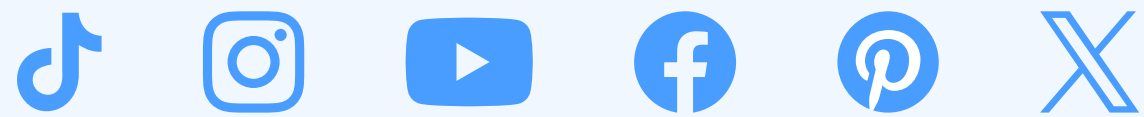
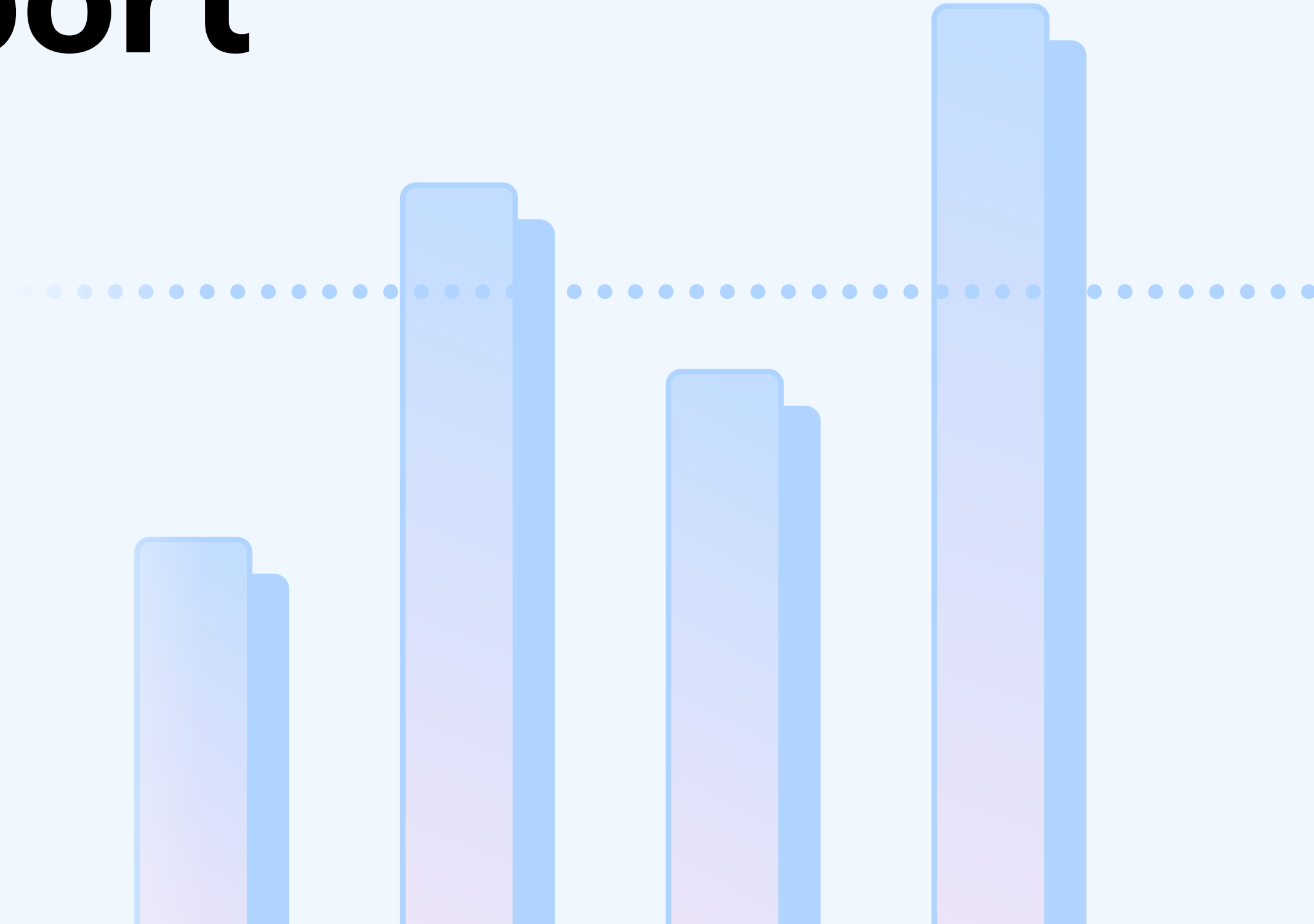


2023 Cross-Channel Benchmark Report

MEDIA AND PUBLISHING INDUSTRY



DASH HUDSON



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Benchmarking Performance

Given the expense and effort required to consistently produce high-quality social content, it’s critical that brands understand what truly resonates with their audiences to maximize ROI and achieve lasting success. While metrics like follower count and growth rate remain important, brands are looking to measures such as engagement, owned reach, and posting cadence to gain a deeper understanding of how content is received. Learn why the following KPIs are critical to brands’ social strategy.

Methodology

For the 2H 2023 Cross-Channel Industry Benchmark Reports, Dash Hudson pulled a sample of national and international companies across TikTok (n=691), Instagram (n=1,309) and YouTube (n=383), analyzing their activity between Jan 1, 2023 – June 30, 2023, to determine average performance against a predetermined set of KPIs. We have included handles with a minimum of 1K followers. The results have been published in separate reports broken down into the following industries: Beauty, Fashion and Luxury, Media and Publishing, CPG, Food and Beverage, Retail, Home, and Children and Baby.

Defining the Media and Publishing Industry

The Media and Publishing industry is the ever-changing world of content syndication, news updates and popular culture.

KPIs

Average Monthly Growth Rate

The average number of followers added on a monthly basis.

Why It Matters: It helps brands understand the rate at which the industry is growing and how they measure up.

Cross-Channel Engagement Rate

The Cross-Channel Engagement Rate is a metric that was created to compare each platform's short-form video offering equally.

TikTok and Instagram: (Likes + Comments + Shares) / Reach.

YouTube: (Likes + Comments + Shares) / Video Views*.

*As Reach is not an available metric for YouTube, Video Views was used.

Why It Matters: It gives an apples-to-apples comparison of how short-form video across each platform stacks up.

Average Reach (TikTok and Instagram)

The average number of unique accounts that see your post.

Why It Matters: It helps brands understand the number of unique people its message reaches. This is important because it provides insight into brand awareness.

Average Entertainment Score (TikTok and Instagram Reels)

The Entertainment Score is a proprietary Dash Hudson metric and is scored against a global database of industry benchmarks.

Why It Matters: It helps brands understand how entertained its audience is by a TikTok or Reel.

Average Engagement Rate (TikTok and Instagram)

The average Engagement each post receives.

TikTok Engagement Rate = (Likes + Comments + Shares) / Video Views.

Instagram Engagement Rate = (Likes + Comments) / Followers.

*This TikTok calculation differs from what is used in Dash Hudson's platform. Video Views is used instead of Reach in order to include brands that are not customers.

Why It Matters: It reveals whether a brand's initiatives are accelerating, or slowing in growth.

Average Effectiveness Rate

A Dash Hudson metric that includes video views as a way to understand your video performance.

Effectiveness Rate = Likes + Comments + Saves + Video Views / Est. Reach.

Why It Matters:

Average Number of Weekly Posts

The average number of posts brands share per grouping and industry.

Why It Matters: It helps determine the right cadence for posting.

Average Video Views

The average number of views each video receives.

Why It Matters: Users watching video more often have a higher likelihood of remembering brand messages or products.

Average Shares

The average number of times each piece of content is shared.

Why It Matters: Shares indicate that content resonates with users and is deemed 'shareable'.

Average Comments

The average number of comments that each post receives.

Why It Matters: Comments signify community and suggest that users connect with the video.

Retention Rate (TikTok)

The percentage of a video that people watched.

Retention Rate = average time watched / video duration.

*This number can be over 100% if viewers rewatch a video.

Why It Matters: Understanding how long audiences stay engaged is key to figuring out what types of content work on TikTok.

Cross-Channel Trends

Video views have surged in the first half of 2023, and brands are posting more frequently to keep up with the audience.

Increased video views across TikTok (+36K), Instagram Reels (+52K) and YouTube Shorts (+13.7K) demonstrate the ongoing expansion of social entertainment. On average, brands are now posting 4 – 5 videos per week on all three platforms, an increase compared to 2022 (4 on TikTok, 3 on Reels, and 1 on Shorts). This emphasizes the ongoing importance of sustaining audience engagement and building a loyal community.

Instagram remains the platform with the broadest Reach, while TikTok continues to excel in delivering valuable Engagement.

TikTok’s Cross-Channel Engagement Rate is +47% higher than Instagram and YouTube, while Instagram reaches +50% more users than TikTok, unsurprisingly, as Instagram has a much larger audience.

Brands are beginning to adopt YouTube Shorts into their strategy, and it’s paying off.

Compared to six months ago, brands are posting 3 times more Shorts (4 vs 1), and Video Views (+13K) and Cross-Channel Engagement (+0.4) have increased.



@essence.cosmetics

DASH HUDSON INSIGHT

Social entertainment continues to dominate, as demonstrated by the surge in Video Views in the first half of 2023, as well as the heightened brand activity on TikTok, Instagram Reels and YouTube Shorts. Brands are posting more content at a higher frequency and prioritizing building communities using content that educates and entertains.

TikTok Trends

Engagement on TikTok soars and brands are becoming more discoverable.

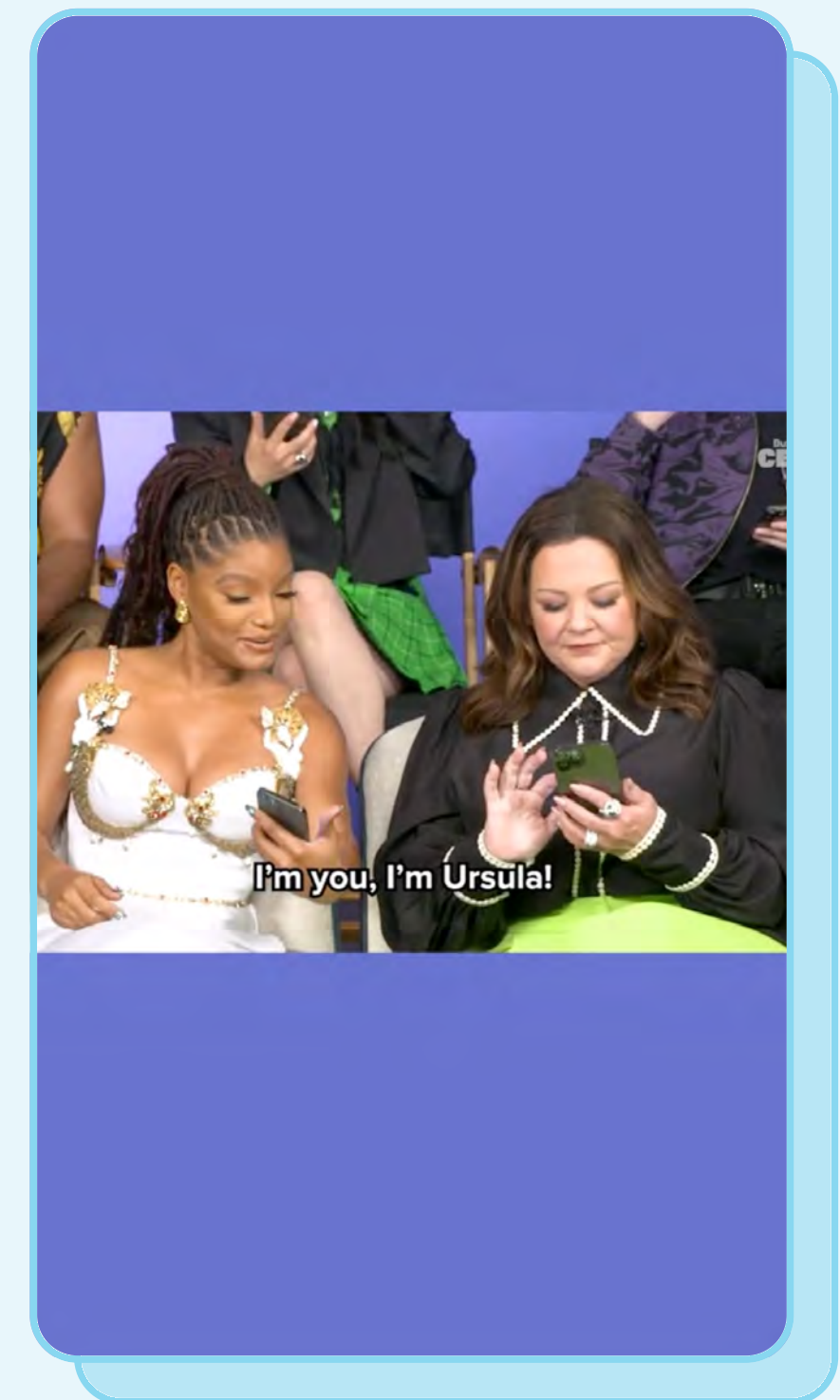
Rising Engagement Rate from 4.6% to 4.8%, the surge in Video Views from 111.5K to 147.7K, and the expanded Reach from 89K to 116.9K are evidence of TikTok's continued rapid growth.

