

DSMN8

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

Industry at a glance:

Average Score:	Total Companies:	Average No. Employees:
6.88%	186	2,274

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%	▲ 33
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%	▲ 2
4	Euronews	https://www.linkedin.com/company/euronews/	France	900	140	15.56%	▲ 6
5	Cadena COPE	https://www.linkedin.com/company/cadena-cope/	Spain	811	110	13.56%	▲ 42
6	Ross Video	https://www.linkedin.com/company/ross-video/	Canada	944	128	13.56%	▼ -2
7	BNNVARA	https://www.linkedin.com/company/bnnvara/	Netherlands	619	79	12.76%	▲ 9
8	Vocento	https://www.linkedin.com/company/vocento/	Spain	581	74	12.74%	▲ 49
9	ViacomCBS	https://www.linkedin.com/company/viacombcs/	United Kingdom	919	110	11.97%	▲ 56
10	TV5MONDE	https://www.linkedin.com/company/tv5monde/	France	569	68	11.95%	▲ 48
11	NTR	https://www.linkedin.com/company/ntr/	Netherlands	563	67	11.90%	▲ 14
12	Alice Media	https://www.linkedin.com/company/alice-media/	France	1,649	195	11.83%	▲ 36
13	RTL	https://www.linkedin.com/company/rtl/	Netherlands	1,405	165	11.74%	▲ 41
14	GROUPE M6	https://www.linkedin.com/company/groupe-m6/	France	3,025	354	11.70%	▲ 6
15	SBS	https://www.linkedin.com/company/sbs/	Australia	1,479	173	11.70%	▲ 20
16	RTL Belgium	https://www.linkedin.com/company/rtl-belgium/	Belgium	668	77	11.53%	▲ 40
17	Mediawan	https://www.linkedin.com/company/mediawan/	France	1,078	124	11.50%	▲ 59
18	Eurosport	https://www.linkedin.com/company/eurosport/	United Kingdom	2,108	232	11.01%	▲ 14
19	Gray Television	https://www.linkedin.com/company/gray-television/	United States	1,134	123	10.85%	▲ 62
20	TEGNA	https://www.linkedin.com/company/tegna/	United States	1,642	178	10.84%	▲ 9
21	INSP	https://www.linkedin.com/company/insp/	United States	565	60	10.62%	▲ 228
22	Groupe TF1	https://www.linkedin.com/company/groupe-tf1/	France	3,489	368	10.55%	▲ 52
23	Sky Italia	https://www.linkedin.com/company/sky-italia/	Italy	4,385	458	10.44%	▲ 70
24	Nexstar Media Group	https://www.linkedin.com/company/nexstar-media-group/	United States	2,903	303	10.44%	▲ 42

