



Europe's Most Active Broadcast Media Professionals on Social - November 2021

Industry at a glance:

Average Score:
7.38%

Total Companies:
92

Global Industry Average:
6.88%

Why should you care?

An organization's employees are its number one asset, but did you know that their reach and impact is often greater than that of its company pages?

Your employees are seen as a trusted source of information by the audiences most important to your organization - your customers, prospects, partners and future employees. **Activated effectively, they have the influence to grow your share of voice, website traffic, inbound leads, conversions, and prove ROI.**

Plus, there's no better way to showcase your company culture and employer brand at scale than through the people closest to your business - your employees!

But, how active are your employees currently on social? And how does this compare to the rest of your industry?

Well, we've done the number crunching and listed the results below.

While you're looking, consider that DSMN8 customers typically see **30-40%** of employees regularly sharing company-approved content, with little effort required.

We've got everything you need to launch an effective employee advocacy program that engages your business, customers, and prospects used by senior leadership, marketing, communications, sales, and HR teams.

Isn't it time you added amplified social sharing to your activity? Learn more at www.dsmn8.com

So, where does your company rank?

Position	Company Name	LinkedIn URL	Location	Employees on LinkedIn	No. Employees Shared (Last 30 Days)	% Shared (Last 30 Days)	Rank Change
1	EVS	https://www.linkedin.com/company/evs	Belgium	610	126	20.66%	▲ 20
2	KRO-NCRV	https://www.linkedin.com/company/kro-ncrv	Netherlands	571	114	19.96%	▼ -1
3	Talpa Network	https://www.linkedin.com/company/talpa-network	Netherlands	611	108	17.68%	▼ -1
4	Euronews	https://www.linkedin.com/company/euronews	France	900	140	15.56%	▲ 1
5	Cadena COPE	https://www.linkedin.com/company/cadena-cope	Spain	811	110	13.56%	▲ 26
6	BNNVARA	https://www.linkedin.com/company/bnnvara	Netherlands	619	79	12.76%	▲ 5
7	Vocento	https://www.linkedin.com/company/vocento	Spain	581	74	12.74%	▲ 30
8	TV5MONDE	https://www.linkedin.com/company/tv5monde	France	569	68	11.95%	▲ 30
9	NTR	https://www.linkedin.com/company/ntr	Netherlands	563	67	11.90%	▲ 7
10	Altice Media	https://www.linkedin.com/company/altice-media	France	1,649	195	11.83%	▲ 22
11	RTL	https://www.linkedin.com/company/rtl	Netherlands	1,405	165	11.74%	▲ 24
12	GROUPE M6	https://www.linkedin.com/company/groupe-m6	France	3,025	354	11.70%	▲ 2
13	RTL Belgium	https://www.linkedin.com/company/rtl-belgium	Belgium	668	77	11.53%	▲ 23
14	Mediawan	https://www.linkedin.com/company/mediawan	France	1,078	124	11.50%	▲ 34
15	Groupe TF1	https://www.linkedin.com/company/groupe-tf1	France	3,489	368	10.55%	▲ 31
16	Sky Italia	https://www.linkedin.com/company/sky-italia	Italy	4,385	458	10.44%	▲ 38
17	Telemadrid	https://www.linkedin.com/company/telemadrid	Spain	605	63	10.41%	▲ 17
18	FRANCE 24	https://www.linkedin.com/company/france-24	France	1,289	134	10.40%	▲ 43
19	RTS	https://www.linkedin.com/company/rtss	Switzerland	1,581	164	10.37%	▲ 22
20	SER	https://www.linkedin.com/company/ser	Spain	1,370	142	10.36%	▲ 6
21	Radio France International	https://www.linkedin.com/company/radio-france-international	France	1,014	105	10.36%	▲ 2
22	Deutsche Welle	https://www.linkedin.com/company/deutsche-welle	Germany	2,368	244	10.30%	▲ 8
23	NRJ GROUP	https://www.linkedin.com/company/nrj-group	France	1,127	114	10.12%	▲ 29
24	TV 2 DANMARK	https://www.linkedin.com/company/tv2-danmark	Denmark	1,721	174	10.11%	▲ 5