Brands with higher Engagement Rates attract more followers.

Brands with the highest Engagement Rates on TikTok naturally attract more followers, the opposite of Instagram. This trend can be visualized as the circle of engagement: create good content, drive engagement, gain followers, and in turn, these followers contribute to even more engagement. As a result, large brands (5.1%) outperform established (4.2%) and growing (4.6%) brands.

Entertainment motivates viewers to share brand content with others.

Larger brands with higher Entertainment Scores (4.3) and more average Shares (262), demonstrate greater content appeal, engagement and sharing compared to Growing (10) and Established (48) accounts, suggesting that a higher Entertainment Score may lead to increased audience sharing.



@buzzfeed

DASH HUDSON INSIGHT

TikTok's rapid growth, as well as rising Engagement Rate, Video Views and Reach, underscores the importance of prioritizing entertaining content that can drive brand engagement and increase shareability.

Instagram Trends

Engagement has declined compared to six months ago, but Reach has notably increased.

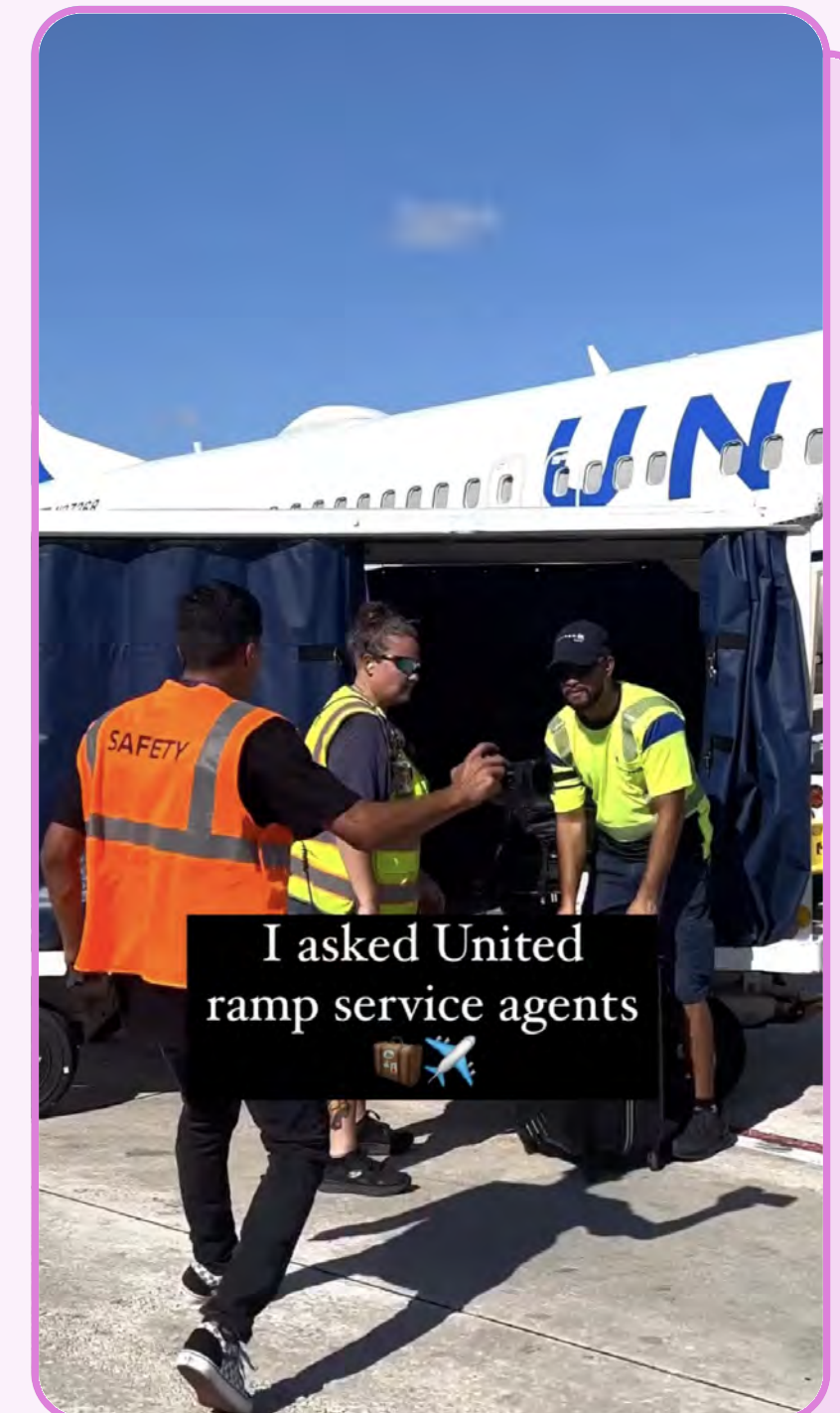
With a 53% rise in Reach, Instagram's shift to algorithmic content has been advantageous for brands, providing new marketing opportunities despite a dip in the Engagement Rate from 0.5% to 0.3%. While more users are viewing content, a decline in engagement could be a result of content quality, or saturation in the market.

Brands with a higher video output deliver more entertaining content.

Larger brands lead in video content output (posting on average 2x more than Growing brands and Established brands per week), suggesting that they have a better understanding of audience preferences, which contributes to their higher Entertainment Score.

Instagram's plateaued growth presents an opportunity for brands to rejuvenate their strategies and pivot toward what works now.

Brands are utilizing Reels to earn performance comparable to TikTok. Sticking to the status quo on Instagram may lead to subdued growth in the long run.



@united

DASH HUDSON INSIGHT

Brands have benefited from Instagram's shift to algorithm content, as it has boosted Reach. In turn, brands experience lower Engagement Rates, which are calculated using Followers, as content is now served to viewers based on personal interest. Metrics such as Effectiveness Rate and Entertainment Score allow brands to measure what resonates with their audience in the era of social entertainment.

YouTube Trends

YouTube Shorts are more engaging than long-form videos.

The Cross-Channel Engagement Rate for Shorts stands higher at 3.9% compared to On-Demand videos at 3.4%, highlighting the importance of crafting shorter videos on this platform.

Brands have increased their YouTube posting frequency by 80% compared to six months ago.

YouTube's average weekly posts are increasing from 3 to 7 (an average of one video per day) and Shorts increasing from 1 to 4 in response to the demand for frequent short-form video and social entertainment.

Brands experience sustained growth, averting the sharp declines seen on other channels.

On average, brands experience a monthly growth rate of 1.9% on YouTube — a slight decrease (compared to 2.0%) from six months ago. While brands aren't growing at the rate of TikTok (12.5%), they are still growing faster than on Instagram (0.6%), demonstrating YouTube's strength as the de facto platform for video.






@coach

DASH HUDSON INSIGHT

YouTube Shorts' Cross-Channel Engagement Rate is higher than that of long-form videos, revealing the value of short videos. Brands that adopt short-form video with an increased posting frequency can increase overall engagement across channels.




Across All Industries

Overall Comparison of TikTok, Instagram and YouTube

	 TikTok	 Instagram In-Feed	 YouTube
Avg. Followers/Subscribers	289.3K	2.6M	764.9K
Avg. Monthly Follower/Subscriber Growth Rate	12.5%*	0.6%	1.8%
Avg. Weekly Posts	5	10	7
Avg. Cross-Channel Engagement Rate	5.5%*	3.4%*	3.4%*
Avg. Reach	116.9K*	194.3K*	Reach is not available through Dash Hudson

*Customer data only

Overall Comparison of TikTok, Reels and Shorts

	 TikTok	 Instagram Reels	 YouTube Shorts
Avg. Weekly Posts	5	4	4
Avg. Cross-Channel Engagement Rate	5.5%*	2.8%*	3.9%*
Avg. Video Views	147.7K	153K*	32.1K
Avg. Reach	116.9K*	147.1K*	Reach is not available through Dash Hudson
Avg. Shares	165	339*	42*

Cross-Channel Engagement Rate is a metric designed specifically for this report. It allows for an equal comparison across TikTok, Instagram, and YouTube by applying the same calculation across all three platforms.
Calculation: TikTok and Instagram = (Likes + Comments + Shares) / Reach | YouTube = (Likes + Comments + Shares) / Video Views

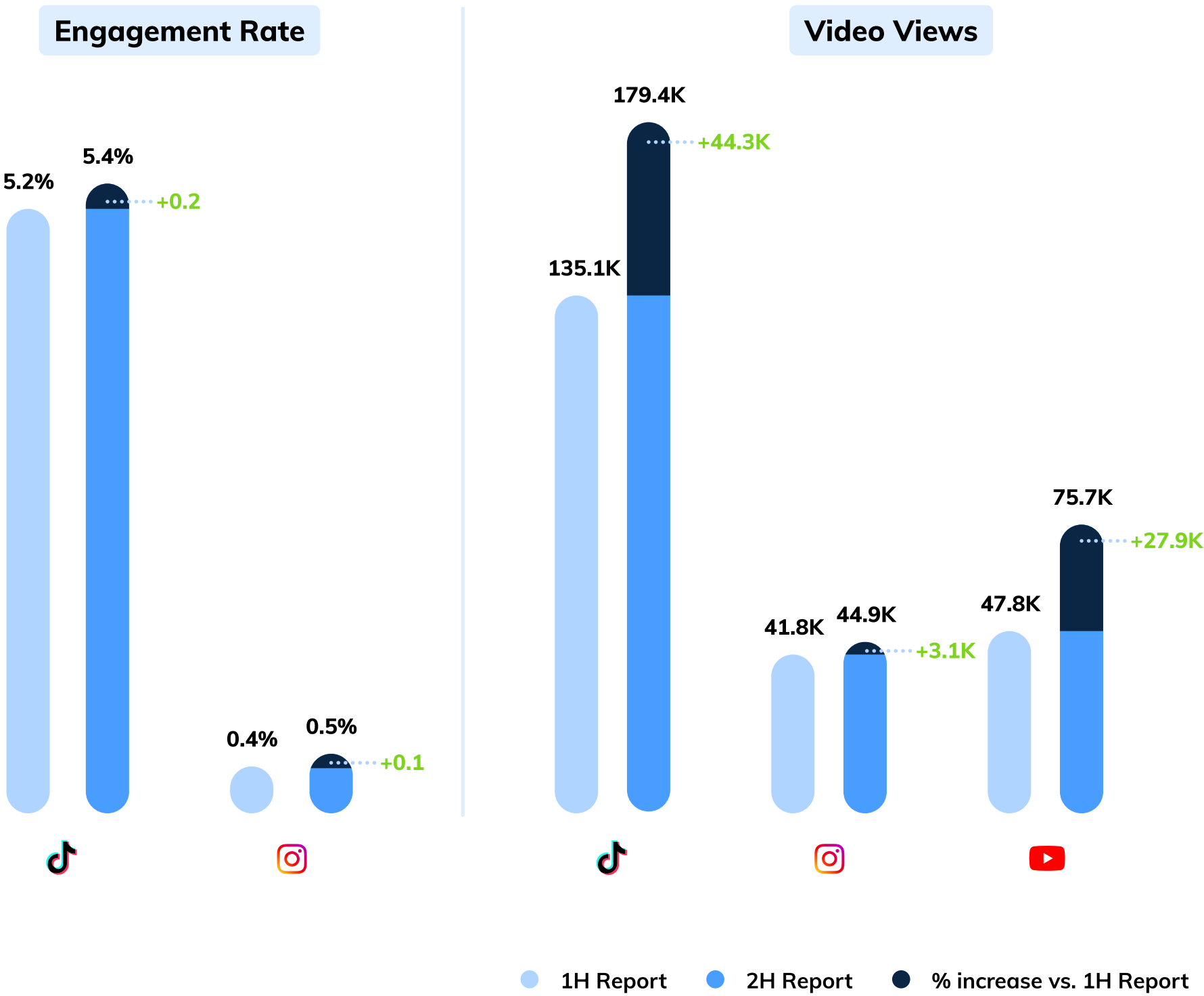
Media and Publishing Industry Dominates Social Media With Entertaining Content

The Media and Publishing industry has experienced increased performance across channels. Engagement Rate has increased across TikTok (+0.2) and Instagram (+0.1), along with Video Views for TikTok (+44.3K), Instagram Reels (+3.1K) and YouTube (+27.9K).

- **Media and Publishing continues to lead in Engagement Rates on TikTok and Instagram.** The Media and Publishing industry overtook Beauty as the most engaging industry last year and continues to dominate in the first half of 2023. The industry holds an Engagement Rate of 5.4% on TikTok and 0.5% on Instagram.
- **Media and Publishing brands master Engagement Rate and Reach.** The common pattern is for brands with higher Reach to see lower Engagement Rate, and vice versa; however, the Media and Publishing industry defies this trend. Brands that succeed in earning Reach still see the highest Engagement Rates. The industry crafts some of the most entertaining content on TikTok and Instagram Reels (Entertainment Scores of 4.2 and 4.5, respectively), suggesting that it cracked the code of what social users want to see and engage with.
- **While Media and Publishing brands utilize YouTube more than any other industry, there’s room to optimize strategy.** The Media and Publishing sector boasts the highest number of subscribers on average (2.6M) and a posting frequency of 27 weekly posts. However, overall Video Views are relatively low in comparison, standing at 75K. Shorts garner an average of 46K Video Views while only contributing one-third of the content, indicating a potential avenue for exploring short-form videos.