25	Telemadrid	https://www.link	Spain	605	63	10.41%	▲ 28
26	FRANCE 24	https://www.link	France	1,289	134	10.40%	▲ 79
27	RTS	https://www.link	Switzerland	1,581	164	10.37%	▲ 36
28	CNBC	https://www.link	United States	2,623	272	10.37%	▲ 27
29	SER	https://www.link	Spain	1,370	142	10.36%	▲ 13
30	Radio France International	https://www.link	France	1,014	105	10.36%	▲ 7
31	Deutsche Welle	https://www.link	Germany	2,368	244	10.30%	▲ 15
32	NRJ GROUP	https://www.link	France	1,127	114	10.12%	▲ 54
33	TV 2 DANMARK	https://www.link	Denmark	1,721	174	10.11%	▲ 12
34	BFMTV	https://www.link	France	792	80	10.10%	▲ 41
35	France Medias Monde	https://www.link	France	1,354	136	10.04%	▲ 15
36	Channel 4	https://www.link	United Kingdom	2,013	201	9.99%	▼ -5
37	APMG	https://www.link	United States	813	80	9.84%	▲ 97
38	Lagardere	https://www.link	France	3,695	362	9.80%	▲ 73
39	SRF	https://www.link	Switzerland	1,766	171	9.68%	▲ 21
40	Sky Deutschland	https://www.link	Germany	1,584	153	9.66%	▲ 119
41	Gravity Media	https://www.link	United Kingdom	669	63	9.42%	▲ 28
42	Beasley Media Group	https://www.link	United States	1,024	96	9.38%	▲ 30
43	Fox Corporation	https://www.link	United States	1,718	161	9.37%	▲ 34
44	Sky News	https://www.link	United Kingdom	580	53	9.14%	▲ 55
45	Audacy	https://www.link	United States	4,772	426	8.93%	▼ -44
46	Atresmedia	https://www.link	Spain	881	78	8.85%	▲ 33
47	NZME	https://www.link	New Zealand	909	80	8.80%	▲ 41
48	RTBF	https://www.link	Belgium	2,268	199	8.77%	▲ 60
49	NPO	https://www.link	Netherlands	1,082	93	8.60%	▲ 40
50	GBH	https://www.link	United States	1,242	106	8.53%	▲ 95
51	Formula 1	https://www.link	United Kingdom	1,080	92	8.52%	▲ 51
52	BBC News	https://www.link	United Kingdom	5,013	427	8.52%	▲ 32
53	Radio France	https://www.link	France	3,636	308	8.47%	▲ 27
54	Sky	https://www.link	United Kingdom	29,541	2,500	8.46%	▲ 151
55	KQED	https://www.link	United States	546	46	8.42%	▼ -15
56	Global	https://www.link	United Kingdom	3,258	273	8.38%	▲ 35
57	RTL Deutschland	https://www.link	Germany	1,456	121	8.31%	▲ 41
58	NOS	https://www.link	Netherlands	1,942	161	8.29%	▲ 9
59	France 3	https://www.link	France	1,596	129	8.08%	▲ 41
60	SCA	https://www.link	Australia	1,970	158	8.02%	▲ 63
61	NBCUniversal	https://www.link	United States	2,252	180	7.99%	▲ 69
62	Hubbard Broadcasting	https://www.link	United States	713	56	7.85%	▲ 66
63	France 2	https://www.link	France	740	58	7.84%	▲ 1
64	Synamedia	https://www.link	United Kingdom	1,751	137	7.82%	▲ 39
65	MediaWorks NZ	https://www.link	New Zealand	998	78	7.82%	▲ 135
66	Hearst Television	https://www.link	United States	1,148	89	7.75%	▲ 72
67	NPG	https://www.link	United States	713	55	7.71%	▲ 98
68	NPR	https://www.link	United States	2,012	155	7.70%	▲ 53
69	RSI	https://www.link	Switzerland	784	60	7.65%	▲ 38
70	Fox News Media	https://www.link	United States	2,668	204	7.65%	▲ 117
71	ProSiebenSat. 1	https://www.link	Germany	4,661	356	7.64%	▲ 26
72	Mediaset España	https://www.link	Spain	1,052	80	7.60%	▲ 29
73	NEP Group	https://www.link	United States	3,347	254	7.59%	▲ 45
74	STV Group	https://www.link	United Kingdom	555	42	7.57%	▲ 38
75	CTV News	https://www.link	Canada	728	55	7.55%	▲ 3
76	Radiotelevisión Española	https://www.link	Spain	4,460	335	7.51%	▲ 39
77	Norddeutscher Rundfunk	https://www.link	Germany	773	58	7.50%	▲ 70
78	CANAL+ Group	https://www.link	France	6,419	481	7.49%	▲ 26
79	France Télévisions	https://www.link	France	7,849	587	7.48%	▲ 58
80	Media Capital	https://www.link	Portugal	729	54	7.41%	▲ 101
81	Hessischer Rundfunk	https://www.link	Germany	1,030	76	7.38%	▲ 71
82	BBC	https://www.link	United Kingdom	29,118	2,125	7.30%	▲ 43
83	Nine	https://www.link	Australia	3,230	235	7.28%	▲ 66
84	DR	https://www.link	Denmark	3,184	226	7.10%	▲ 90
85	iHeartMedia	https://www.link	United States	11,708	825	7.05%	▲ 50
86	NBC Sports	https://www.link	United States	1,764	122	6.92%	▼ -35
87	Univision Communications	https://www.link	United States	6,075	418	6.88%	▲ 54
88	Corporació Catalana de M	https://www.link	Spain	822	56	6.81%	▲ 104
89	FOX Sports	https://www.link	United States	3,161	215	6.80%	▲ 30
90	Network 10	https://www.link	Australia	1,124	76	6.76%	▲ 92
91	NEP The Netherlands	https://www.link	Netherlands	977	66	6.76%	▲ 35
92	VRT	https://www.link	Belgium	2,553	171	6.70%	▲ 61
93	Grass Valley	https://www.link	Canada	1,485	99	6.67%	▲ 85
94	ABC	https://www.link	Australia	4,639	308	6.64%	▲ 78
95	BBC Media Action	https://www.link	United Kingdom	817	54	6.61%	▲ 56
96	Sinclair Broadcast Group	https://www.link	United States	4,330	282	6.51%	▲ 52

