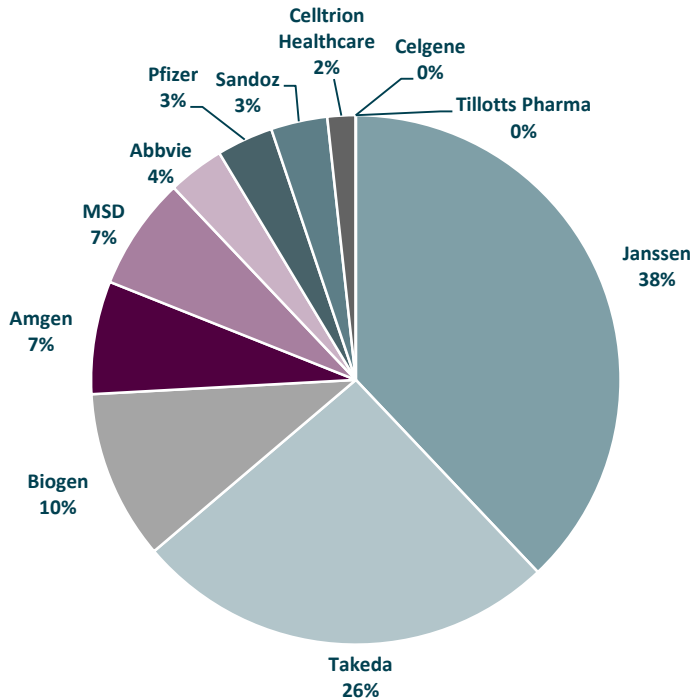


Challenges associated with measuring 'share-of-voice'

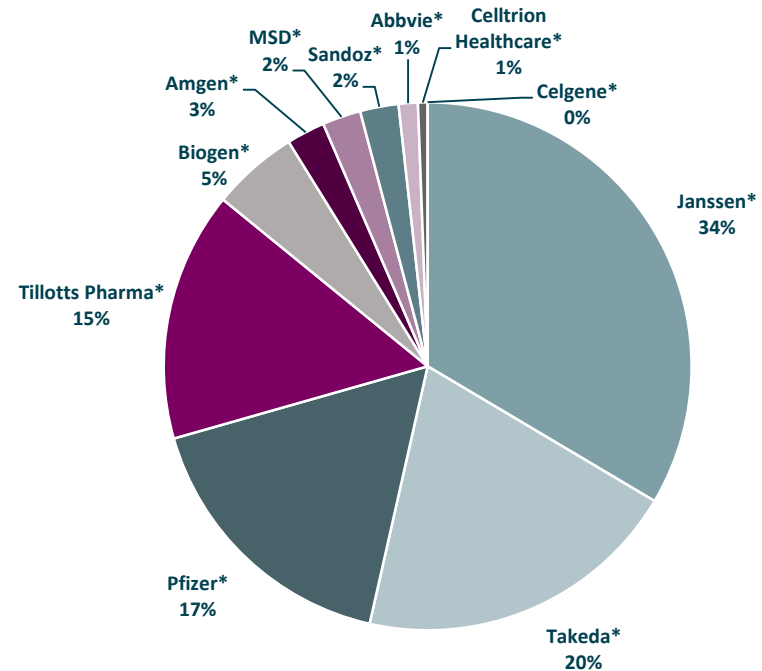
Measuring the right data is key to getting an accurate picture

For ECCO 2019, the companies with the highest share-of-voice change, depending on what data you include

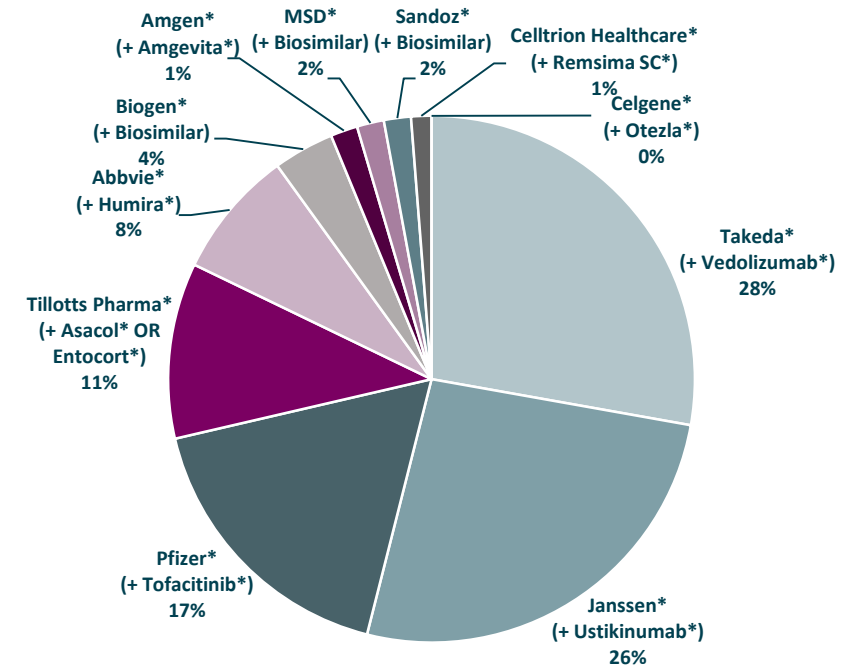
Share-of-voice based on 'company name' only (%)



Share-of-voice based on 'company name*' including all variations† (%)



Share-of-voice based on 'company name*' and 'relevant drug name*' including all variations† (%)



Share-of-voice data is based on number of mentions in the last 7 days up to 14:00 GMT on 8th March 2019 and covers social media, blogs, forums and online news sites