Average Media and Publishing Engagement Rate and Video Views

1H vs. 2H Report



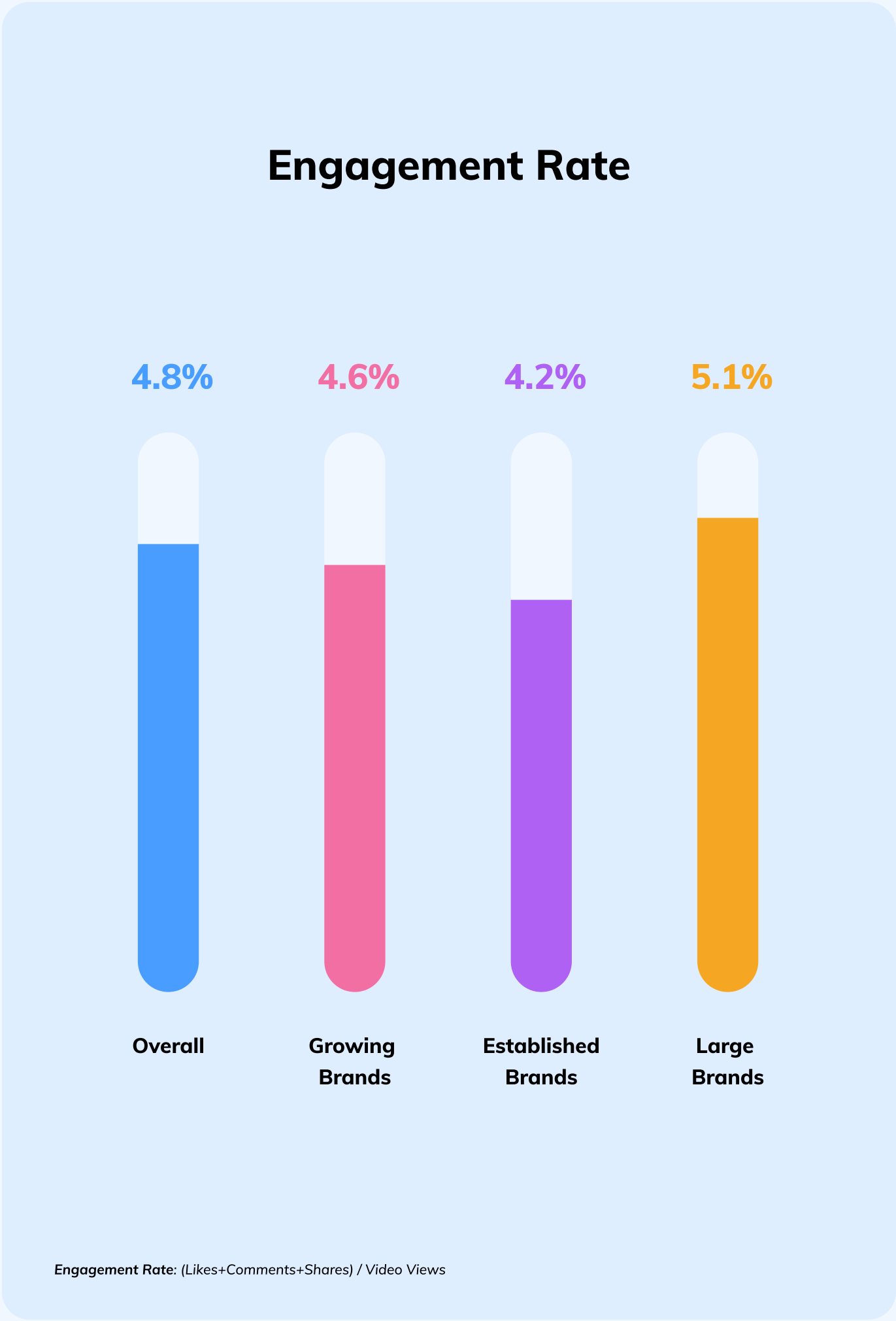
TikTok



Across All Industries

	Follower Count	Weekly Posts	Monthly Follower Growth Rate*	Video Views	Shares	Reach*	Entertainment Score*
Overall	289.3K	5	12.5%	147.7K	165	116.9K	4.0
Growing Brands (0 – 11.5K Followers)	4.0K	2	17.5%	17.9K	10	15K	4.0
Established Brands (11.5K – 110K Followers)	46.6K	4	12.8%	69.5K	48	54.7K	3.7
Large Brands (110K+ Followers)	757.9K	8	7.6%	218.4K	262	175.3K	4.3

*Customer data only

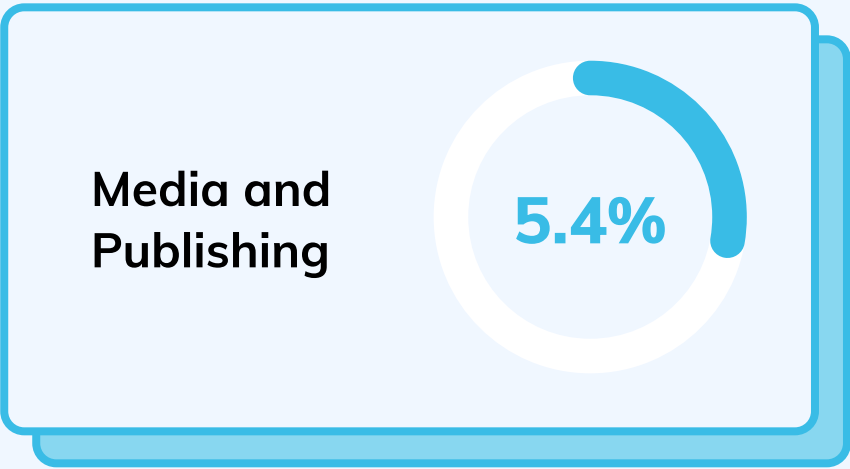


Across All Industries

	Follower Count	Weekly Posts	Monthly Follower Growth Rate*	Video Views	Shares	Reach*	Entertainment Score*
Media and Publishing	551.2K	9	16.0%	179.4K	344	157.2K	4.2
Beauty	260.6K	5	8.7%	101.2K	57	82.6K	4.2
Retail	175.5K	4	8.9%	150.1K	59	110.9K	3.5
Fashion and Luxury	253.5K	5	9.8%	188.6K	99	124.2K	3.6
CPG, Food and Beverage	312.3K	3	16.9%	172K	130	133.9K	4.3
Home	118.8K	3	19.8%	80.9K	114	63.1K	3.8
Children and Baby	108.9K	3	21.2%	88.7K	162	51.9K	4.2

*Customer data only

Engagement Rate



Beauty



Retail



Fashion and Luxury



CPG, Food and Beverage



Home

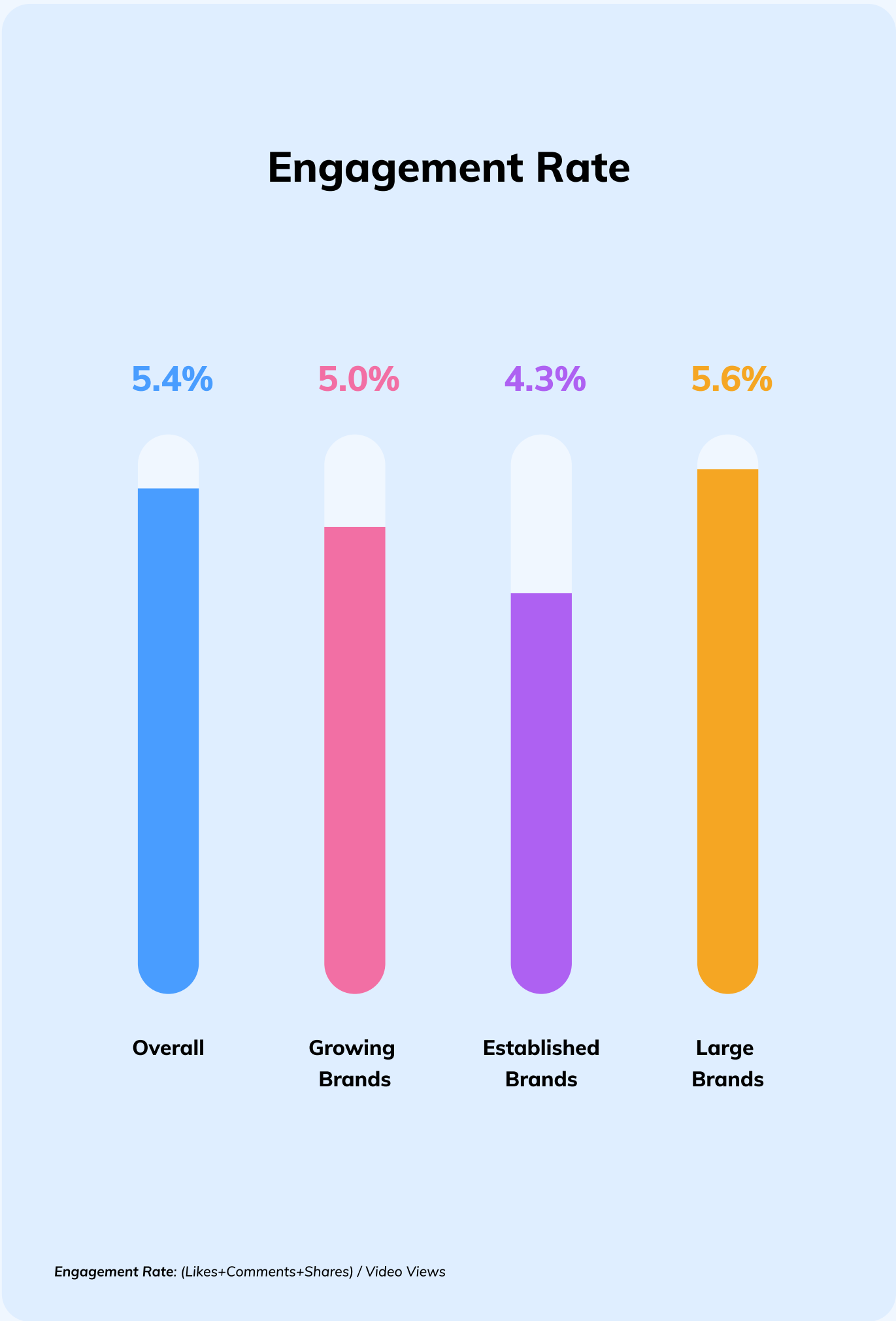


Children and Baby

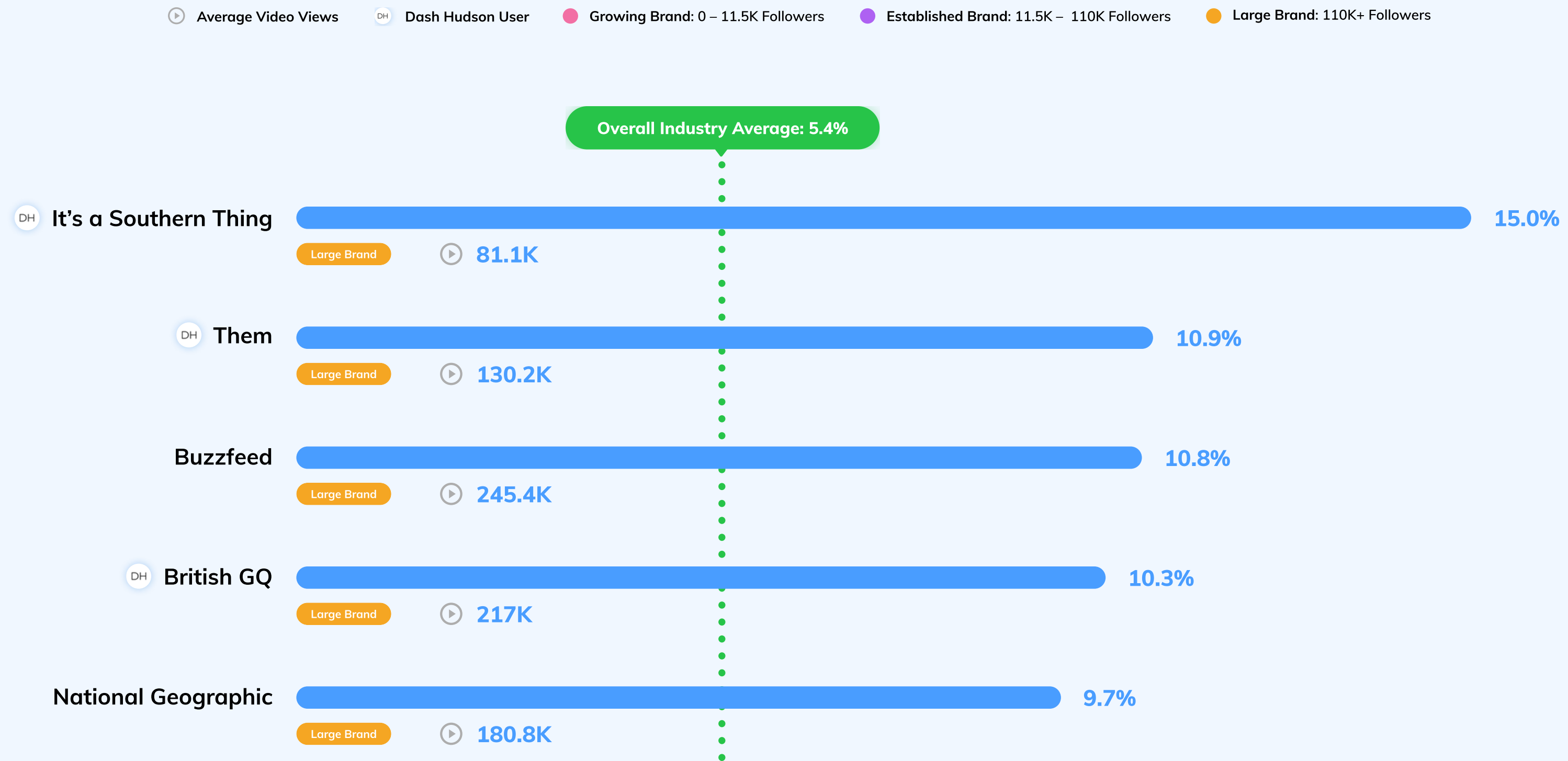
Media and Publishing Brands Industry-Wide

