reach is a estimation score created by Brandwatch to calculate how many profiles might have seen the content.



# BONUS

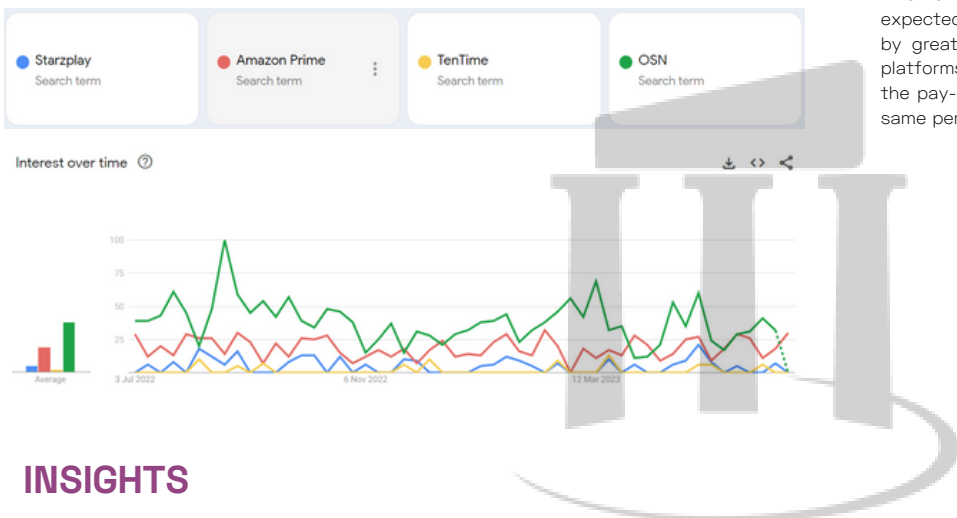
## STREAMING MARKET OVERVIEW



MARKET INTELLIGENCE FOR BRIGHTER UNDERSTANDING



### GOOGLE TRENDS (STREAMING IN SAUDI ARABIA IN LAST 12 MONTHS)



## INSIGHTS

The Saudi Arabian streaming market is currently led by OSN and Amazon Prime, with Starzplay and TenTime trailing behind. However, the market dynamics can change with strategic initiatives such as exclusive content offerings, pricing strategies, and marketing campaigns. It would be beneficial for all platforms to continuously monitor market trends and consumer preferences to stay competitive.

#### Market Dominance:

OSN and Amazon Prime are the dominant players in the Saudi Arabian streaming market. OSN consistently had the highest numbers throughout the year, indicating a strong and steady presence. Amazon Prime also showed a consistent presence, though not as high as OSN.

#### Market Penetration:

Starzplay and TenTime have a lower market penetration compared to OSN and Amazon Prime. Their numbers were lower and more inconsistent, suggesting they are less dominant in this market. However, there were periods where Starzplay and TenTime showed some growth, indicating potential areas of opportunity.

### RISE OF LOCAL CONTENT BOOSTS GROWTH IN OTT VIDEO SERVICES, OUTPACING PAY-TV MARKET

Subscription services such as Netflix, Shahid (owned by MBC) and Dubai-based Starzplay Arabia have added more local content as unique user numbers and hours spent watching both increased between 2019 and 2020.

This is creating a virtuous circle - OTT video revenues are expected to grow by 12.3% CAGR between 2019 and 2024, spurred by greater choice on both regional and international OTT video platforms. This also means OTT video services taking share from the pay-TV market, which is forecast to grow by just 0.6% in the same period.

#### STARZPLAY

**141%**

Increase in the number of unique users in April 2020.

#### SHAHID

**11H**

Hours of content consumed on Shahid across MENA, in the just one week (2020)

**56%**

Increase in subscribers between Feb. and April 2020 in MENA. Shahid also relaunched with a new branding, an enhanced user interface as well as content.

**60%**

Increase in the average monthly consumption per user which increased from 12 hours in 2019 to 19 hours in May 2020

Source Strategy & Anaysis. MENA: refers to a grouping of countries situated in and around the Middle East and North Africa



Executive Summary

Owned Channels

Monitoring

# Methodology

Description of the data collection  
and report procedure





## 1. METHODOLOGY

Our proprietary methodology combines sophisticated consumer insights tools with qualified human expertise. With strong BI know-how, our analysts are trained to select the most appropriate monitoring tools according to the objectives of your report and translate it into a friendly source of decision-making insights.

