

# US companies world leading in social media according to KWD Webranking 2010, Global 100 edition

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During 2010, KWD Webranking surveyed and ranked the corporate websites of the 100 largest corporations in the world by market capitalisation. Italian energy company and winner of the Europe 500 list, Eni, is also the winner of the Global 100 ranking. The top 10 positions of the ranking are dominated by European companies. American companies make the best use of social media.

The study reveals that the companies generally are good at incorporating technical design functionalities to their websites. UK companies are leading in the section, mainly due to their accessibility regulations.

Areas where companies need to improve their online corporate communications include financial information, corporate governance and press rooms.

## European companies in top

The best company for online corporate communications among the Global 100 is Eni, who has dominated both the Italian and the European rankings for several years. Crédit Suisse ranks second among the 100 largest companies in the world at 71.25 points, closely followed by German energy giant E.On at 69.5 points.

Hewlett-Packard is the only American company which qualifies into the top 20, and none of the 17 Asian companies are found within the top 30.

*“European companies have a longer tradition of online transparency which is confirmed by the Global 100 list. There are many factors affecting this, for example differences in European, US, and Asian regulations regarding disclosure of information about publicly traded corporations. The European market simply has a higher demand of information, and the large companies respond accordingly. However, US companies are doing a fantastic job in keeping relations with their stakeholders using social media, an area where European companies are clearly behind”* Says Marcus Ericsson, Head of KWD Webranking.

Rank	Company	Total Score
1	Eni	87,75
2	Crédit Suisse	71,25
3	E.On	69,50
4	BAT	68,75
5	Siemens	68,00
6	Statoil	65,75
7	Deutsche Telekom	61,50
8	Royal Dutch Shell	61,25
9	Sanofi-Aventis	60,50
10	Nestlé	60,00
11	Roche	59,00
12	Total	58,50
12	Vodafone	58,50
14	AstraZeneca	57,25
15	BP	55,50
16	France Telecom	54,75
16	Hewlett-Packard	54,75
18	Unilever	54,50
19	Gazprom	54,25
19	Telefonica	54,25

Source: KWD Webranking 2010

On average, the world's 100 largest companies fulfill 45.7% of the criteria in the survey. Scores range from 18.5, Berkshire Hathaway who were 100<sup>th</sup>, up to the winner Eni with 87.75 points.

## Corporate Governance needs improvement

Communicating information about corporate governance, its processes and policies is complicated. This is clearly shown by looking at the average score amongst the Global 100. The companies achieve an average of 34% based on capital market demand, which is the lowest ratio of all 10 sections in the survey. Maximum score in the section is 6.5 points and it is overall winner Eni which provides the best corporate governance information with a 92.3% fulfillment rate.

One reason for the low average in the legally controlled corporate governance section is the differences in information access between Europe and the United States. In the US, information about corporate governance is published through the database EDGAR, and few companies have adopted the strategy to disclose the complete information on their own corporate website. Considering that the Global 100 consists of 37% American companies, it of course impacts the survey noticeably.

Rank	Company	Country	Score	Fulfillment
1	Eni	Italy	6,00	92,3%
2	Crédit Suisse	Switzerland	5,25	80,8%
3	AstraZeneca	UK	5,00	76,9%
4	Siemens	Germany	4,75	73,1%
4	BAT	UK	4,75	73,1%
6	Statoil	Norway	4,50	69,2%
7	Nestlé	Switzerland	4,25	65,4%
8	GDF Suez	France	3,75	57,7%
8	BP	UK	3,75	57,7%
10	Deutsche Telekom	Germany	3,50	53,8%
10	E.On	Germany	3,50	53,8%
10	SAP	Germany	3,50	53,8%
10	Telefonica	Spain	3,50	53,8%
10	Lloyds	UK	3,50	53,8%
	<i>Global 100</i>		2,21	34,0%

Source: KWD Webranking 2010

## The financial crisis led to higher demands for transparency

Companies could do more to meet the stakeholder demand in terms of communicating financial information. The section makes up for more than 30% of the total score and includes criteria such as share price information, companies' debt figures and the overall financial strategy. The fulfillment level of 37.3% is partially due to higher demands from the capital market after the financial crisis. This has resulted in tougher criteria in the survey. The companies that are successful in the financial information section are usually top contenders in the entire survey. For example, the winner of the Global 100 list, Eni, has an 86.5% fulfillment rate.