	Follower Count	Weekly Posts	Monthly Follower Growth Rate*	Video Views	Shares	Reach*	Entertainment Score*
Media and Publishing Overall	551.2K	9	16.0%	179.4K	344	157.2K	4.2
Growing Brands (0 – 11.5K Followers)	3.6K	2	26.5%	18.9K	11	14.5K	3.9
Established Brands (11.5K – 110K Followers)	57.8K	5	14.5%	79.1K	120	69.1K	3.7
Large Brands (110K+ Followers)	943.7K	11	13.8%	213.3K	418	187.6K	4.4

*Customer data only



Top Media and Publishing Industry Performers by Engagement Rate




Deep Dives Into Top Performing Media and Publishing Brands

Large Brand



Southern Thing succeeds at entertaining its audience with humorous and relatable content, capturing the essence of Southern culture and gaining significant engagement through viral skits.

 Southern Thing outperforms the average Engagement Rate for Media and Publishing brands by **278%**.



Large Brand



Them successfully resonates with its target audience by creating content that highlights diverse voices and important LGBTQ+ stories, leading to higher engagement and fostering a sense of community.


 Them outperforms the average Engagement Rate for Media and Publishing brands by **202%**.



Large Brand



Buzzfeed excels at producing engaging and shareable content, leveraging its creative storytelling to deliver the pop culture entertainment TikTok audiences are looking for. Keeping audiences entertained allows BuzzFeed to consistently increase engagement.

 BuzzFeed outperforms the average Engagement Rate for Media and Publishing brands by **200%**.



Winning Formulas for Creating Entertaining TikTok Content



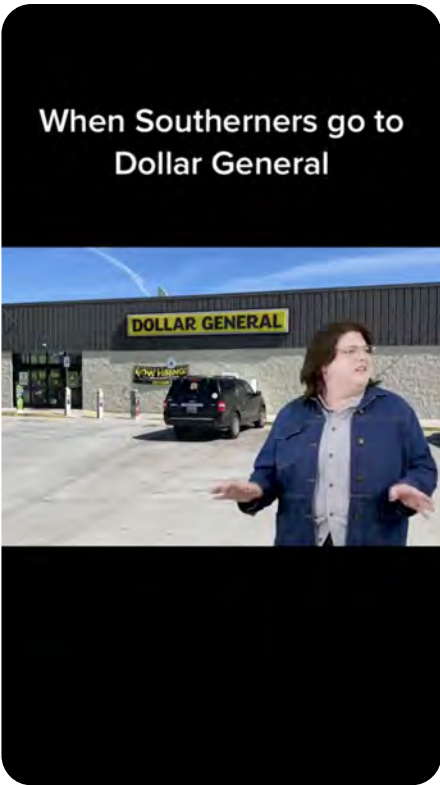
Southern Thing achieves a high Entertainment Score on TikTok through a mix of comedic sketches, such as this one about incidents at Dollar General. Culturally relevant, humorous and relatable content helps to foster strong audience connections.

Entertainment Score: **9.9/10**

Compared to the Media and Publishing industry average of **4.2**, and Southern Thing's own average of **8.5**.

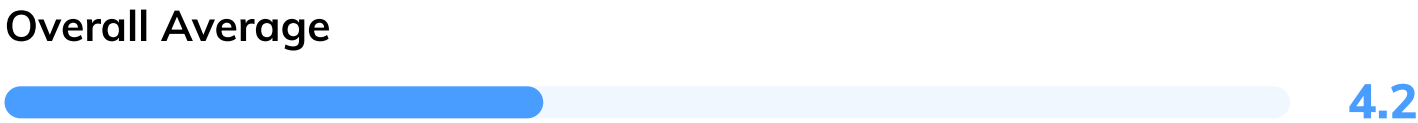
Retention Rate: **71%**

Compared to the Beauty industry average of **35%**, and Southern Thing's own average of **50%**.

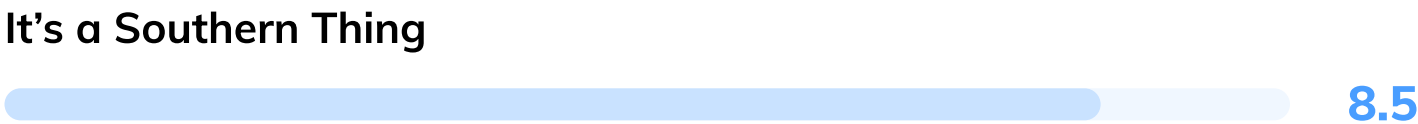


Top Overall Media and Publishing Industry Performers by Entertainment Score

 Average Retention Rate

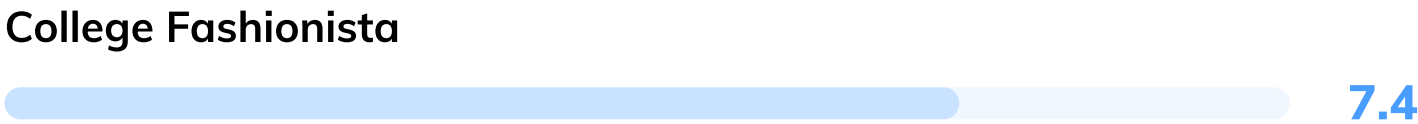


 35%



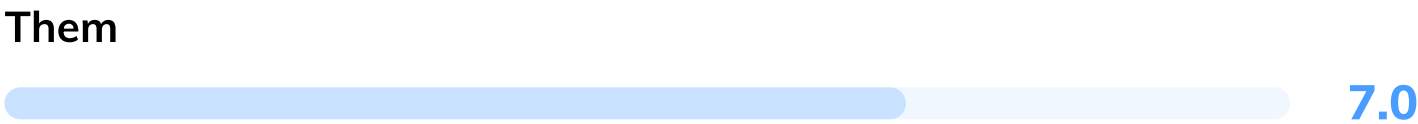
Large Brand

 50%



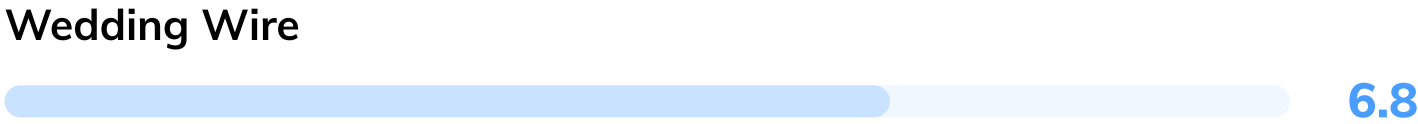
Growing Brand

 37%



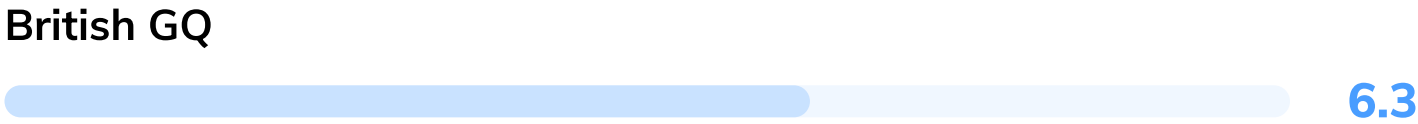
Large Brand

 41%



Large Brand

 64%



Large Brand

 45%

Customer data only

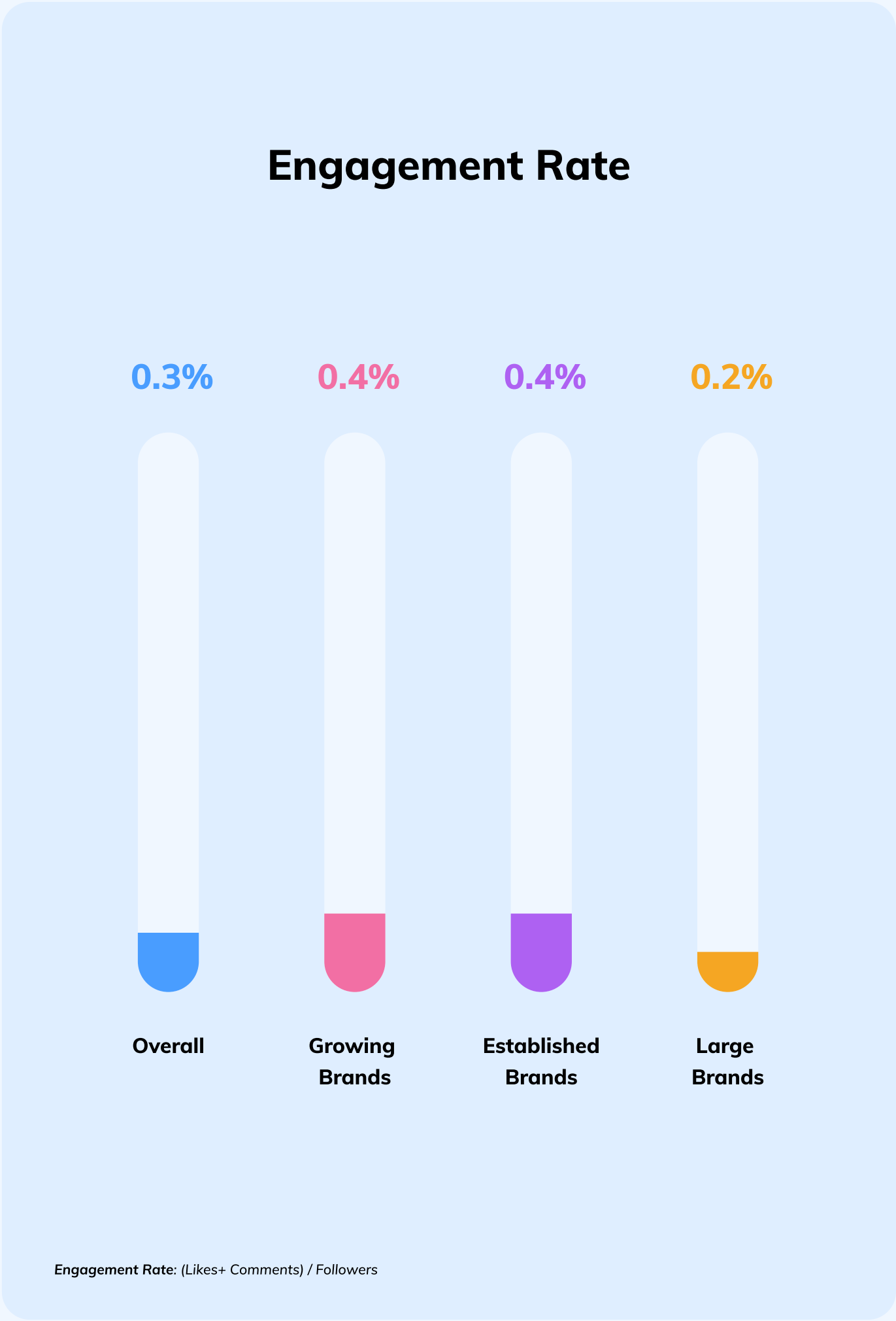
Instagram



Across All Industries

	Follower Count	Weekly Posts (Reels and Videos)	Weekly Posts (Carousel and Image)	Monthly Follower Growth Rate	Reach*	Entertainment Score* (Reels and Videos)	Effectiveness Rate*
Overall	2.6M	4	6	0.6%	194.3K	3.9	14.7%
Growing Brands (0 – 190K Followers)	95.3K	2	4	0.8%	11.5K	3.6	19.0%
Established Brands (190K – 1.1M Followers)	499.5K	4	5	0.6%	52.2K	3.6	18.3%
Large Brands (1.1M+ Followers)	7.6M	6	10	0.6%	375.8K	4.3	10.1%