For the report development, we use AI, Natural Language Processing and visual contextualization to turn a vast amount of internal and external data into user-friendly visuals, content and glossary. The analyses combine quantitative and qualitative measures, so we can support decision-making with numbers, without leaving aside a broader understanding of how and why.

### Data Collection and Query

Loxias collects data with the support of the best-in-class Consumer Insights and Digital Marketing tools, including Brandwatch, Fanpage Karma, Talkwalker, Socialinsider, Buzzsumo, and Emplifi.

Creating a query is one of the very first steps to collect data. Assertive query development is key to finding relevant mentions in the digital environment. In this part of the process, we take into consideration all parameters provided during the order, including URLs, geolocation, and timeframe.

Our data scientists identify specific conversations and mentions based on a linguistic study, respecting regionalisms and the specific characteristics of each social network. We also build data collection structures that cover the entire context of a given brand or theme in the digital universe.

### The data collection and analysis are divided into two parts:

1. Monitoring: For this session, we focus on NLP (Natural Language Processing) and AI to analyze public conversations and mentions related to the chosen brands. We identify the main topics reverberating across the main platforms during the period of analysis and understand their main authors and motivations.

2. Performance: The second part of the report showcases key numbers across the owned platforms. Through advanced social media analytics, we investigate key metrics, from followers and views to engagement and reactions across different channels. This allows you to compare popularity and reach between different channels.

### Monitoring Section

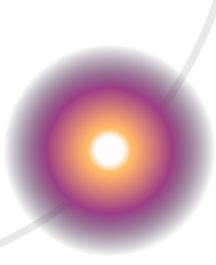
The General Overview showcases the total number of mentions used for the analysis. It also incorporates sentiment analysis produced with a state-of-the-art method of Artificial Intelligence with models of machine learning capable of classifying posts as "positive," "negative," or "neutral." Our sentiment analysis has an average accuracy of around 60- 75%, but this can vary depending on the type of data being analyzed. We provide the total number of sentiment classifications and the variation according to the days of the week so that the client can examine any peaks in detail.

Loxias sentiment analysis combines the technology of Natural Language Processing (NLP) and Machine Learning with human expertise to investigate the social perception of the brand(s), profile(s), and channels that we are analyzing.

The technique involves using a few mentions of the brand and transferring that learning to the machine, boosting the accuracy of the classification response.

Regarding the overall Evolution and Social Media Platforms, we have structured charts to provide an outline of mentions, peaks, and falls on all platforms. It displays the total number of mentions according to the days and better relevance on the platforms. This component indicates whether Facebook, Instagram, Twitter, Youtube, or Tik Tok had more presence when discussing social mentions.

The Monitoring section also includes the Content Analysis, where we point out the linguistic approach by delivering words, keywords, and phrases that were most relevant to the data exploration. This component comprises the most frequent combination of words used by users.



Furthermore, we also display the Trending Topics - detailing the top mentions according to fading and trending - indicating whether the topic is growing in popularity or losing of attention from the audience.

Cluster is where we present the main topics and subtopics of the brand. The topics shown are selected based on their uniqueness, and it is essential to establish the relationship between the most frequent topics in the research.

Moving to Word Cloud and Hashtags, the charts display the keywords according to the volume of unique mentions. We count the frequency of emojis, hashtags, organizations, people, keywords, and phrases about the brand/profile appear and select the most recurring. The most used expressions appear with the biggest fonts on the cloud. In contrast, the less frequent expressions -- but large enough to appear on the chart -- have smaller font sizes.

Another linguistic component is the Topics Wheel, where we display the most frequently used words and expressions and correlated sub-themes.

Top Sites is set with the most significant presence on the internet, where we put a table with the name of the website, the total number of mentions for each channel, the total number of visitors, and the Impact, a Brandwatch indicator of the Potential Impact of an author, site or mention.

After, we move forward to the Details of Twitter and Instagram, where we set tables to transmit each platform's "influencers" profiles and top engaged posts.

Content's last component is Demographics, a Data feature of the Brandwatch tool that uses a complex set of rules and machine learning techniques to assign Twitter authors who are talking about the brand's different demographic categories. It is divided into Account type (whether they are an organization or an individual), Gender, Interests, Profession, Location. It categorizes people based on the information they provide about themselves in their Twitter bios.

