

Trump tops \$1.2 Billion in earned media for August

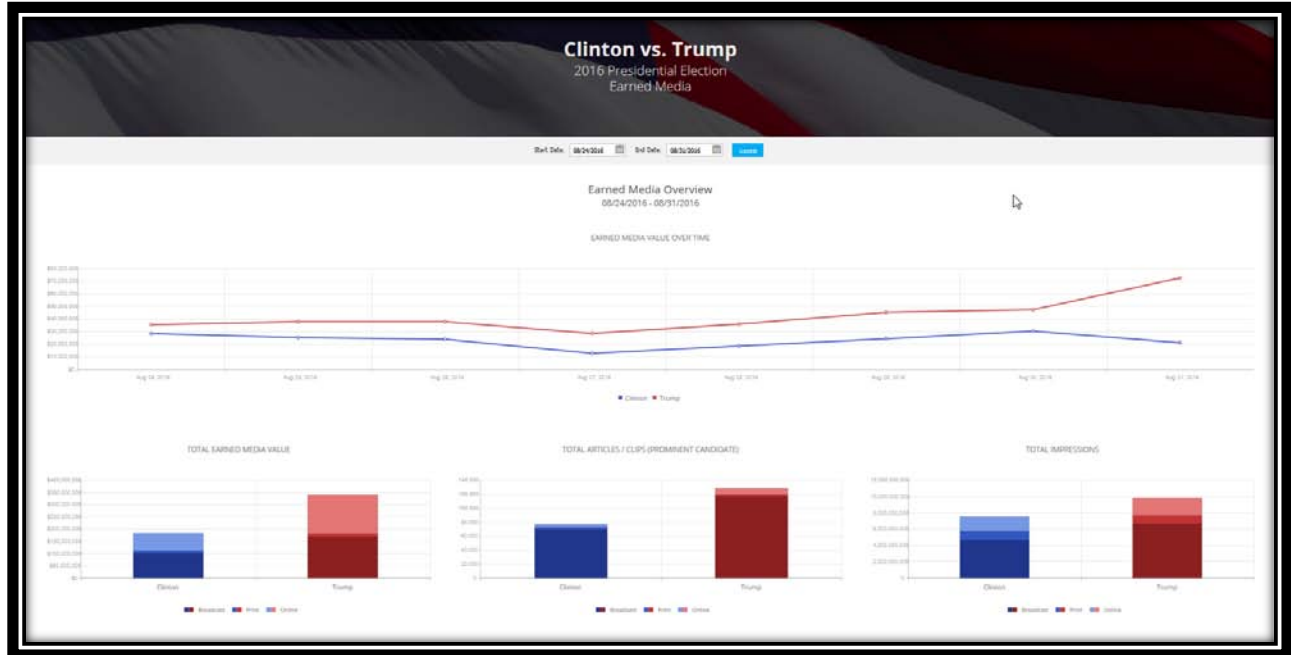
Donald J. Trump media coverage increases 34% in August 31 to \$1.2 billion in free, earned media for August. Hillary Clinton drops 27% in monthly coverage to only \$598 million according to MediaMax Online's Earned Media Research Dashboard.

BURBANK, Calif. – September 1, 2016 – The Earned Media Battle of Clinton vs. Trump shows a large, widening race of media coverage last month. For the month of August 2016, MediaMax Online analyzed 1.10 million articles and stories to report that Donald J. Trump overwhelmed Hillary Clinton in earned media and media exposure for the month. Trump was the prominent candidate in 67% of the stories and amassed more media value and impressions than Clinton. Trump earned media was \$1.225 billion to Clinton's \$598 million. Trump impressions (potential readers and viewers) was 36.9 billion to Clinton's 27.1 billion.

The August figures represent a monthly gain for Trump of 34% more earned media coverage and a monthly drop for Clinton of 27%. The month of August was dominated by negative news for both candidates with the coverage heavily tilting toward Trump. August 31 showed a big one day jump of over \$72 million in coverage for Trump with his visit with Mexican President, Peña Nieto, and his immigration policy announcement.

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.