

PHA Europe

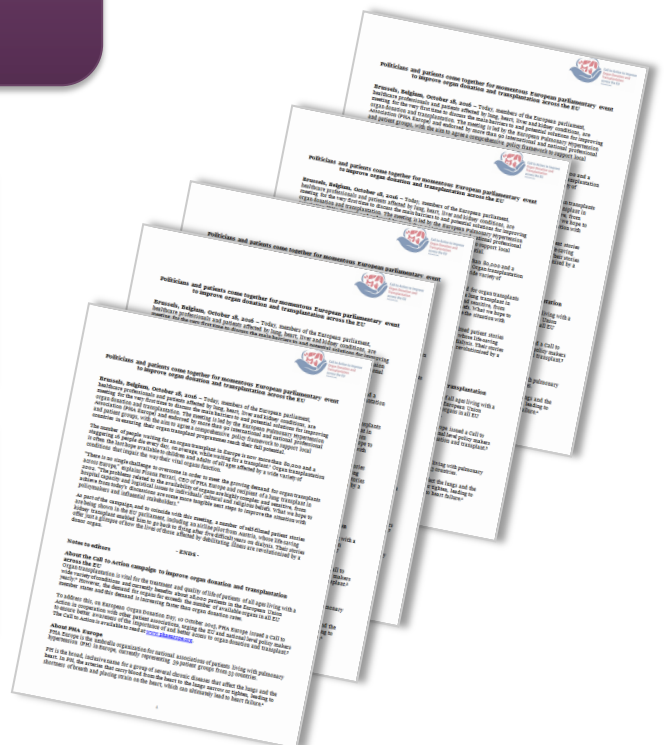
Organ Donation and Transplantation media campaign report

October 2016

Press release

On Tuesday 18 October 2016 at 00:01 BST a press release announcing that the European Parliamentary event on Organ Donation and Transplantation was taking place was shared with media outlets across Europe.

The press release was translated from English and shared in 4 additional languages:



Coverage

Press release picked up by **67** media outlets across **16** countries globally including China, South Africa, Singapore and the USA.



With a potential reach of **78.6 million**

In Europe alone the press release generated **42** articles.



Coverage: Media outlets

The press releases were shared by the following online news outlets:



Find a full list of media outlets and reach in the last pages of this document

Exact matches are full text postings of your content which we have found in the online and social media that we monitor. Understand how it is calculated. Your release has generated 69 exact matches with a total potential audience of 78,597,410.