97	Rundfunk Berlin-Brandenb	https://www.linke	Germany	860	56	6.51%	▲ 53
98	Groupe TVA	https://www.linke	Canada	1,015	66	6.50%	▲ 70
99	The Weather Channel	https://www.linke	United States	823	53	6.44%	▲ 97
100	Lagardere Active	https://www.linke	France	530	34	6.42%	▲ 90
101	Bayerischer Rundfunk	https://www.linke	Germany	2,017	129	6.40%	▲ 105
102	CNN	https://www.linke	United States	7,353	468	6.36%	▼ -63
103	Cox Media Group	https://www.linke	United States	1,603	102	6.36%	▲ 30
104	ESPN	https://www.linke	United States	10,761	679	6.31%	▲ 53
105	EITB	https://www.linke	Spain	685	43	6.28%	▲ 19
106	Teracom Group	https://www.linke	Sweden	624	39	6.25%	▲ 38
107	WDR	https://www.linke	Germany	2,681	167	6.23%	▲ 32
108	Corus Entertainment	https://www.linke	Canada	3,388	203	5.99%	▲ 123
109	Gruppo Mediaset	https://www.linke	Italy	3,262	195	5.98%	▲ 53
110	BBC Studios	https://www.linke	United Kingdom	3,995	238	5.96%	▲ 67
111	Global News	https://www.linke	Canada	842	50	5.94%	▲ 59
112	Arte	https://www.linke	France	2,794	165	5.91%	▲ 54
113	Westwood One	https://www.linke	United States	525	31	5.90%	▲ 7
114	Voice of America	https://www.linke	United States	1,847	109	5.90%	▲ 62
115	TV4	https://www.linke	Sweden	1,091	63	5.77%	▲ 71
116	Foxtel Group	https://www.linke	Australia	2,532	146	5.77%	▲ 95
117	ITV	https://www.linke	United Kingdom	8,007	460	5.74%	▲ 67
118	SWR	https://www.linke	Germany	2,198	124	5.64%	▲ 61
119	TVE	https://www.linke	Spain	1,923	107	5.56%	▲ 24
120	Seven West Media	https://www.linke	Australia	2,799	153	5.47%	▲ 93
121	Encompass Digital Media	https://www.linke	United States	980	53	5.41%	▲ 34
122	TV Nova	https://www.linke	Czech Republic	578	31	5.36%	▲ 90
123	Sveriges Radio	https://www.linke	Sweden	2,296	123	5.36%	▲ 91
124	Yle	https://www.linke	Finland	2,520	134	5.32%	▲ 39
125	Radio-Canada	https://www.linke	Canada	3,134	166	5.30%	▲ 50
126	Salem Media Group	https://www.linke	United States	1,454	77	5.30%	▲ 84
127	Globecast	https://www.linke	France	587	31	5.28%	▲ 75
128	Fox Sports Australia	https://www.linke	Australia	682	36	5.28%	▲ 55
129	Rai	https://www.linke	Italy	7,477	394	5.27%	▲ 56
130	CBC/Radio-Canada	https://www.linke	Canada	11,148	573	5.14%	▼ -59
131	MSNBC	https://www.linke	United States	841	42	4.99%	▲ 70
132	SIC	https://www.linke	Portugal	1,386	69	4.98%	▲ 83
133	Canal 9	https://www.linke	Switzerland	546	27	4.95%	▲ 117
134	ERT	https://www.linke	Greece	749	37	4.94%	▲ 74
135	Movistar+	https://www.linke	Spain	508	25	4.92%	▲ 136
136	Entercom	https://www.linke	United States	1,546	75	4.85%	▲ 85
137	Raycom Media	https://www.linke	United States	2,037	97	4.76%	▲ 51
138	Evertz	https://www.linke	Canada	1,016	47	4.63%	▲ 42
139	Cumulus Media	https://www.linke	United States	3,164	145	4.58%	▲ 59
140	NBC News	https://www.linke	United States	4,270	188	4.40%	▲ 94
141	Imagine Communications	https://www.linke	United States	742	32	4.31%	▲ 52
142	RTV Slovenija	https://www.linke	Slovenia	1,062	45	4.24%	▲ 111
143	Tribune Media	https://www.linke	United States	4,209	175	4.16%	▲ 102
144	CBS News	https://www.linke	United States	2,422	99	4.09%	▲ 73
145	ZDF	https://www.linke	Germany	2,548	103	4.04%	▲ 74
146	Radio Free Europe/Radio	https://www.linke	Czech Republic	793	32	4.04%	▲ 49
147	ITN	https://www.linke	United Kingdom	1,219	49	4.02%	▲ 75
148	SVT	https://www.linke	Sweden	2,686	105	3.91%	▲ 51
149	Discovery Channel	https://www.linke	United States	774	30	3.88%	▲ 84
150	TV 2	https://www.linke	Norway	1,201	46	3.83%	▲ 110
151	Czech Radio	https://www.linke	Czech Republic	910	34	3.74%	▲ 86
152	TVNZ	https://www.linke	New Zealand	968	36	3.72%	▲ 71
153	Telewizja Polsat	https://www.linke	Poland	566	21	3.71%	▲ 50
154	Channel 5	https://www.linke	United Kingdom	707	26	3.68%	▲ 98
155	Seven Network	https://www.linke	Australia	1,791	64	3.57%	▲ 69
156	Polskie Radio	https://www.linke	Poland	655	23	3.51%	▲ 76
157	Golf Channel	https://www.linke	United States	664	23	3.46%	▲ 61
158	CBC	https://www.linke	Canada	5,592	193	3.45%	▲ 90
159	RDS	https://www.linke	Canada	758	24	3.17%	▲ 117
160	CBC Television	https://www.linke	Canada	603	19	3.15%	▲ 124
161	TVN Grupa Discovery	https://www.linke	Poland	1,941	61	3.14%	▲ 100
162	Emmis Communications	https://www.linke	United States	578	18	3.11%	▲ 5
163	TVP Polish Television	https://www.linke	Poland	1,497	46	3.07%	▲ 103
164	Fox Entertainment	https://www.linke	United States	1,223	37	3.03%	▲ 98
165	CBN	https://www.linke	United States	1,124	34	3.02%	▲ 112
166	TSN	https://www.linke	Canada	600	18	3.00%	▲ 61
167	Turner	https://www.linke	United States	3,871	104	2.69%	▲ 112
168	PRO TV	https://www.linke	Romania	934	24	2.57%	▲ 76