*Customer data only

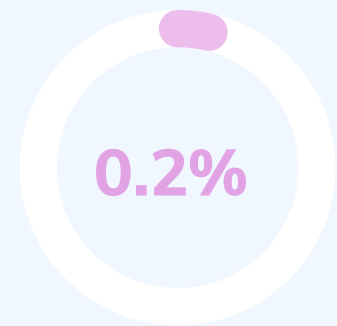


Across All Industries

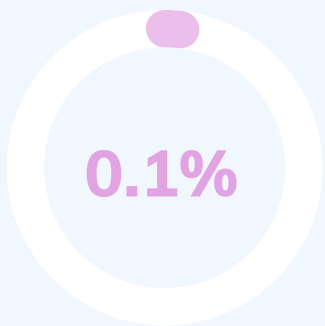
	Follower Count	Weekly Posts (Reels and Videos)	Weekly Posts (Carousel and Image)	Monthly Follower Growth Rate	Reach*	Entertainment Score* (Reels and Videos)	Effectiveness Rate*
Media and Publishing	5.2M	8	16	0.8%	319.5K	4.5	15.0%
Beauty	3.6M	8	6	0.6%	92.5K	4.0	16.0%
Retail	4.3M	4	6	0.4%	72.2K	3.0	11.0%
Fashion and Luxury	5.5M	3	6	0.6%	91.7K	3.4	11.1%
CPG, Food and Beverage	1.4M	2	3	0.6%	66K	4.5	16.8%
Home	1M	2	5	0.5%	55.7K	2.8	11.7%
Children and Baby	867.1K	2	4	0.9%	51.6K	3.2	16.6%

*Customer data only

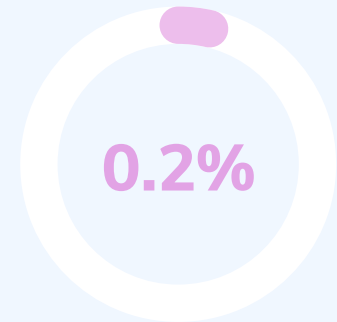
Engagement Rate



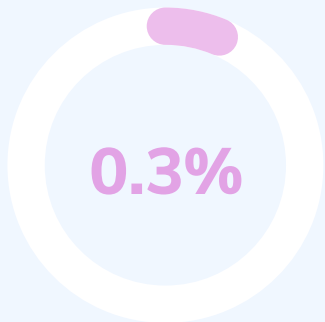
Beauty



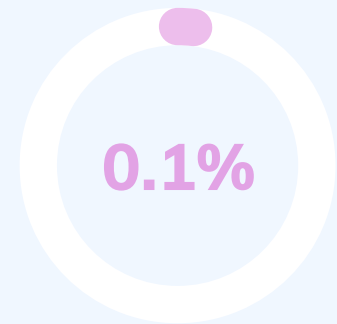
Retail



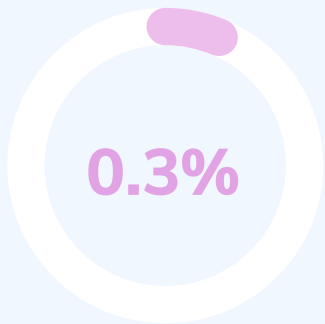
Fashion and Luxury



CPG, Food and Beverage





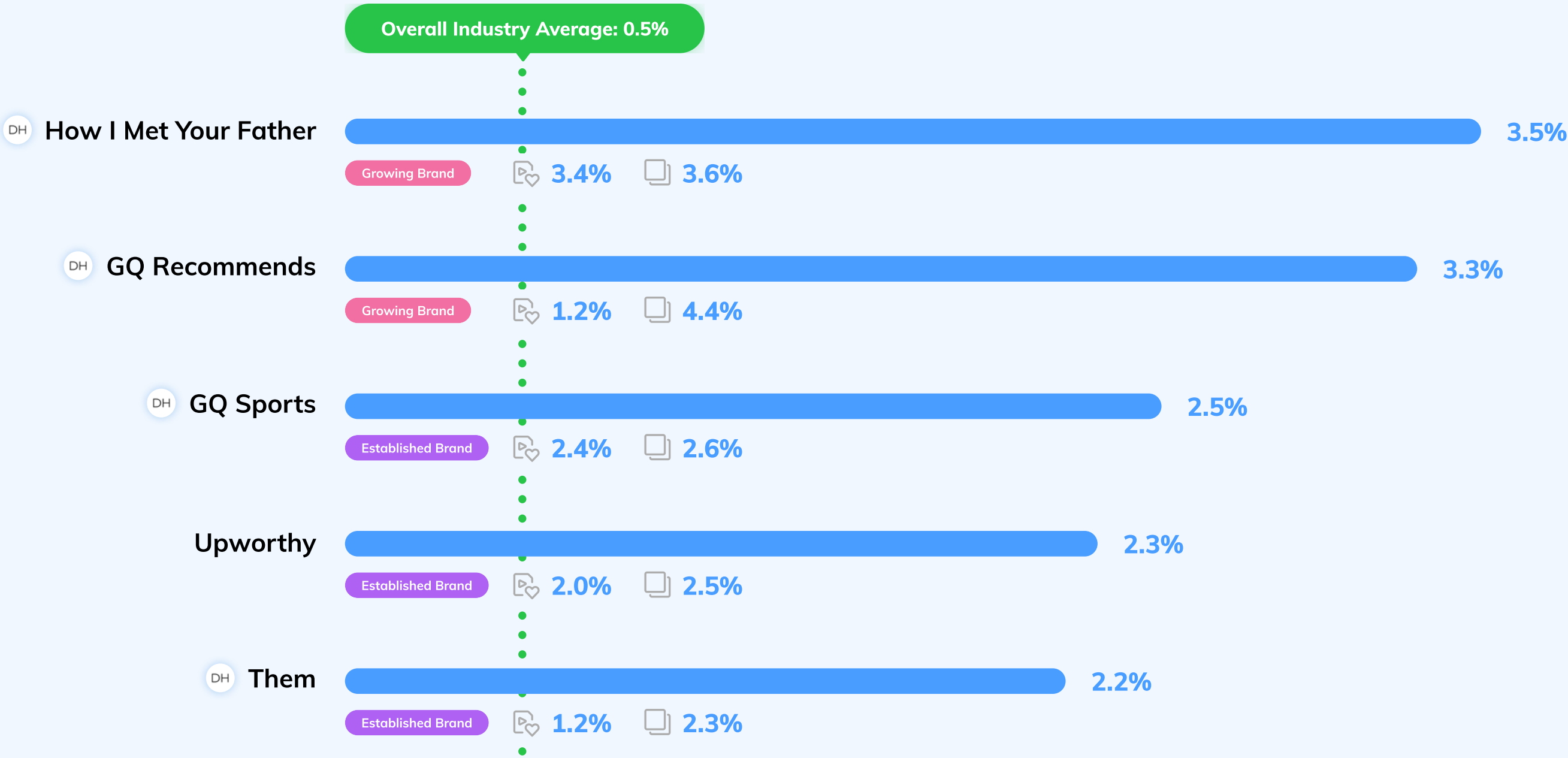
Home



Children and Baby

Top Media and Publishing Industry Performers by Engagement Rate

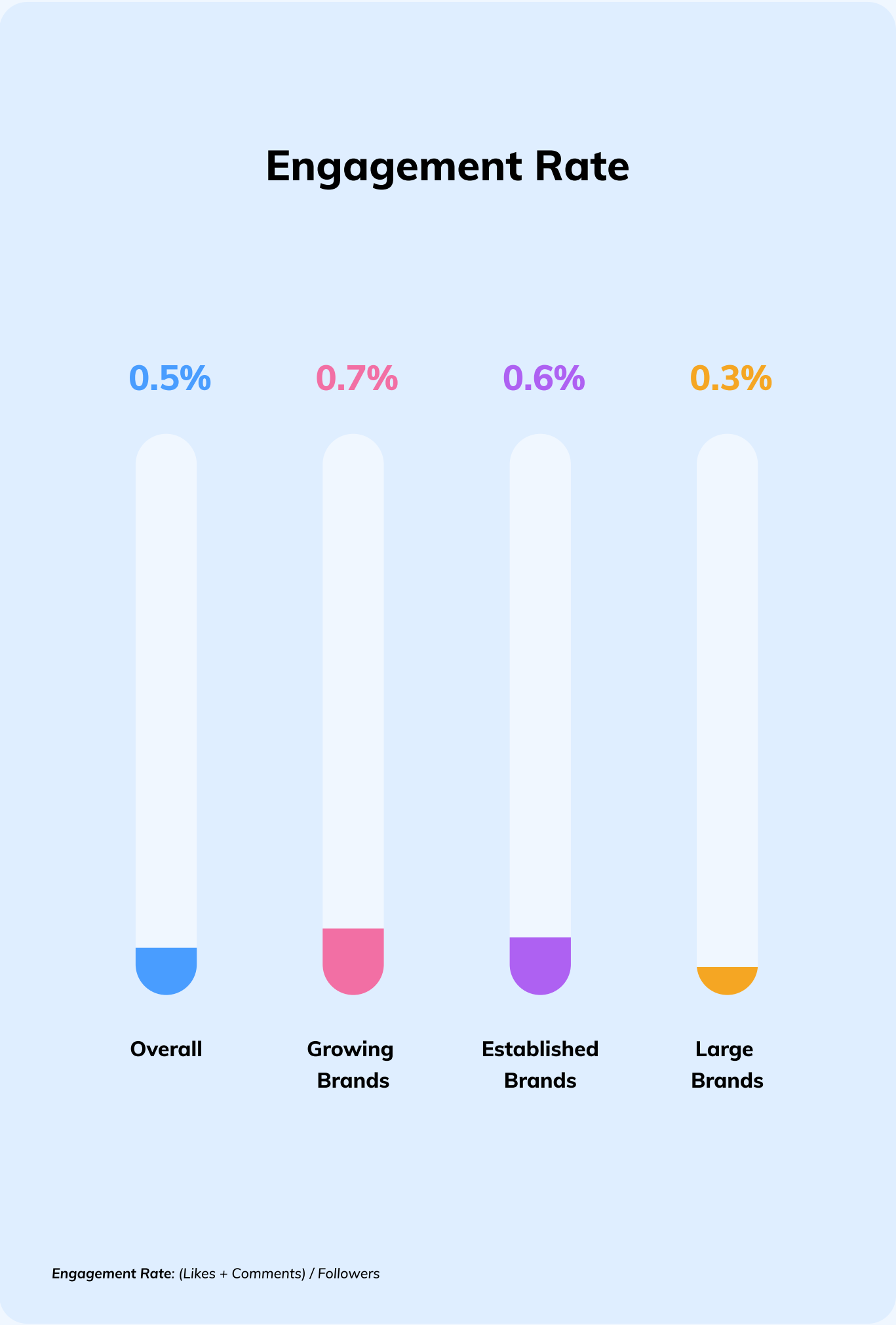
 Average Engagement Rate (Video and Reel)  Average Engagement Rate (Static and Carousel)  Dash Hudson User  Growing Brand: 0 – 190K Followers  Established Brand: 190K – 1.1M Followers  Large Brand: 1.1M+ Followers