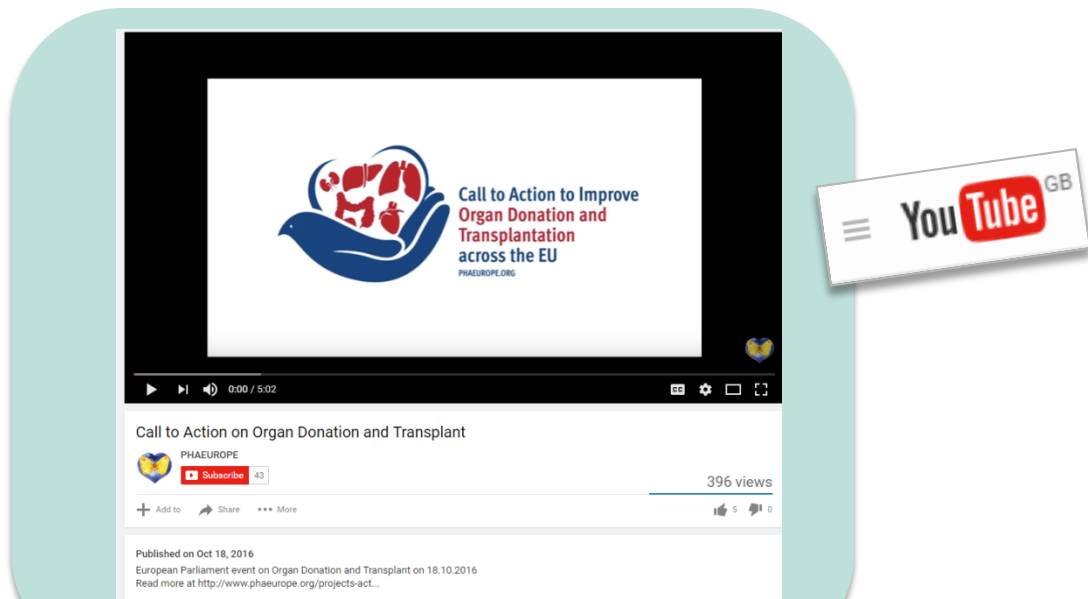
Logo	Outlet Name	# of Releases	Location	Source Type	Industry	Potential Audience
	Yahoo! Online View Release	1	global	Portal		
	Yahoo! Singapore Online View Release	1	Singapore	Portal	Media & Information	10,000,231 readers/day
	ADFN Online View Release	1	United States	Financial News Service	Financial	605,608 readers/day
	ADFN Mexico Online View Release	1	Mexico	Financial News Service	Financial	241,103 readers/day
	ADFN Italy Online View Release	1	Italy	Financial News Service	Financial	241,103 readers/day
	ADFN France Online View Release	1	France	Financial News Service	Financial	241,103 readers/day
	ADFN Germany Online View Release	1	Germany	Financial News Service	Financial	241,103 readers/day
	PFI News Online View Release	4	United States	PFI News Service	Financial	241,103 readers/day
	Der Tagesspiegel Online View Release	1	Germany	Financial News Service	Media & Information	181,146 readers/day
	Berliner Morgenpost Online View Release	1	Germany	Online News Sites & Other Influencers	Media & Information	178,227 readers/day
	Rekoma Online View Release	1	Germany	Trade Publications	Financial	81,501 readers/day
	ACN News Online View Release	1	Spain	Trade Publications	Financial	67,795 readers/day
	Informazione Online View Release	1	Italy	News & Information Service	Financial	55,757 readers/day
	Studio Capital Online View Release	2	Germany	Trade Publications	Media & Information	45,405 readers/day
	Bloomberg Online View Release	1	Italy	News & Information Service	Financial	35,587 readers/day
	One News Page Global Edition Online View Release	1	Germany	Portal	Financial	20,210 readers/day
	Grand Slam Events Online View Release	1	global	News & Information Service	Media & Information	14,801 readers/day
	Financial at Online View Release	1	United Kingdom	News & Information Service	Media & Information	23,333 readers/day
	Financial at Online View Release	1	Germany	Online News Sites & Other Influencers	Business Services	22,871 readers/day
						12,000 readers/day

Examples of the coverage posted...

