

Trump tops \$1 Billion in earned media for July

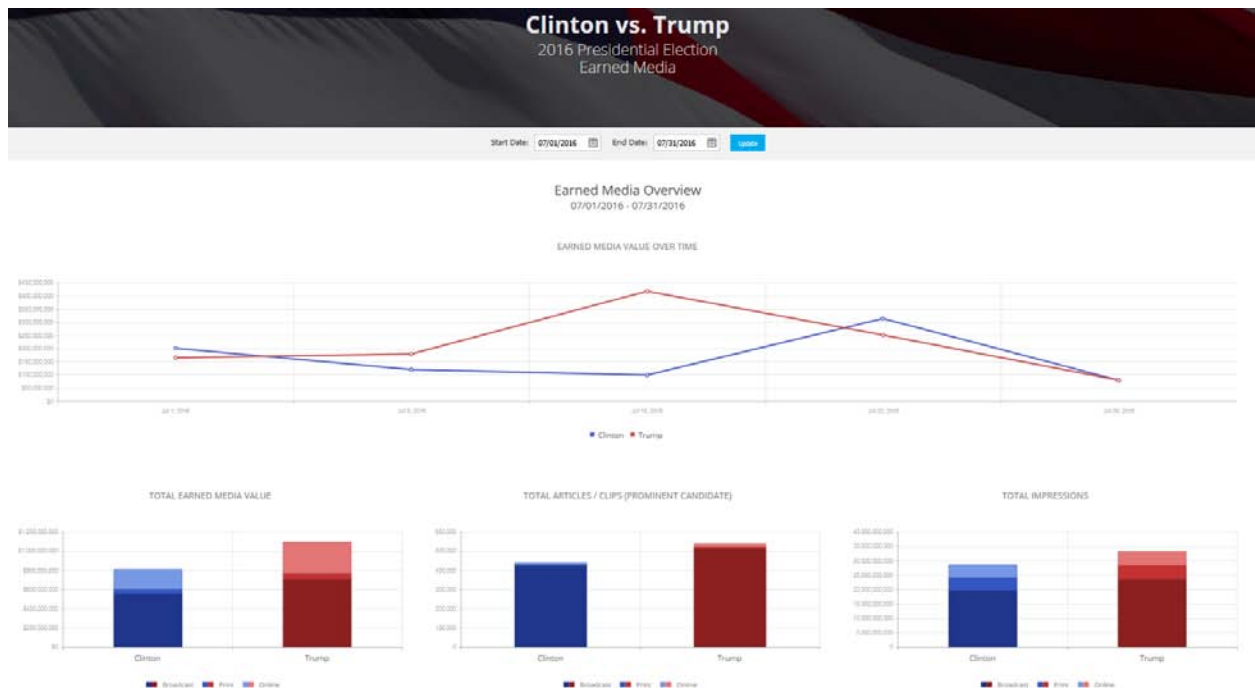
Donald J. Trump earned over \$1.09 billion in free, earned media for July. Hillary Clinton has a good DNC but trails in July with \$814 million according to MediaMax Online's Earned Media Research Dashboard.

BURBANK, Calif. – August 1, 2016 – The Earned Media Battle of Clinton vs. Trump showed a narrow race of the two candidates going back and forth. For the month of July 2016, MediaMax Online analyzed 1.28 million articles and stories to report that Donald J. Trump led Hillary Clinton in earned media and media exposure for the month. Trump was the prominent candidate in 52% of the stories but amassed more media value and impressions than Clinton. Trump earned media was \$1.094 billion to Clinton's \$814 million. Trump impressions (potential readers and viewers) was 33.4 billion to Clinton's 28.6 billion.

During the conventions, each candidate predictably did well in earned media. For the week of the Republican National Convention in Cleveland, Trump dominated in earned media \$371.5 million to Clinton's \$93.2 million. However, for the week of the Democratic National Convention in Philadelphia, Clinton earned a more narrow lead in earned media with \$286.9 million to Trump's \$185.3 million.

Earned Media values reflect publicity efforts and news coverage for a particular candidate unlike paid advertisements. According to the Institute of Public Relations, weighted Earned Media costs offer scientifically sound, quantifiable data that provides comparative metrics for the evaluation of media outlets and publicity campaigns, as well as a direct comparison to advertising in terms of impact.

MediaMax Online launched a 2016 Presidential Election Earned Media Dashboard to track the "Earned Media Battle" between Hillary Clinton and Donald Trump. The free website displays a dashboard of media analysis comparing the candidates by Earned Media, Impressions and Article/Clip Prominence. Access the free 2016 Presidential Election Earned Media Dashboard at <http://dailybuzz.mediamaxonline.com/ClintonTrumpEarnedMedia2016Election.aspx>



Earned Media & Impressions

MediaMax Online analyzes thousands of television/cable stations, hundreds of daily newspapers, hundreds of national magazines and thousands of online outlets each day for every article and news clip that mention the 2016 Presidential candidates, Hillary Clinton and Donald Trump. Earned Media values reflect publicity efforts and news coverage for a particular brand or person unlike paid advertisements. MediaMax Online applies the publicity measurement methodology of weighted ad value equivalency which is a scientifically sound, quantifiable metric for the evaluation of publicity campaigns. MediaMax Online's unique service analyzes every article and clip mentioning the candidates, integrates media advertising rates from research firms Nielsen, SQAD and Kantar; plus, weighs a candidate's amount of exposure. Impressions reflect the expected individuals reached by a candidate as measured by viewership of television programs, circulation of a publication or daily visitors of an online site for analyzed articles and clips. Prominent Candidate Articles/Clips reflects the main candidate of an article/clip.

About MediaMax Online

MediaMax Online provides media distribution and research services for film, television, music, sports and agencies for clients such as Disney, Warner Bros., Paramount, Sony Pictures, Fox, NBC Universal, Discovery, Netflix, Amazon, Hulu, NBA, PMK-BNC and more. MediaMax Online's Daily Buzz media research platform provides unmatched quality in media monitoring, analysis and measurement for clients and their competitors across broadcast television, printed newspapers and magazines and online outlets.

MediaMax Online also provides digital media asset management, workflow, post production and distribution solutions. The EPK.TV (Electronic Press Kit) platform centralizes media distribution and streaming to the press for theatrical films, home entertainment, and television and cable networks. The MMD.TV (Managed Media Distribution) platform provides secure, cloud based solutions for rich media asset management, streaming and distribution with hands-on experts available 24/7 for support, administration, post services and custom application development. For more information, please contact info@mediamaxonline.com or visit www.mediamaxonline.com.