Media and Publishing Brands Industry-Wide

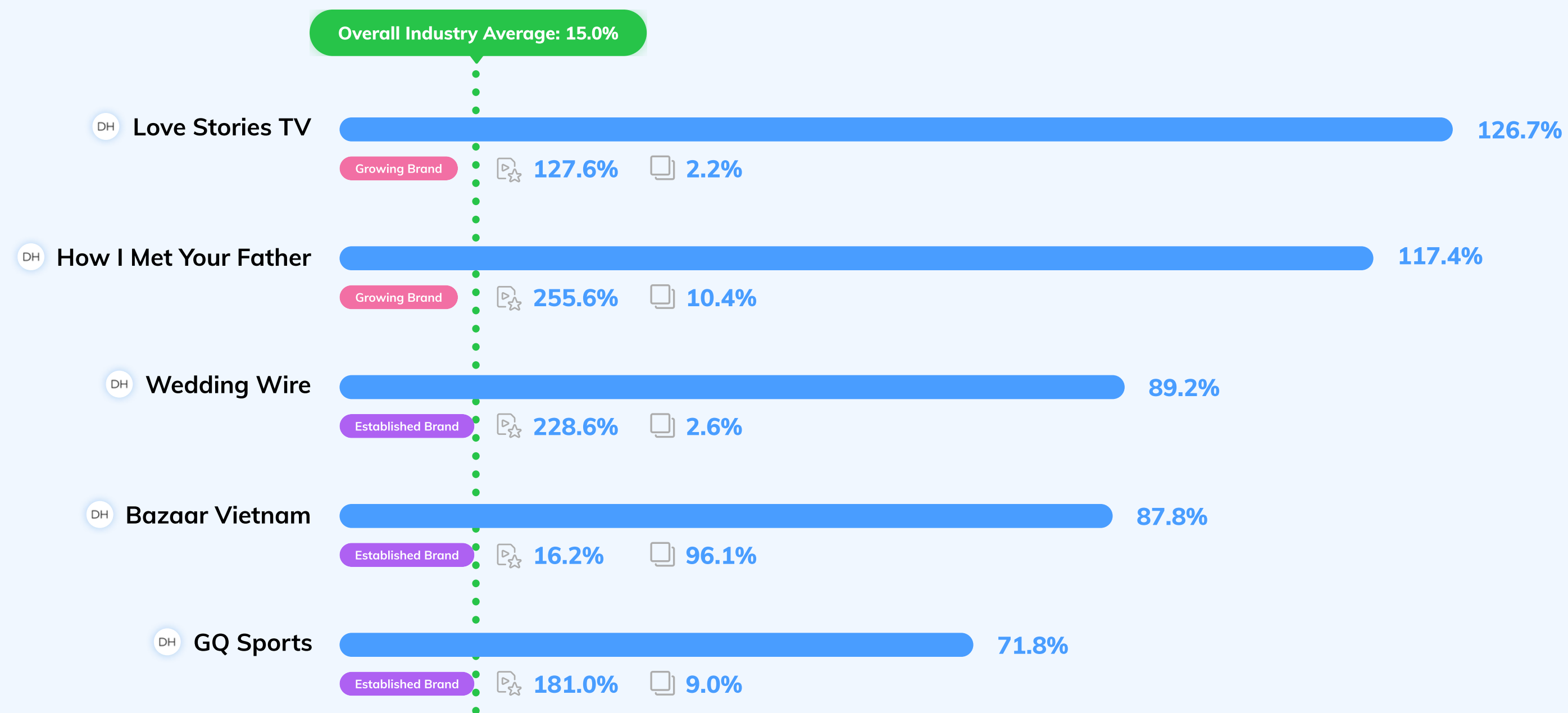
	Follower Count	Weekly Posts (Reels and Videos)	Weekly Posts (Carousel and Image)	Monthly Follower Growth Rate	Reach*	Entertainment Score* (Reels and Videos)	Effectiveness Rate*
Media and Publishing Overall	5.2M	8	16	0.8%	319.5K	4.5	15.0%
Growing Brands (0 – 190K Followers)	97.5K	4	9	0.8%	20.1K	3.2	21.2%
Established Brands (190K – 1.1M Followers)	540.6K	6	12	0.9%	79.9K	4.2	20.8%
Large Brands (1.1M+ Followers)	8.3M	11	22	0.7%	531.3K	5.1	10.1%

*Customer data only



Top Media and Publishing Performers by Effectiveness Rate

 Average Effectiveness Rate (Video and Reel)  Average Effectiveness Rate (Static and Carousel)  Dash Hudson User  Growing Brand: 0 – 190K Followers  Established Brand: 190K – 1.1M Followers  Large Brand: 1.1M+ Followers




Deep Dives Into Top Performing Media and Publishing Brands

Established Brand



How I Met Your Father thrives on Instagram by creating anticipation for the show with episode clips and behind-the-scenes footage of the cast, effectively building excitement and generating buzz among fans.


 **How I Met Your Father outperforms the average Engagement Rate for Media and Publishing brands by 700%.**



Large Brand



GQ Recommends establishes credibility as a go-to source for style recommendations by curating visually appealing and pop culture-oriented posts that resonate with its fashion-conscious audience, leading to higher Engagement Rates.


 **GQ Recommends outperforms the average Engagement Rate for Media and Publishing brands by 660%.**

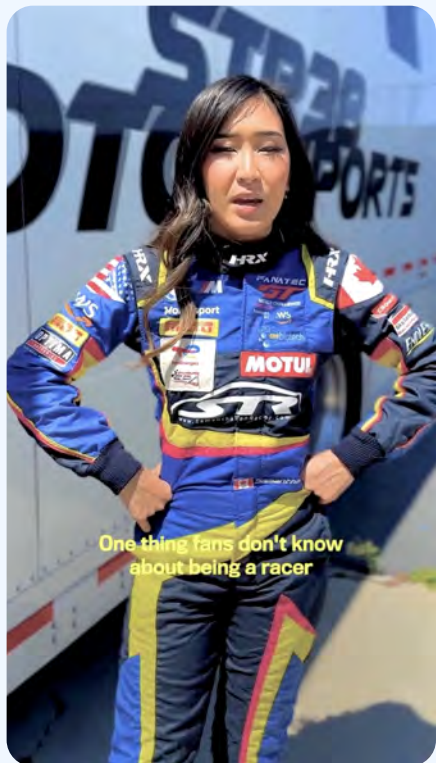


Established Brand



GQ Sports succeeds in catering to sports enthusiasts with a combination of exclusive athlete interviews and captivating highlights, resulting in a highly engaged and dedicated following.

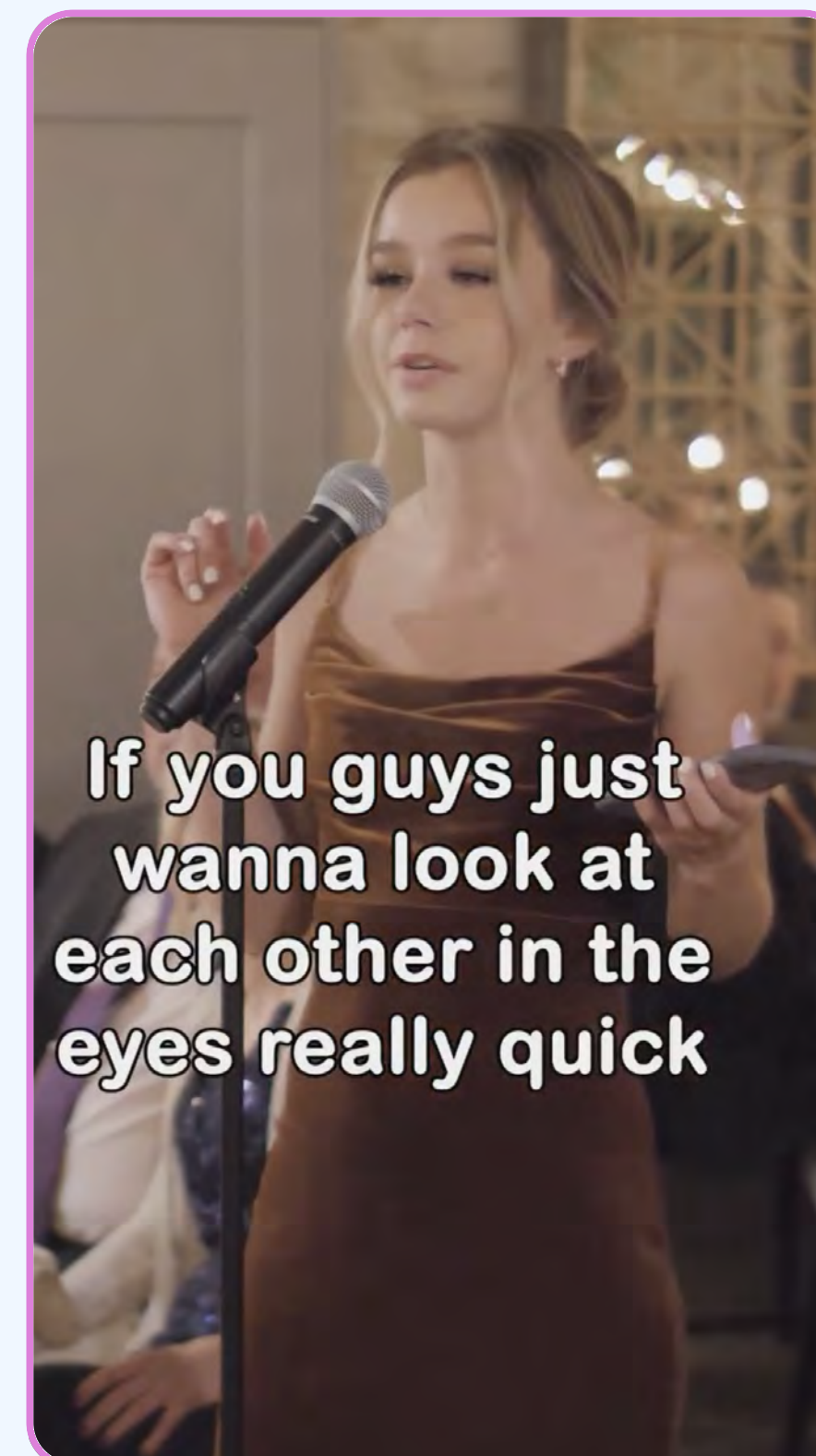
 **GQ Sports outperforms the average Engagement Rate for Media and Publishing brands by 500%.**



Strategies for Garnering Best-in-Class Performance

LoveStoriesTV Love Stories demonstrates a high Effectiveness Rate on Instagram by sharing heartwarming and emotionally captivating stories of people coming together. Fostering strong emotional connections with viewers is a key component in creating content that doesn't just earn views, but also drives meaningful engagement.

 Love Stories outperforms the overall average Effectiveness Rate for Media and Publishing brands by **845%**.




Winning Formulas for Creating Entertaining Reels Content



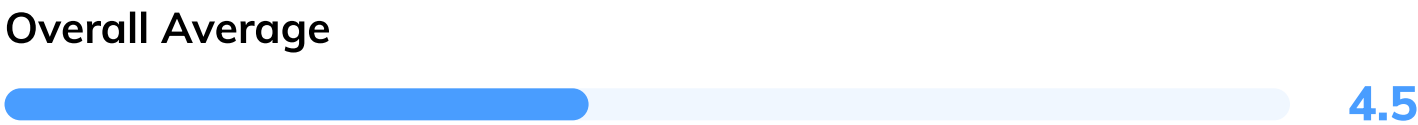
Sports culture brand Bleacher Report achieves a high Entertainment Score on Instagram by delivering timely and visually compelling news, highlights and athlete interviews. Their most engaging post was footage of Giannis Antetokounmpo responding to a reporter's pointed question with inspirational advice.

Entertainment Score: 10/10
Compared to the Media and Publishing industry average of 4.5, and Bleacher Report's own average of 8.3.

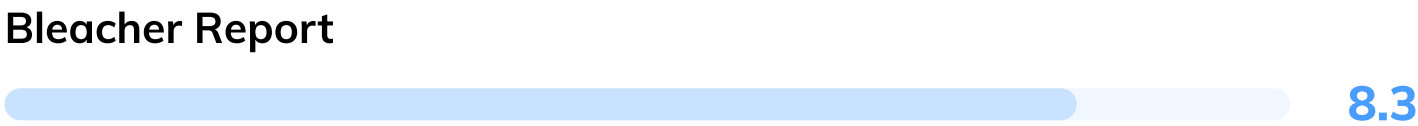


Top Overall Media and Publishing Industry Performers by Entertainment Score (Reels)

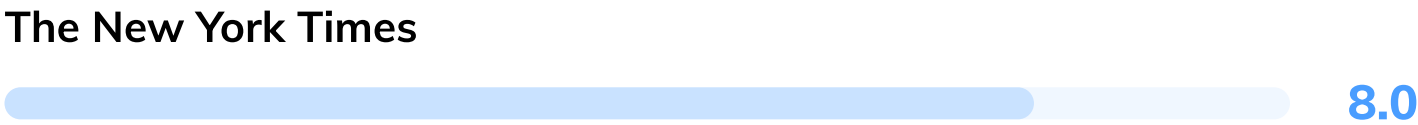
Average Video Views (Reels)



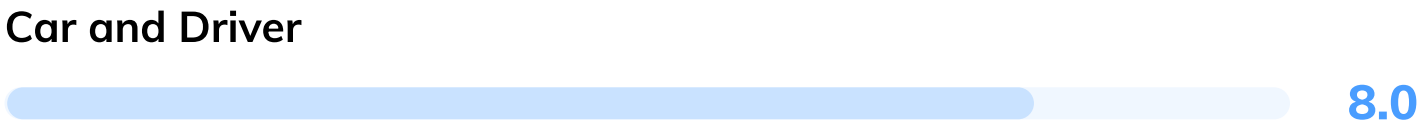
44.9K



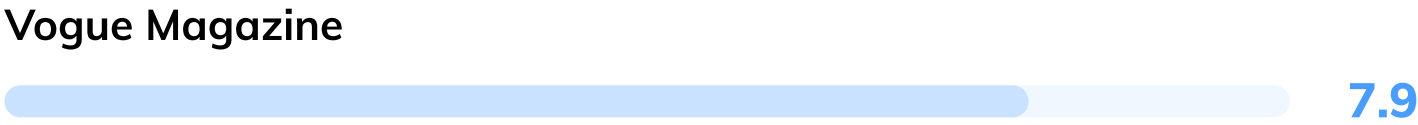
Large Brand 1.3M



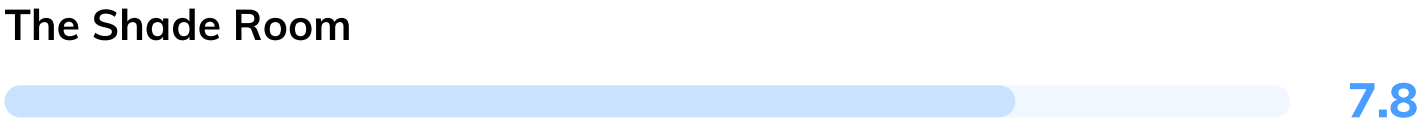
Large Brand 1.3M



Established Brand 180.8K



Large Brand 1.3M



Large Brand 1.6M

Customer data only

Top Creators by Engagement Rate

Nano Creators
(Under 10K Followers)