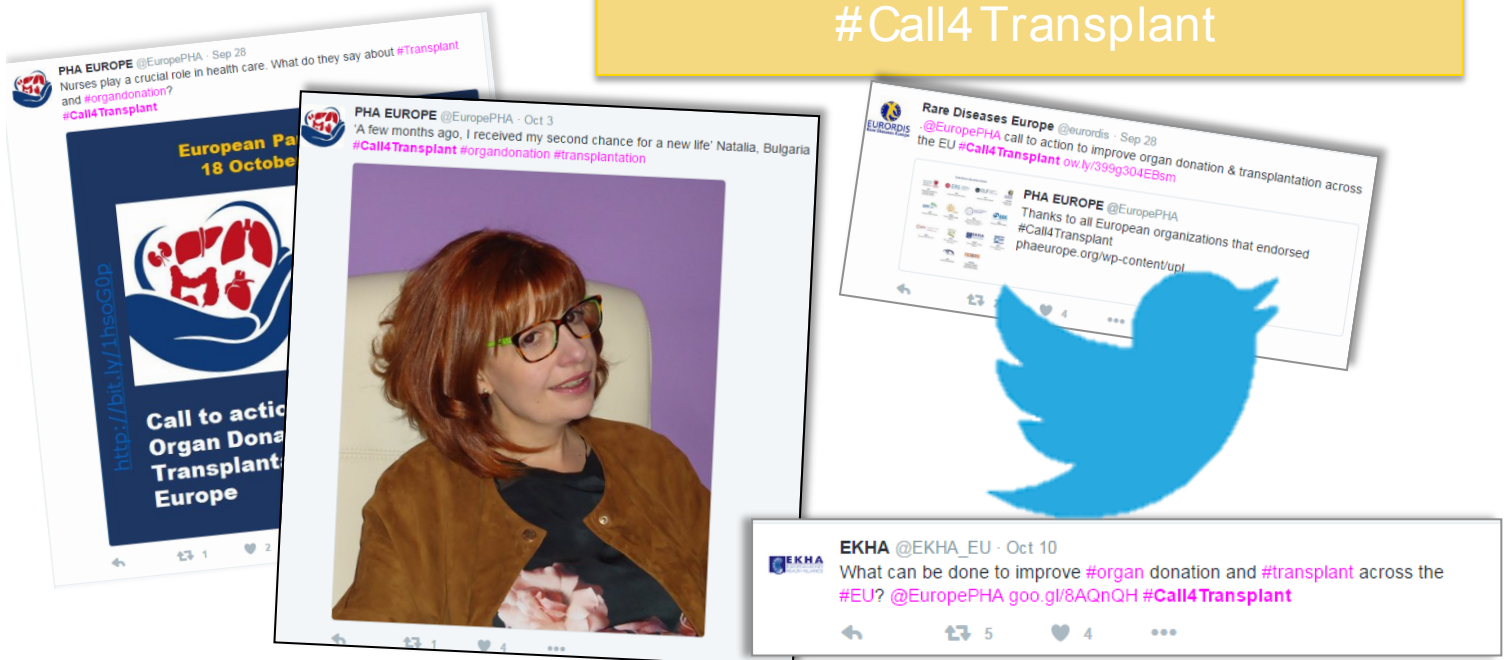


Coverage: Twitter and YouTube

A video was posted on YouTube to share patient stories on how organ donation has changed their lives. In one week the video has received almost **400 views**.



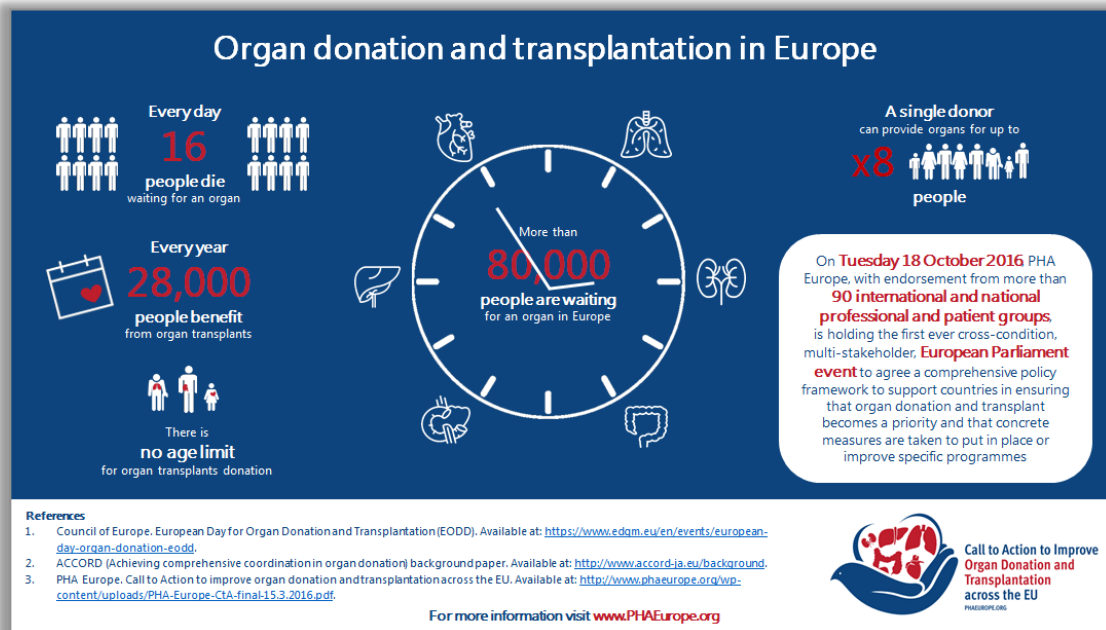
Over 100 tweets were posted on Twitter using the hashtag **#Call4Transplant**



In just 7 days post-event #Call4Transplant tweets reached **over 27,000** Twitter users

