



Europe's Most Active Entertainment Professionals on Social - November 2021

Industry at a glance:

Average Score:
8.44%

Total Companies:
28

Global Industry Average:
5.32%

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	LaLiga	https://www.link€	Spain	942	188	19.96%	▲ 5
2	Deezer	https://www.link€	France	819	157	19.17%	▲ 0
3	Storytel	https://www.link€	Sweden	820	152	18.54%	▲ 1
4	Kaizen Gaming	https://www.link€	Greece	854	120	14.05%	▲ 3
5	Orenes Grupo	https://www.link€	Spain	625	74	11.84%	▲ 27
6	Nordic Entertainment Group	https://www.link€	Sweden	1,113	116	10.42%	▲ 4
7	Nordisk Film	https://www.link€	Denmark	774	74	9.56%	▲ 30
8	IGT Italia	https://www.link€	Italy	533	50	9.38%	▲ 12
9	Parimatch Tech	https://www.link€	Ukraine	508	47	9.25%	▲ 21
10	Opera National de Paris	https://www.link€	France	673	62	9.21%	▲ 8
11	RTL Group	https://www.link€	Luxembourg	7,483	654	8.74%	▲ 14
12	Vivendi	https://www.link€	France	2,233	195	8.73%	▲ 32
13	Disneyland Paris	https://www.link€	France	6,232	532	8.54%	▲ 14
14	Sisal	https://www.link€	Italy	1,873	155	8.28%	▲ 20
15	Kinepolis	https://www.link€	Belgium	928	74	7.97%	▲ 4
16	Pathé Theatres	https://www.link€	Netherlands	773	56	7.24%	▲ 15
17	OPAP	https://www.link€	Greece	1,309	87	6.65%	▲ 25
18	REKOM	https://www.link€	Denmark	614	39	6.35%	▲ 25
19	Lottomatica	https://www.link€	Italy	622	37	5.95%	▲ 41
20	Liseberg	https://www.link€	Sweden	663	35	5.28%	▲ 15
21	Fortuna Entertainment Group	https://www.link€	Czech Republic	808	39	4.83%	▲ 17
22	Nintendo of Europe	https://www.link€	Germany	630	30	4.76%	▲ 40
23	Technicolor	https://www.link€	France	9,356	434	4.64%	▲ 30
24	Stage Entertainment	https://www.link€	Netherlands	1,121	52	4.64%	▲ 24

25	Paddy Power Betfair	https://www.link	Ireland	3,273	128	3.91%	▲ 24
26	CIRSA	https://www.link	Spain	1,832	62	3.38%	▲ 28
27	Snaitech	https://www.link	Italy	709	21	2.96%	▲ 24
28	G5 Entertainment	https://www.link	Sweden	593	13	2.19%	▲ 24

Ready to win at social?

Set up takes just 6 minutes and you can try free for 30-days, no credit card needed and you cancel at any time.

[Visit our website](#) [our contact us at support@dsmn8.com](#)



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