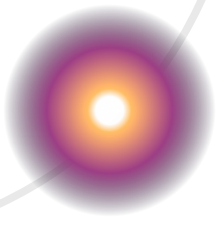
## Performance Section

The objective of the Performance section is to provide an overview of the brand's metrics on each channel. First, we present a table chart that shows the total number of fans, posts, interactions, and engagement, so you can evaluate the relevance of each channel during the analysis period.

Moving on to the Followers category, we provide important details, such as the growth, variation, and percentage of followers for each channel. This helps to demonstrate how much the brand's profile has gained or lost followers, as well as the rate of followers per channel during the analysis period.

In the next category, we display graphs that show the variation of interactions on each profile of Facebook, Instagram, Twitter, YouTube, and TikTok over the analysis period. This component is essential to measure the public endorsement of the brand content.

Finally, we have the Brand's Details on Platforms, where we combine the primary metrics of the brand obtained during the analysis period and indicate the posts with the most interactions.



## 2. GLOSSARY OF PERFORMANCE

**Fans:** Facebook - The number of users who like the page on the last day of the selected period is called fans.

Instagram, Twitter, TikTok - The number of users who follow the profile on the last day of the selected period is called followers. Youtube - The number of users who subscribe to the channel on the last day of the selected period is called subscribers.

**Number of posts according to each channel:** Facebook and Instagram - Number of posts published in the selected period. Twitter - Number of tweets (including retweets) published in the selected period. YouTube, TikTok - Number of videos published in the selected period.

**Interactions:** Facebook - Number of reactions (like, love, haha, thankful, wow, sad, angry), comments, and shares on posts published in the selected period. Instagram - Number of organic likes and organic comments on posts published in the selected period. Twitter - Number of Retweets, Quotes, Replies, and Likes on Tweets published in the selected period. YouTube - Number of likes, dislikes, and comments on videos published in the selected period. TikTok: Number of shares, likes, and comments on videos published in the selected period.

**Engagement (%):** Facebook, Instagram, Twitter, and TikTok - Engagement is the average number of daily interactions on a profile's posts per follower. Engagement shows how successfully a profile encourages users to interact. By dividing by the number of followers, the Engagement becomes independent of the size of the profile. Then, it is possible to make the profiles comparable.

**Follower Growth for Each Channel:** The number of gained or lost followers the profile achieved during the period of analysis.

**Evolutions of Follower Growth:** Evolution between the number of fans on the first and the last day of the selected period.

**Percentage of Followers for Each Channel:** The percentage of the total number of fans in the selected period.

**Top Posts:** The top posts, according to the number of reactions, comments, and shares for each channel.

**Detailed Tik Tok:** Total Plays - Sum of plays on videos published in the selected period. Plays per day - Number of plays per day on videos published in the selected period. Interactions per play - Number of reactions (shares, likes, comments) per play on videos published in the selected period. Tiktok play: Number of times your video was played for at least 2 seconds. Replays will not be counted.

**Detailed Youtube:** Views Growth - Difference in the number of channel views between the first and last day of the selected period. Views per video - Average number of times your videos published in the selected period were viewed. Interactions - Likes, dislikes, and comments on videos published in the selected period.



**Detailed Twitter: Engagement** - Engagement is the average number of interactions on a profile's posts per follower per day. Engagement shows how successfully a profile encourages users to interact. By dividing by the number of followers, the Engagement becomes independent of the size of the profile. This makes profiles comparable. **Post-Interaction** - The average number of interactions on a profile's posts per follower and per post. **Interactions** - Number of Retweets, Quotes, Replies, and Likes on Tweets published in the selected period. **Retweets** - Number of Retweets (shares) of Tweets published in the selected period.

**Detailed Instagram: Engagement** - The average number of interactions on a profile's posts per follower per day. Engagement shows how successfully a profile encourages users to interact. By dividing by the number of followers, the Engagement becomes independent of the size of the profile. This makes profiles comparable. **Post Interaction** - The average number of interactions on a profile's posts per follower and per post. **Total Interactions** - Number of organic likes and organic comments on posts published in the selected period.

**Detailed Facebook: Total Interactions** - Number of reactions (like, love, haha, thankful, wow, sad, angry), comments and shares on posts published in the selected period. **Shares** - Number of shares of posts published in the selected period. **Comments** - Number of comments on posts including comments on these comments published in the selected period. **Reactions** - Number of reactions (like, love, haha, thankful, wow, sad, angry) on posts published in the selected period.