	Kelseyriedixo	Deannarayala	Quiskka	Kisserkel	Minnethriftco
Country	United States	United States	Philippines	United States	United States
Engagement Rate	3,747.4%	1,406.5%	906.5%	685.9%	628.4%
Follower Size	8.8K	7.2K	3.1K	7.6K	5.3K
Interest	Travel, Parenting	Wedding	Fashion, Streetwear, Design	Entertainment, Comedy	Fashion, Parenting, Home Decor

Micro Creators
(10K – 100K Followers)

	Keimandtay	katdierrissen	Marina__taylor	Georgiebidesi	boliviannomad
Country	United States	United States	Japan	Singapore	Austria
Engagement Rate	1,500.5%	593.9%	584.9%	542.3%	523%
Follower Size	16.9K	60K	48.7K	20.5K	14.9K
Interest	Entertainment, Comedy, Art	Fashion, Art, Photography	Fashion, Art, Travel	Food, Travel, Fashion	Travel, Food, Photography

Macro Creators
(100K+ Followers)

	neelajolene	desijohnsonn	hamburgdaniahoi	gracewellsphoto	keepingfinn
Country	United States	Australia	Germany	United States	United States
Engagement Rate	437.2%	374.4%	343.7%	317.1%	145.3%
Follower Size	147K	204K	124.4K	463.2K	408.7K
Interest	Fashion, Beauty, Travel	Fitness, Health, Personal Growth	Design, Interior Design, Home Decor	Entertainment, Art, Travel	Animals, Travel, Dogs

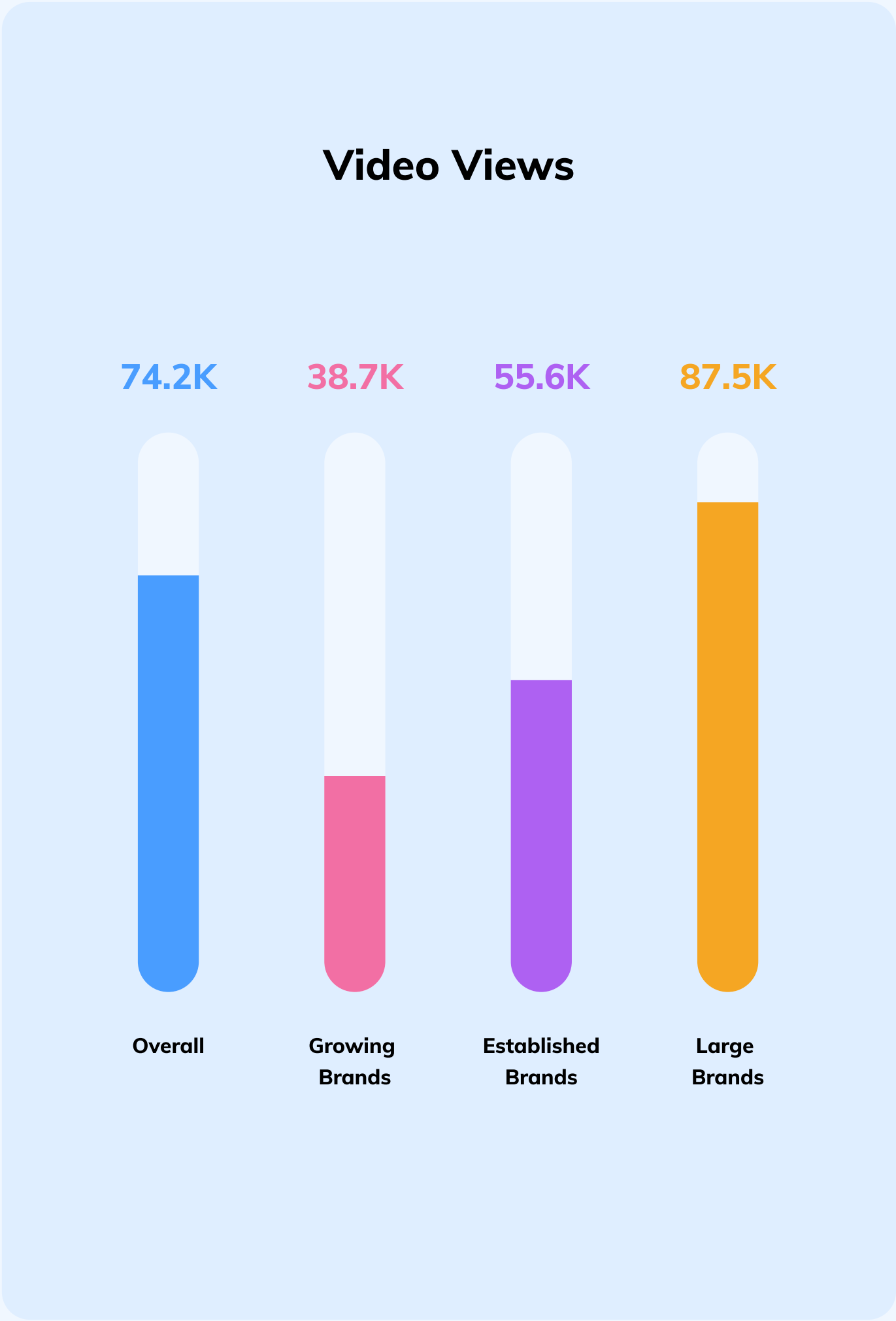
YouTube



Across All Industries

	Subscriber Count	Weekly Videos	Monthly Follower Growth Rate	Likes	Shares
Overall	764.9K	7	1.8%	805	90
Growing Brands (0 – 20K Followers)	5.3K	3	2.1%	28	7
Established Brands (20K – 150K Followers)	68.5K	4	1.7%	251	22
Large Brands (150K+ Followers)	2.4M	16	1.5%	1.1K	157

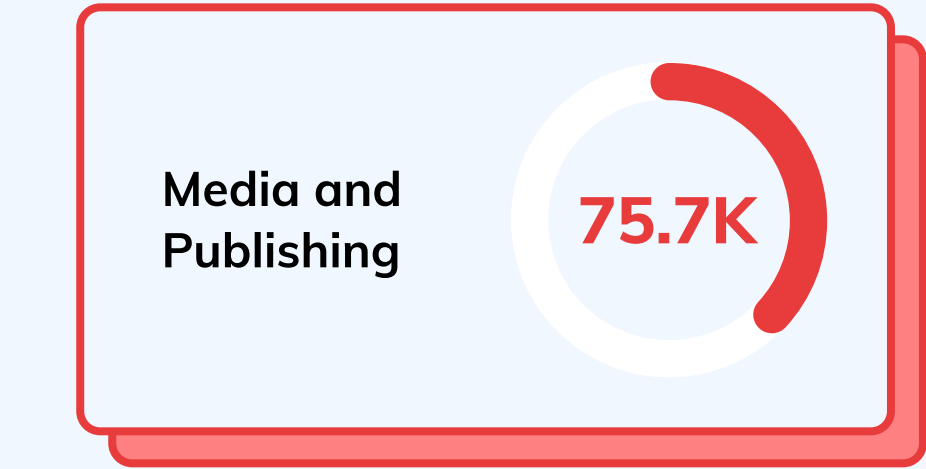
*Customer data only



Across All Industries

	Subscriber Count	Weekly Videos	Monthly Follower Growth Rate	Likes	Shares
Media and Publishing	2.6M	27	1.8%	934	153
Beauty	157.5K	4	1.7%	256	13
Retail	216.2K	3	0.6%	123	17
Fashion and Luxury	199.2K	4	2.2%	676	37
CPG, Food and Beverage	946.3K	4	1.7%	1.7K	14
Home	97.2K	5	1.9%	43	14
Children and Baby	999.7M	3	1.9%	399	30