	Design & Technology	Functions	Start Page	General Information	Press	Financial Information	Corporate Governance	CSR	Employer branding	Social Media and Search
<b>Maximum score</b>	<b>12,75</b>	<b>10,75</b>	<b>5,25</b>	<b>10,00</b>	<b>7,25</b>	<b>33,25</b>	<b>6,50</b>	<b>4,25</b>	<b>6,00</b>	<b>4,00</b>
Europe 500	74,3%	38,6%	69,2%	47,2%	39,8%	43,4%	41,4%	41,6%	38,6%	56,9%
Global 100	71,4%	37,9%	65,1%	40,9%	39,9%	37,3%	34,0%	47,9%	45,0%	68,4%

## US companies and online communications

For the first time, KWD Webranking includes American companies. There are noticeable differences in how companies communicate online in Europe and the US, which are clearly shown by the survey. The

Euro 500 has a higher overall average score than the Global 100, despite the fact that the European list contains five times as many companies. The difference is not only caused by the inclusion of American companies but it is a fact that they generally score lower than its European peers.

### LEADERS IN SOCIAL MEDIA USE

KWD Webranking looks at companies' overall web presence, including their activities in social media. Company profiles on Facebook and Twitter, Wikipedia entries and YouTube channels are among the range of offsite channels examined by the survey. US companies are definitely ahead in both social media and search performance, an area that has continued to gain importance this year. European companies, on the contrary, have yet to embrace social media.

Social Media	USA	Euro 500
LinkedIn	97,3%	92,8%
YouTube	86,5%	52,4%
Twitter	73,0%	38,2%
Facebook	89,2%	48,1%
iTunes	56,8%	20,0%
Flickr	54,1%	29,7%
Slideshare	29,7%	11,5%
Scribd	16,2%	4,3%

*Presence in social media, out of 489 European and 37 US companies*

*Source: KWD Webranking 2010*

Outside of the website, European companies are most easily found on LinkedIn and YouTube.

Facebook, the micro blog Twitter and the image gallery service Flickr are also more commonly used.

Fewer European companies use iTunes and very few use the presentations archive Slideshare, neither do they use the broader online document archive Scribd.

The percentage of American companies present on all channels is far higher but the number of companies "tweeting" is especially interesting; with 73% of the American companies in the survey using twitter compared to just over 30 % for the Europeans.

Other channels where there are large differences are YouTube and Facebook.

Although the short history of communicating in social media, US have a tradition in the field. The tools have tended to be developed in America and the high usage of Twitter, in particular in the presidential campaign, have contributed to setting a standard for companies as well

### USE OF MOBILE PHONES IS BECOMING MORE COMMON

Smart phones have become an increasingly frequent feature among financial market actors and other stakeholders. This trend is bound to accelerate as ever smarter devices featuring increased functionality hit the marketplace, offering new opportunities to access company information on the move. In this year's survey, almost half of respondents said they often used their mobile phones to find information about companies. By providing a website optimized for mobile use, companies show they understand stakeholder needs to access information with their mobile devices.

The survey shows that the number of companies offering a mobile-optimized website for their stakeholders is very low. This is not a country specific shortage but goes for the whole population of 950 included companies.

### Large companies good at design & technology

The section where companies score most highly is design & technology. The companies fulfill 71.4% of the criteria on average which constitutes more than 9 points out of maximum 12.75. It shows that



companies see value in having corporate websites which are easy to read and navigate, and are well designed to allow visitors to easily find the information they need. No company made a perfect score; however, Cr dit Suisse is the best company fulfilling 96.1% of the criteria.

UK companies are traditionally very good at adding technical solutions to their websites and also had the best country average in the 2010 ranking. Two American companies qualify on the top ten but no Asian company. However, only 17% of the companies on the Global 100 are from Asia.

