Monthly highlights

September 2016

1,931 mentions of UQ in press, TV, radio, online, national and international

1935 new followers
37,585 total followers

$13.37m advertising value

The Advertising Value Equivalency (AVE) is the average cost of editorial coverage if it were advertising space (or time).

Top 5 media outlets by AVE

<table>
<thead>
<tr>
<th>Media Outlet</th>
<th>AVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>612 ABC Brisbane, QLD</td>
<td>$607k</td>
</tr>
<tr>
<td>Courier Mail, QLD</td>
<td>$584k</td>
</tr>
<tr>
<td>702 ABC Sydney, NAT</td>
<td>$313k</td>
</tr>
<tr>
<td>ABC News 24, NAT</td>
<td>$285k</td>
</tr>
<tr>
<td>ABC Online, Online</td>
<td>$219k</td>
</tr>
</tbody>
</table>

Top 10 stories on UQ News

1. UQ triggers reef fish colour vision study - 3,622 page views
2. UQ leaps list of world’s best universities - 1,996 page views
3. Celebrating excellence research - 1,442 page views
4. Researcher giving critically ill patients voice wins 3MT - 1,267 page views
5. New masters degree answer big data questions - 1,166 page views
6. UQ teams world’s top universities new micromasters programs - 1,083 page views
7. nature vs nurture research shows it’s both - 973 page views
8. Pitch drop touches down oh so gently - 1,003 page views
9. Breakthrough understanding Parkinson’s disease - 756 page views
10. UQ economics essay tops country - 663 page views

78,098 page views on UQ News

514,318 readers
34 articles
1,592 comments

Top author Emily Harris

This report provides an overview of statistics on press, broadcast and online media coverage for The University of Queensland. Statistics have been derived from iSentia, UQ News, Senior Executive speeches and correspondence.