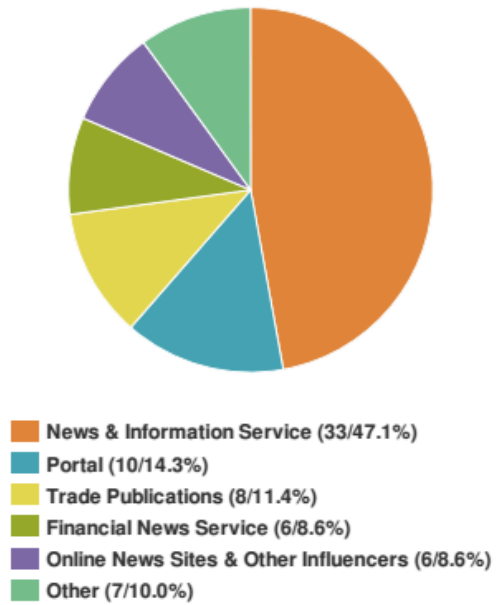
Infographic

An infographic was developed to share key statistics about Organ Donation and Transplantation in a visual format. The infographic was shared via Twitter and Facebook.

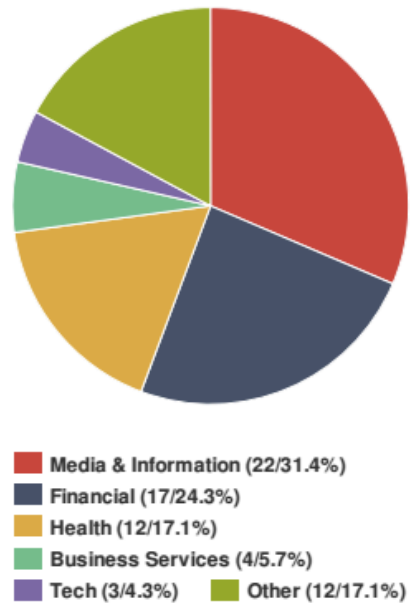


Total pick up

Total Pickup by Source Type



Total Pickup by Industry





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Logo	Outlet Name	# of Releases	Location	Source Type	Industry	Potential Audience
	Yahoo! Online View Release	1	global	Portal	Media & Information	76,000,231 visitors/day
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	ADFN Mexico Online View Release	1	Mexico	Financial News Service	Financial	241,103 visitors/day
	ADFN Italy Online View Release	1	Italy	Financial News Service	Financial	241,103 visitors/day
	ADFN France Online View Release	1	France	Financial News Service	Financial	241,103 visitors/day
	ADFN Germany Online View Release	1	Germany	Financial News Service	Financial	241,103 visitors/day
	PR Newswire Online View Release	4	United States	PR Newswire	Media & Information	181,146 visitors/day
	Finanzen.net Online View Release	1	Germany	Financial News Service	Financial	170,337 visitors/day
	Der Tagesspiegel Online View Release	1	Germany	Online News Sites & Other Influencers	Media & Information	81,651 visitors/day
	FinanzNachrichten.de (ABC New Media AG) Online View Release	1	Germany	Trade Publications	Financial	67,785 visitors/day
	Bolsamania Online View Release	1	Spain	Trade Publications	Financial	59,757 visitors/day
	ADN Kronos Online View Release	1	Italy	News & Information Service	Media & Information	46,426 visitors/day
	wallstreetonline Online View Release	2	Germany	Trade Publications	Financial	35,597 visitors/day
	Studio Cataldi Online View Release	1	Italy	News & Information Service		29,210 visitors/day
	Borsennews Online View Release	1	Germany	Portal	Financial	24,839 visitors/day
	One News Page Global Edition Online View Release	1	global	News & Information Service	Media & Information	23,333 visitors/day
	Grand Slam Events Online View Release	1	United Kingdom	News & Information Service	Business Services	22,071 visitors/day
	Finanzen.at Online View Release	1	Germany	Online News Sites & Other Influencers	Financial	12,423 visitors/day



