

EXHIBIT 19

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[Shareablee Reveals Top 25 Social U.S. Brands of 2014](#)

National Geographic is the Most Social U.S. Brand

Huffington Post publishes 88K posts, NBA, NFL, MLB, WWE Dominate Top Ten

NEW YORK, Feb. 3, 2015 /PRNewswire/ — Leading social media analysis firm, Shareablee Inc., released the Top 25 Social U.S. Brands in 2014. The ranking reflects a growth of 108 percent in social engagement and a total of 42B social actions in 2014 (25B on Facebook, 2B on Twitter, 15B on Instagram).

National Geographic dominates the Top 25 ranking with 579M total actions (likes, comments, shares, retweets, favorites) across Facebook, Twitter and Instagram, also ranking number one on Instagram. Of the Top Ten, **Men's Humor** ranked number one on Facebook with 224M total actions and 396 percent growth.

Sports Leagues dominate the social rankings capturing 15 percent of all social interactions in 2014.

Sports publisher **Bleacher Report** is the leading U.S. brand on Twitter with 12.7M engaged actions.

Shareable Social Scorecard: Top 25 U.S. Social Brands 2014 Jan-Dec 2014					
Shareable					
	Brand	Total Actions ⁱ f u d	Total Content ⁱⁱ f u d	Actions per Post ⁱⁱⁱ f u d	Total Fans/ Followers ^{iv} f u d
1	National Geographic	579,049,190	9,891	58,543	52,067,327
2	NBA	419,918,100	22,376	18,766	43,684,485
3	NFL	299,969,864	20,648	14,528	22,734,400
4	MLB	253,242,630	25,066	10,103	11,503,037
5	Men's Humor	235,262,701	13,451	17,490	10,972,989
6	WWE	195,004,452	20,057	9,723	30,367,831
7	Fox News	153,509,385	20,414	7,520	14,605,273
8	Aeropostale	135,190,605	4,456	30,339	13,594,826
9	Victoria's Secret	132,271,358	3,440	3,8451	40,983,134
10	Brandy Melville	130,766,546	3,628	36,044	2,408,566
11	The Huffington Post	122,792,006	87,609	1,373	9,943,520
12	E! Online	118,346,989	33,388	3,545	16,851,238
13	MTV	110,165,992	20,026	5,501	66,278,836
14	Forever 21	107,973,410	3,702	29,166	18,223,307
15	Playboy	103,609,741	10,386	9,976	19,242,139
16	GoPro	102,210,663	4,143	24,671	13,355,943
17	Mercedes-Benz	97,651,024	5,119	19,076	20,560,801
18	BuzzFeed	85,840,027	28,984	2,943	6,182,786
19	Bleacher Report	81,774,586	23,266	3,515	4,441,288
20	J-14 Magazine	81,245,168	13,068	6,217	5,189,663
21	Urban Outfitters	80,464,272	5,297	15,191	5,368,939
22	ABC News	76,441,259	23,036	3,318	9,878,299
23	BET	76,331,235	13,059	5,845	7,310,776
24	Hollister Co.	74,504,774	4,441	16,777	15,207,429
25	People	74,337,005	34,982	2,093	11,595,042

i Total actions metric includes the total volume of post-level likes, shares, favorites, retweets and comments.

ii Total content includes all posts, tweets and media posted by each brand across platforms.

iii Actions per post metric notes the average number of actions garnered by each brand.

iv Total fans/followers includes fans/followers for all properties under each brand as of December 31, 2014.

"The social media marketplace saw huge shifts in 2014, with many brands moving towards measuring audience impressions, clicks, and thinking cross-platform," Shareable CEO and Founder Tania Yuki said. "Video is the biggest opportunity, growing 147 percent in 2014, with Twitter Video in particular showing massive engagement growth at 963 percent. We also saw huge enthusiasm for social click-throughs this past year with some social native publishers seeing up to 425 percent growth in referral traffic."

Other notable findings include:

The Top 5 Brands on Facebook: *Men's Humor* (224M actions), *Fox News* (150M actions), *NBA* (138.5M actions), *WWE* (135.9M actions), *The Huffington Post* (113.6M actions)

The Top 5 Brands on Twitter: **Bleacher Report** (12.7M actions), **NFL** (12.6M actions), **Men's Humor** (11.3M actions), **E! Online** (10.2M actions), **NBA** (9.9M actions)
The Top 5 Brands on Instagram: **National Geographic** (519.3M actions), **NBA** (271.6M actions), **MLB** (218.1M actions), **NFL** (204.1M actions), **Brandy Melville** (130.5M actions)
Media Publishing captured the largest share of voice at 31 percent, followed by TV and Sports, each at 23 percent, and Retail, 15 percent
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