Rank	Company	Country	Score	Fulfillment
1	Cr�dit Suisse	Switzerland	12,25	96,1%
2	Royal Dutch Shell	The Netherlands/UK	11,75	92,2%
2	Roche	Switzerland	11,75	92,2%
2	BHP Billiton	Australia/UK	11,75	92,2%
5	Barclays	UK	11,50	90,2%
6	Coca Cola	USA	11,25	88,2%
7	Deutsche Telekom	Germany	11,00	86,3%
7	Telefonica	Spain	11,00	86,3%
7	General Electric	USA	11,00	86,3%
10	BAT	UK	10,75	84,3%
	<i>Global 100</i>		<i>9,10</i>	<i>71,4%</i>

Source: KWD Webranking 2010

## 10 things an analyst look for on corporate websites

The basis for KWD Webranking is a questionnaire to analysts, investors and journalists. The answers from the questionnaire are used as input for the ranking protocol. This ensures that the protocol is up-to-date, relevant and reflects current information trends.

According to this questionnaire these are the areas where the demand is as highest. In descending order:

1. Financial reports, annual reports and quarterly reports
2. Archives: For annual reports, quarterly reports and press releases. Archives that cover many different types of document are requested.
3. Financial calendar
4. Presentations, from quarterly presentations, investor meetings and similar
5. Last press release, in the press section but also easily found directly on the start page
6. Information about the owners of the company
7. Quick load time, slow websites are considered irritating to the public
8. Financial goals & target achievement
9. Contact information, personal contacts are requested to a greater degree than general contacts
10. The company's debt and bond programs



## About KWD Webranking

KWD Webranking is the established international yardstick of corporate website performance. It has been conducted annually since 1997, first by Hallvarsson & Halvarsson, now by KWD – both part of King Worldwide.

The evaluation criteria are updated every year according to the shifting information requirements by stakeholders. In the 2010 edition, 127 criteria were included. More than 900 corporate websites in 28 countries are included in 2010's edition of the ranking. The included companies are chosen by market capitalization.

### ANSWERS FROM THE FINANCIAL MARKETPLACE DEFINES THE PROTOCOL

Each year the KWD Webranking survey taps into the demands of the financial marketplace via a questionnaire which is sent out to analysts, investors, business journalists and jobseekers. 571 professionals throughout Europe replied to the 2010 questionnaire, which investigates how they use the web and what information and functionalities they require of corporate websites. These answers are then used to define the protocol on which the ranking is based.

### A PUBLIC SURVEY OF BEST PRACTICE

When all the rankings are complete the analysis of the result begins. Comprehensive European corporate website ranking lists are created, trends are identified and best practice examples are compiled. The results of the survey are public and published in business dailies across Europe, for example The Financial Times, Handelsblatt and Corriere della Sera.

### THE FIRST KWD WEBRANKING WAS MADE IN 1997

KWD Webranking was initiated by Gabriel Thulin and Staffan Lindgren at Hallvarsson & Halvarsson in 1997. The Internet grew fast as a communication channel and there was a growing need within the organisation to learn more about the medium. The first KWD Webranking survey included 122 Swedish companies. After the first year the survey expanded to cover the other Nordic countries. In 2001 the first pan-European survey was conducted. In 2004 local Italian and Swiss surveys were conducted. Today there are close to 1000 companies, from 28 different sectors included in the rankings.

### KWD WEBRANKING IS THE ESTABLISHED INTERNATIONAL YARDSTICK

KWD Webranking is the established international Yardstick for companies that want to benchmark their website performance in relation to other companies in general and companies in their type of business in particular to get practical ideas for improvement which their website consultants can implement in order to make the company best-in-class in online communication.

## Contacts

Marcus Eriksson, Head of KWD Webranking

Phone: +46 8 407 22 17

marcus.eriksson@kw-digital.com

[www.webranking.eu](http://www.webranking.eu)

[www.kw-digital.com](http://www.kw-digital.com)

Adam Lichtneckert, Research & Media

Phone: +46 8 407 22 61

adam.lichtneckert@kw-digital.com