### 3. GLOSSARY OF MONITORING

**Big Numbers:** This component provides a broad and quick view of the analyzed channel/research by informing about the total number of mentions, retweets, reach, and impressions of the brand/profile during the analyzed period.

**Mentions:** Mentions refer to the citations of the brand/profile on public conversations. Whenever someone quotes the brand by tagging the profile itself (@mentions) or untagged, it is considered a mention. For example, "@loxias" is a tagged mention, whereas "Loxias" is an untagged mention. Tagged mentions are often used to get the brand's attention, whereas untagged mentions don't draw attention to the brand.

**Retweets:** Retweets occur when someone shares content on Twitter.

**Impressions:** Impressions count the number of times a post from a page has been displayed, even if some users have seen the content before.

**Reach:** Reach is defined as 'unique Impressions,' which means it looks at the number of people who have seen the content at least once. If the content appears in someone's timeline more than once, it would only consider one view.

**Big Numbers per Channel:** This metric identifies mentions on public conversations from Facebook, Instagram, Twitter, Youtube, and Reddit.

**Publications:** This metric identifies mentions on public conversations from blogs, news, reviews, and forums.

**Brand Mentions:** This component shows the evolution of mentions across public conversations.

**Mentions per Channel:** This metric shows the evolution of mentions across public conversations detailed by channels and grouped by date.

**Mentions per Platform:** This component provides the total mentions detailed by channels.

**Sentiment Overview:** This component represents the percentage of emotions split into positive, neutral, and negative about the user's posts, comments, and shares.

**Sentiment Evolution:** This metric shows how the sentiment changed over the month/week/year. It is significant to see the peaks and how they can affect the brand/subject of your research.



**Top Posts:** This component shows the top-reached posts according to the sentiment.

**Cluster of Topics:** This metric shows how the top topics are connected while indicating the dominant sentiment around these conversations. The circumference size is proportional to how frequently these keywords are mentioned.

**Topics Wheel:** This component allows users to explore the relations and conversations among the universe of data and the topics and subtopics related to the research. The main themes (the inner ring) relate to sub-themes (the outer ring).

**Word Cloud:** This chart shows the top words, and the size of the keywords indicates the volume of mentions.

**Top Hashtags and Phrases:** This metric shows the top shared hashtags, and the size of them indicates the volume of mentions.

**Trending Topics:** This component compiles data organized by time that can indicate recent topics.

**Top Websites:** This component allows users to see the number of visitors, mentions, and reach by the top websites mentioning the brand/profile.

**Top Locations:** This metric displays locations based on the volume and geo-location of analyzed mentions. Dark colors represent regions with more mentions, whereas light colors represent regions with fewer mentions.

**Gender:** Shows the split of males and females through AI estimates based on the names and photos of the authors from different channels.

**Top Twitter Authors:** Displays the top authors related to the brand, split by verified or not verified.

**Twitter Top Shared Posts:** Shows the top content on Twitter with the highest number of retweets.

**Twitter Demographics Data:** This component summarizes demographic information from the authors of Twitter. It enables you to understand the demographic analysis of Twitter users talking about any brand or topic. You can identify Twitter authors' major interests and professions. This data exploitation is only available to profiles that declare their interests and professions.

**Instagram Details:** Shows the main hashtags mentioning the brand and top shared posts.

**Reddit Detailed: Subreddit:** Comprises different communities that discuss any subject and can be either a broad forum or focused on a specific theme. **Reddit Author Karma:** Represents a user's score expressed in numerals and representing the ratio of upvotes and downvotes.

**Reddit Score:** The net votes on a Reddit post or comment, calculated as the number of upvotes minus the number of downvotes. Updated hourly for a period of 7 days from the time it was initially posted.





We hope you found value in this pocket version of the report.

If you're interested in diving deeper into a comprehensive analysis, encompassing insights from public conversations and performance across owned channels, we encourage you to consider our full version. To explore this opportunity further, please feel free to reach out to us at [hello@loxias.ai](mailto:hello@loxias.ai).

We look forward to assisting you in unlocking even greater business potential with our extensive range of reports.

[www.loxias.ai](http://www.loxias.ai)

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