	BorseGo Online  View Release	1	Germany	Portal	Financial	7,017 visitors/day
	Informazione.it Online  View Release	1	Italy	Portal	Media & Information	3,906 visitors/day
	El Mundo Financiero Dato Online  View Release	1	Spain	News & Information Service	Financial	3,141 visitors/day
	Saludalia.com Online  View Release	1	Spain	News & Information Service		3,069 visitors/day
	Expertini Online  View Release	1	United Kingdom	News & Information Service		3,006 visitors/day
	Stocklink Online  View Release	5	Norway	News & Information Service	Financial	1,437 visitors/day
	PR Newswire UK Online  View Release	5	United Kingdom	PR Newswire	Media & Information	1,117 visitors/day
	One News Page United Kingdom Edition Online  View Release	1	United Kingdom	News & Information Service	Media & Information	706 visitors/day
	Pressemeldungen Online  View Release	1	Germany	News & Information Service	Media & Information	
	AlpineNews Online  View Release	1	global	News & Information Service	Media & Information	
	Youmark! Online  View Release	1	Italy	Online News Sites & Other Influencers	Media & Information	
	Proven Trade Contacts - Int'l Monthly for Medical Devices Online  View Release	1	India	Trade Publications	Health	
	The Cash Flow Investor Online  View Release	1	global	Online News Sites & Other Influencers	Business Services	
	SMASA Online  View Release	1	South Africa	Portal	Health	
	Radio ABC 99.7 Online  View Release	1	Nicaragua	News & Information Service		
	Press-Release.by Online  View Release	1	Belarus	News & Information Service	Media & Information	
	Luso Financial Planning Online  View Release	1	Portugal	News & Information Service	Financial	
	Pharmareview Online  View Release	1	Nigeria	Portal	Health	
	Padova News Online  View Release	1	Italy	News & Information Service		
	Life Science Research Online  View Release	1	global	Trade Publications	Health	
	KairowebTV Online  View Release	1	Nigeria	Online News Sites & Other Influencers	Tech	



	InvestorPoint.com Online  View Release	1	United States	Trade Publications	Financial	
	Hepare Global Online  View Release	1	United States	Blog	Media & Information	
	Finanznavigator Online  View Release	1	Germany	Portal	Financial	
	European Federation for Pharmaceutical Sciences Online  View Release	1	Sweden	News & Information Service	Health	
	CPH-Online Online  View Release	1	China	News & Information Service	Media & Information	
	EMSF-Labon Online  View Release	2	Portugal	News & Information Service	Media & Information	
	Comunicati.net Online  View Release	2	Italy	News & Information Service	Media & Information	
	Collaboration Technologies Online  View Release	1	United Kingdom	News & Information Service	Business Services	
	OnlineNews Online  View Release	1	Italy	News & Information Service	Media & Information	
	Odureco Online  View Release	1	France	News & Information Service		
	Sourica Online  View Release	1	France	News & Information Service		
	Biotechgate Online  View Release	1	global	News & Information Service	Health	
	BioBusiness Online  View Release	1	United Kingdom	News & Information Service	Health	
	About Pharma Online  View Release	1	Italy	Portal	Health	
	Aving Global News Network English Online  View Release	1	global	News & Information Service	Tech	
	PHARMACOSERIAS Marketing Farmaceutico Online  View Release	1	Spain	Blog		
	Tiscali Italia Online  View Release	1	Italy	News & Information Service		
	InfoSoft Online  View Release	1	India	News & Information Service	Tech	
	Molnews Online  View Release	1	Spain	Portal		
	Medicinsk Access Online  View Release	1	Sweden	Trade Publications	Health	
	MedichMan Online  View Release	1	India	Trade Publications	Health	
	1000sal Online  View Release	1	Italy	Blog	Health	



	INCIG Online  View Release	1	United Kingdom	News & Information Service	Health	
	IANS [IN] Online  View Release	1	India	News & Information Service	Media & Information	
	GoEvents.com Online  View Release	1	global	Online News Sites & Other Influencers	Business Services	
	EZERIN.COM Online  View Release	1	Belarus	News & Information Service	Media & Information	
	ErDesvar Online  View Release	1	Spain	Blog		
	B Live News Online  View Release	1	India	News & Information Service	Media & Information	
	AssignmentEditor.com Online  View Release	1	global	News & Information Service	Media & Information	