169	BBC Monitoring	https://www.link	United Kingdom	821	21	2.56%	▲ 96
170	Česká televize	https://www.link	Czech Republic	1,473	34	2.31%	▲ 100
171	ABC News	https://www.link	United States	7,185	164	2.28%	▲ 122
172	1+1 media	https://www.link	Ukraine	901	20	2.22%	▲ 129
173	Lahore	https://www.link	Germany	642	12	1.87%	▼ -152
174	NFL Network	https://www.link	United States	696	13	1.87%	▲ 108
175	ORF	https://www.link	Austria	1,274	23	1.81%	▲ 112
176	Antena 1	https://www.link	Romania	508	9	1.77%	▲ 127
177	Scripps Networks Interacti	https://www.link	United States	1,089	19	1.74%	▼ -141
178	TVR Romania	https://www.link	Romania	788	12	1.52%	▲ 113
179	SBS	https://www.link	Netherlands	2,700	34	1.26%	▲ 128
180	Cox Radio	https://www.link	United States	524	6	1.15%	▲ 122
181	United	https://www.link	Netherlands	965	11	1.14%	▲ 100
182	Yleisradio	https://www.link	Finland	586	6	1.02%	▲ 103
183	Venevision	https://www.link	United States	1,058	10	0.95%	▲ 130
184	Media General	https://www.link	United States	1,778	14	0.79%	▲ 126
185	TVP	https://www.link	Poland	668	4	0.60%	▲ 127
186	NPS	https://www.link	Netherlands	1,103	6	0.54%	▲ 130

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