25	BFMTV	https://www.link	France	792	80	10.10%	▲ 22
26	France Medias Monde	https://www.link	France	1,354	136	10.04%	▲ 7
27	Lagardere	https://www.link	France	3,695	362	9.80%	▲ 40
28	SRF	https://www.link	Switzerland	1,766	171	9.68%	▲ 12
29	Sky Deutschland	https://www.link	Germany	1,584	153	9.66%	▲ 52
30	Atresmedia	https://www.link	Spain	881	78	8.85%	▲ 19
31	RTBF	https://www.link	Belgium	2,268	199	8.77%	▲ 33
32	NPO	https://www.link	Netherlands	1,082	93	8.60%	▲ 21
33	Radio France	https://www.link	France	3,636	308	8.47%	▲ 17
34	RTL Deutschland	https://www.link	Germany	1,456	121	8.31%	▲ 23
35	NOS	https://www.link	Netherlands	1,942	161	8.29%	▲ 8
36	France 3	https://www.link	France	1,596	129	8.08%	▲ 22
37	France 2	https://www.link	France	740	58	7.84%	▲ 5
38	RSI	https://www.link	Switzerland	784	60	7.65%	▲ 25
39	ProSiebenSat.1	https://www.link	Germany	4,661	356	7.64%	▲ 17
40	Mediaset España	https://www.link	Spain	1,052	80	7.60%	▲ 19
41	Radiotelevisión Española	https://www.link	Spain	4,460	335	7.51%	▲ 28
42	Norddeutscher Rundfunk	https://www.link	Germany	773	58	7.50%	▲ 34
43	CANAL+ Group	https://www.link	France	6,419	481	7.49%	▲ 17
44	France Télévisions	https://www.link	France	7,849	587	7.48%	▲ 28
45	Media Capital	https://www.link	Portugal	729	54	7.41%	▲ 45
46	Hessischer Rundfunk	https://www.link	Germany	1,030	76	7.38%	▲ 32
47	DR	https://www.link	Denmark	3,184	226	7.10%	▲ 41
48	Corporació Catalana de Mi	https://www.link	Spain	822	56	6.81%	▲ 46
49	NEP The Netherlands	https://www.link	Netherlands	977	66	6.76%	▲ 22
50	VRT	https://www.link	Belgium	2,553	171	6.70%	▲ 29
51	Rundfunk Berlin-Brandenb	https://www.link	Germany	860	56	6.51%	▲ 26
52	Lagardere Active	https://www.link	France	530	34	6.42%	▲ 41
53	Bayerischer Rundfunk	https://www.link	Germany	2,017	129	6.40%	▲ 47
54	EITB	https://www.link	Spain	685	43	6.28%	▲ 16
55	Teracom Group	https://www.link	Sweden	624	39	6.25%	▲ 20
56	WDR	https://www.link	Germany	2,681	167	6.23%	▲ 17
57	Gruppo Mediaset	https://www.link	Italy	3,262	195	5.98%	▲ 26
58	Arte	https://www.link	France	2,794	165	5.91%	▲ 27
59	TV4	https://www.link	Sweden	1,091	63	5.77%	▲ 33
60	SWR	https://www.link	Germany	2,198	124	5.64%	▲ 29
61	TVE	https://www.link	Spain	1,923	107	5.56%	▲ 13
62	TV Nova	https://www.link	Czech Republic	578	31	5.36%	▲ 40
63	Sveriges Radio	https://www.link	Sweden	2,296	123	5.36%	▲ 40
64	Yle	https://www.link	Finland	2,520	134	5.32%	▲ 20
65	Globecast	https://www.link	France	587	31	5.28%	▲ 33
66	Rai	https://www.link	Italy	7,477	394	5.27%	▲ 25
67	SIC	https://www.link	Portugal	1,386	69	4.98%	▲ 37
68	Canal 9	https://www.link	Switzerland	546	27	4.95%	▲ 50
69	ERT	https://www.link	Greece	749	37	4.94%	▲ 32
70	Movistar+	https://www.link	Spain	508	25	4.92%	▲ 59
71	RTV Slovenija	https://www.link	Slovenia	1,062	45	4.24%	▲ 48
72	ZDF	https://www.link	Germany	2,548	103	4.04%	▲ 33
73	Radio Free Europe/Radio L	https://www.link	Czech Republic	793	32	4.04%	▲ 22
74	SVT	https://www.link	Sweden	2,686	105	3.91%	▲ 23
75	TV 2	https://www.link	Norway	1,201	46	3.83%	▲ 48
76	Czech Radio	https://www.link	Czech Republic	910	34	3.74%	▲ 35
77	Telewizja Polsat	https://www.link	Poland	566	21	3.71%	▲ 22
78	Polskie Radio	https://www.link	Poland	655	23	3.51%	▲ 31
79	TVN Grupa Discovery	https://www.link	Poland	1,941	61	3.14%	▲ 45
80	TVP Polish Television	https://www.link	Poland	1,497	46	3.07%	▲ 45
81	PRO TV	https://www.link	Romania	934	24	2.57%	▲ 34
82	Česká televize	https://www.link	Czech Republic	1,473	34	2.31%	▲ 46
83	1+1 media	https://www.link	Ukraine	901	20	2.22%	▲ 59
84	Lahore	https://www.link	Germany	642	12	1.87%	▼ -69
85	ORF	https://www.link	Austria	1,274	23	1.81%	▲ 50
86	Antena 1	https://www.link	Romania	508	9	1.77%	▲ 57
87	TVR Romania	https://www.link	Romania	788	12	1.52%	▲ 49
88	SBS	https://www.link	Netherlands	2,700	34	1.26%	▲ 57
89	United	https://www.link	Netherlands	965	11	1.14%	▲ 43
90	Yleisradio	https://www.link	Finland	586	6	1.02%	▲ 43
91	TVP	https://www.link	Poland	668	4	0.60%	▲ 56
92	NPS	https://www.link	Netherlands	1,103	6	0.54%	▲ 58

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