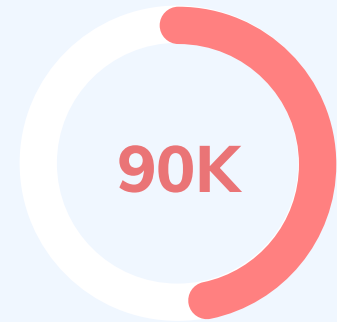
Video Views



Beauty



Retail



Fashion and Luxury



CPG, Food and Beverage



Home

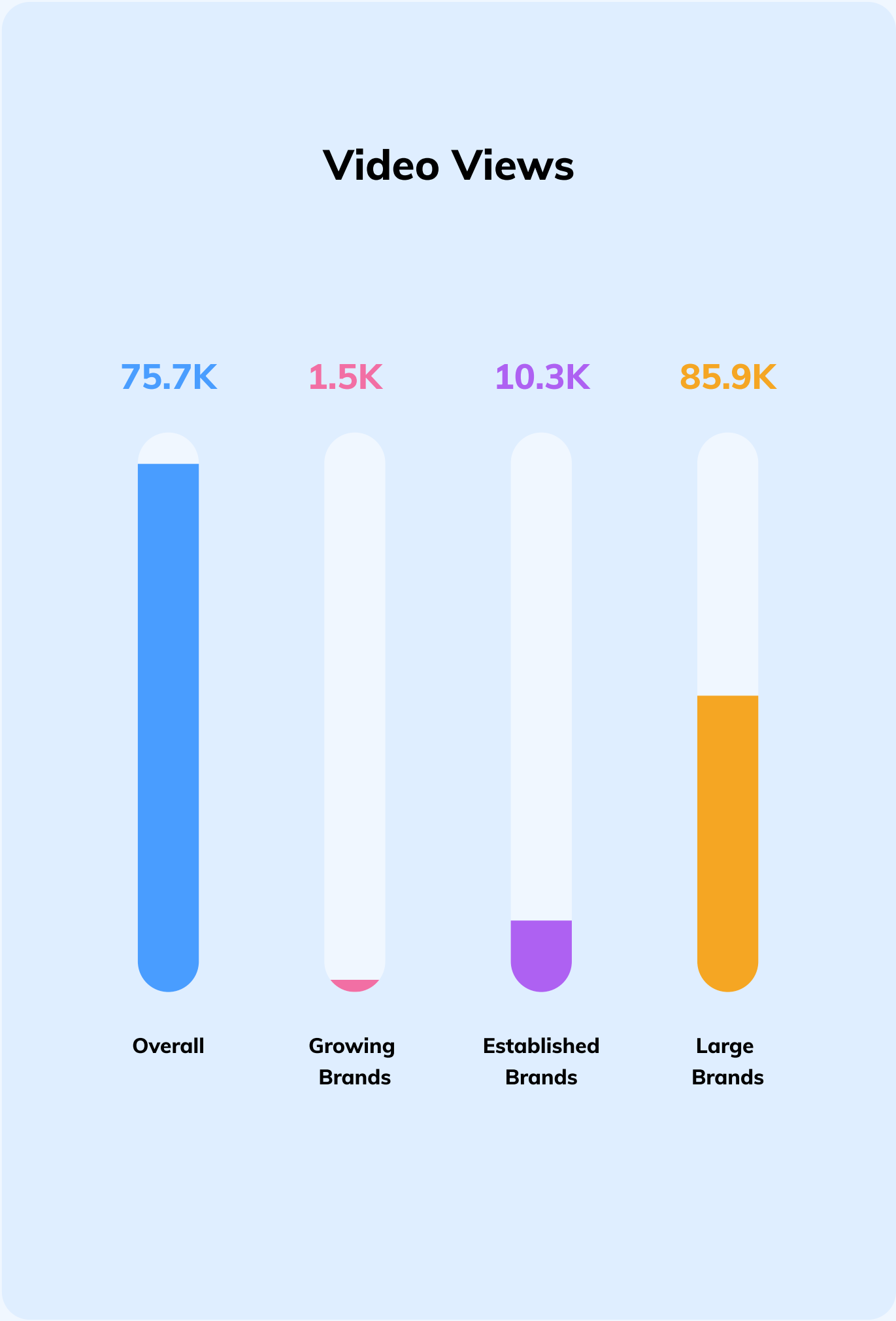


Children and Baby

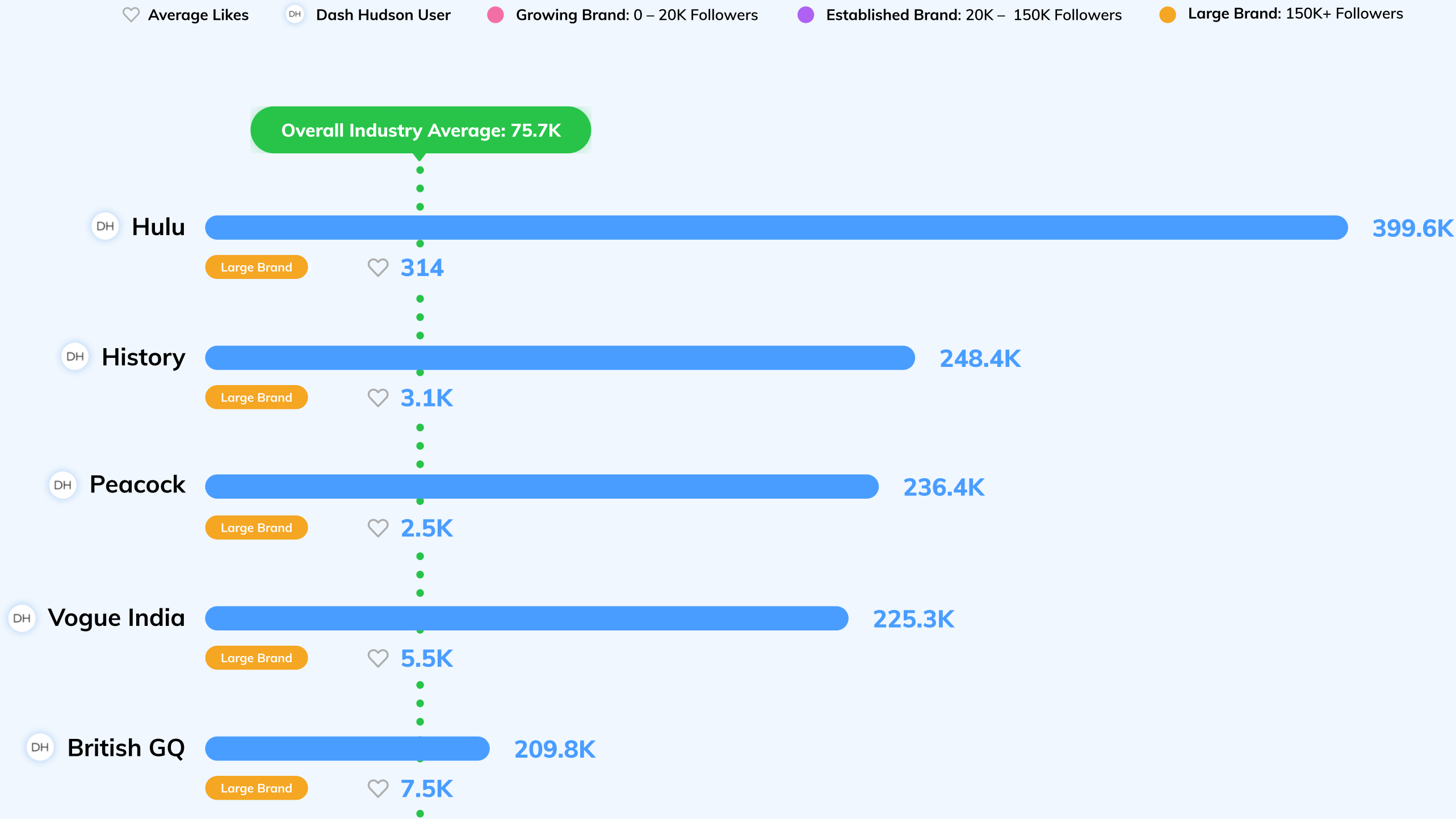
Media and Publishing Brands Industry-Wide

	Subscriber Count	Weekly Videos	Monthly Follower Growth Rate	Likes	Shares
Media and Publishing Overall	2.6M	27	1.8%	934	153
Growing Brands (0 – 20K Followers)	5.2K	2	2.9%	45	12
Established Brands (20K – 150K Followers)	65.5K	10	2.7%	280	23
Large Brands (150K+ Followers)	4.1M	39	1.0%	1K	184

*Customer data only



Top Media and Publishing Industry Performers by Overall Video Views



A Hub for Loyal Viewers

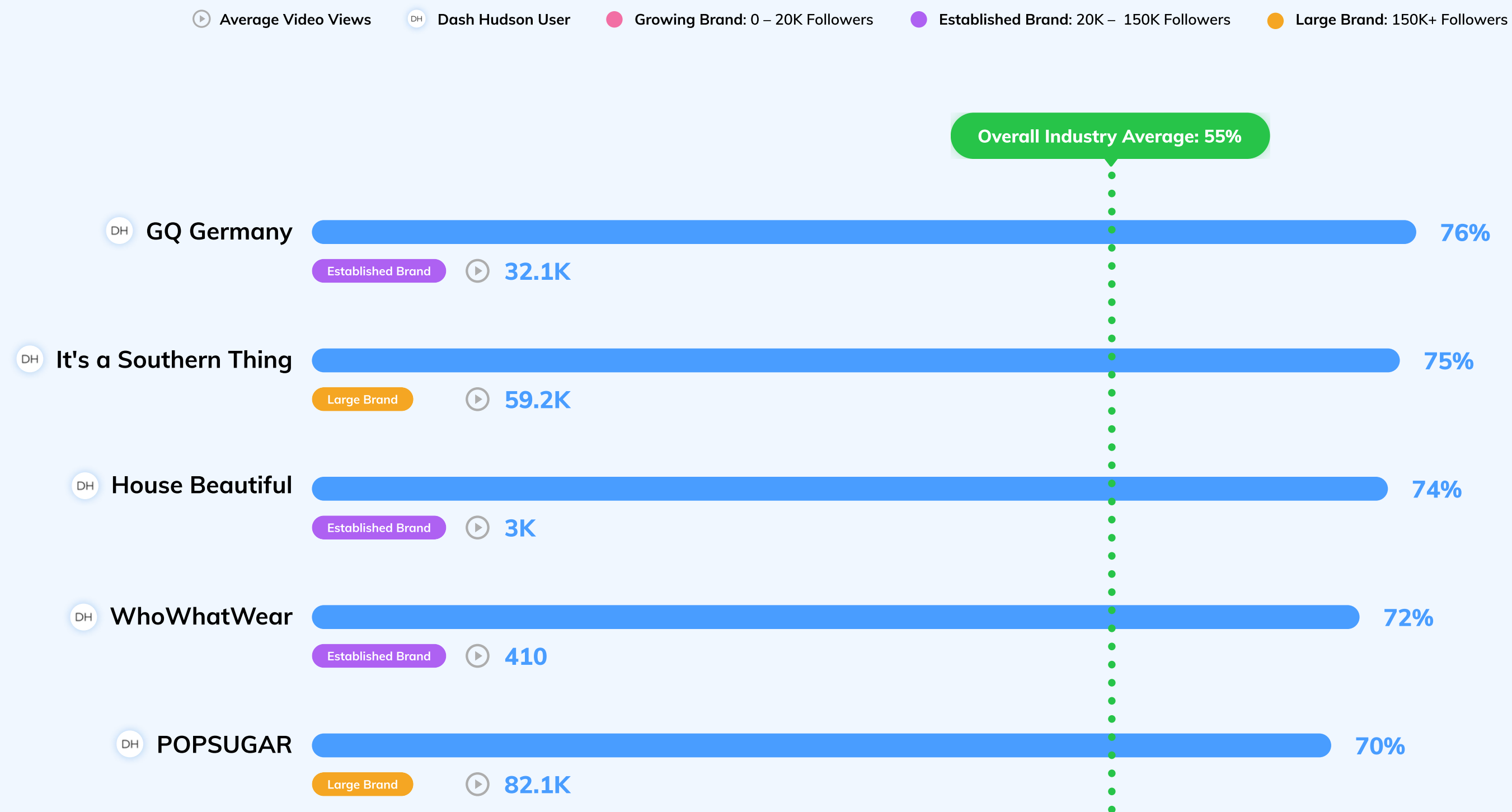
hulu

Hulu excels on YouTube by releasing teaser trailers, behind-the-scenes footage and exclusive interviews for anticipated series, driving significant views from loyal fans.

✧ Be sure to read [Dash Hudson's case study with Hulu](#) to learn more about the tools the brand uses to optimize its strategy.



Top Media and Publishing Industry Performers by Percentage Viewed



 AVERAGE PERCENTAGE VIEWED AND INDUSTRY LEADERS

Style, Culture and Quality Engagement

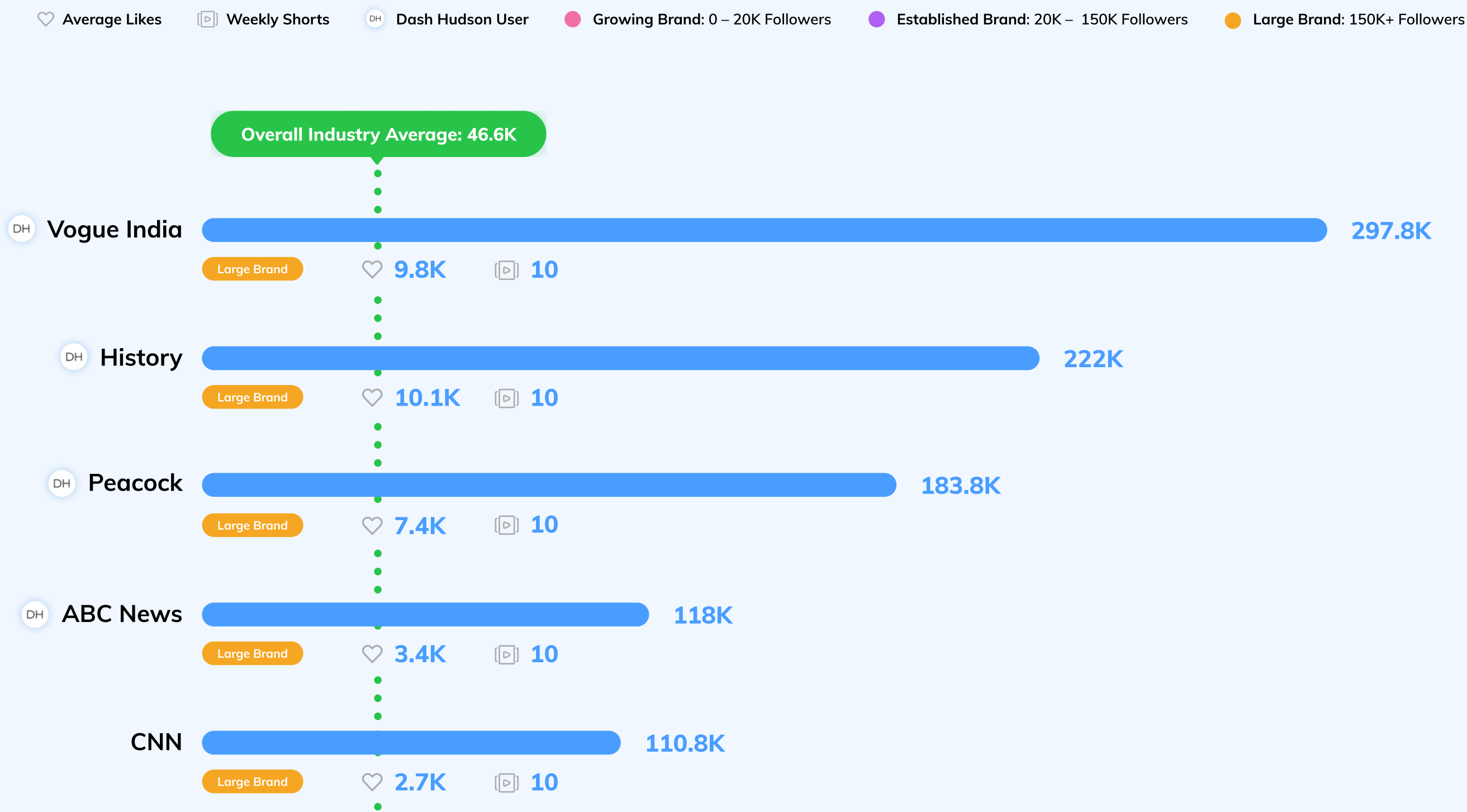


GQ Germany succeeds in catering to its German audience by delivering a mix of fashion, lifestyle and culturally relevant content, establishing a strong presence on YouTube with consistently high-quality videos and engaging interviews.

- 🎥 GQ Germany's videos have an impressive **21%** longer retention than the industry average.



Top Media and Publishing Industry Performers by Shorts Video Views





AVERAGE YOUTUBE SHORTS VIDEO VIEWS AND INDUSTRY LEADERS

A Format For Bite-Sized Entertainment



Peacock shares fun, highly shareable clips of its shows, tapping into the convergence of social media and the entertainment industry to grow brand awareness and engagement.

- ▶ Peacock's Shorts receive over **396%** more views than the Media and Publishing average.



What We Can Learn From Media and Publishing Brands’ Strategies

Leverage the Power of Creators and Celebrities

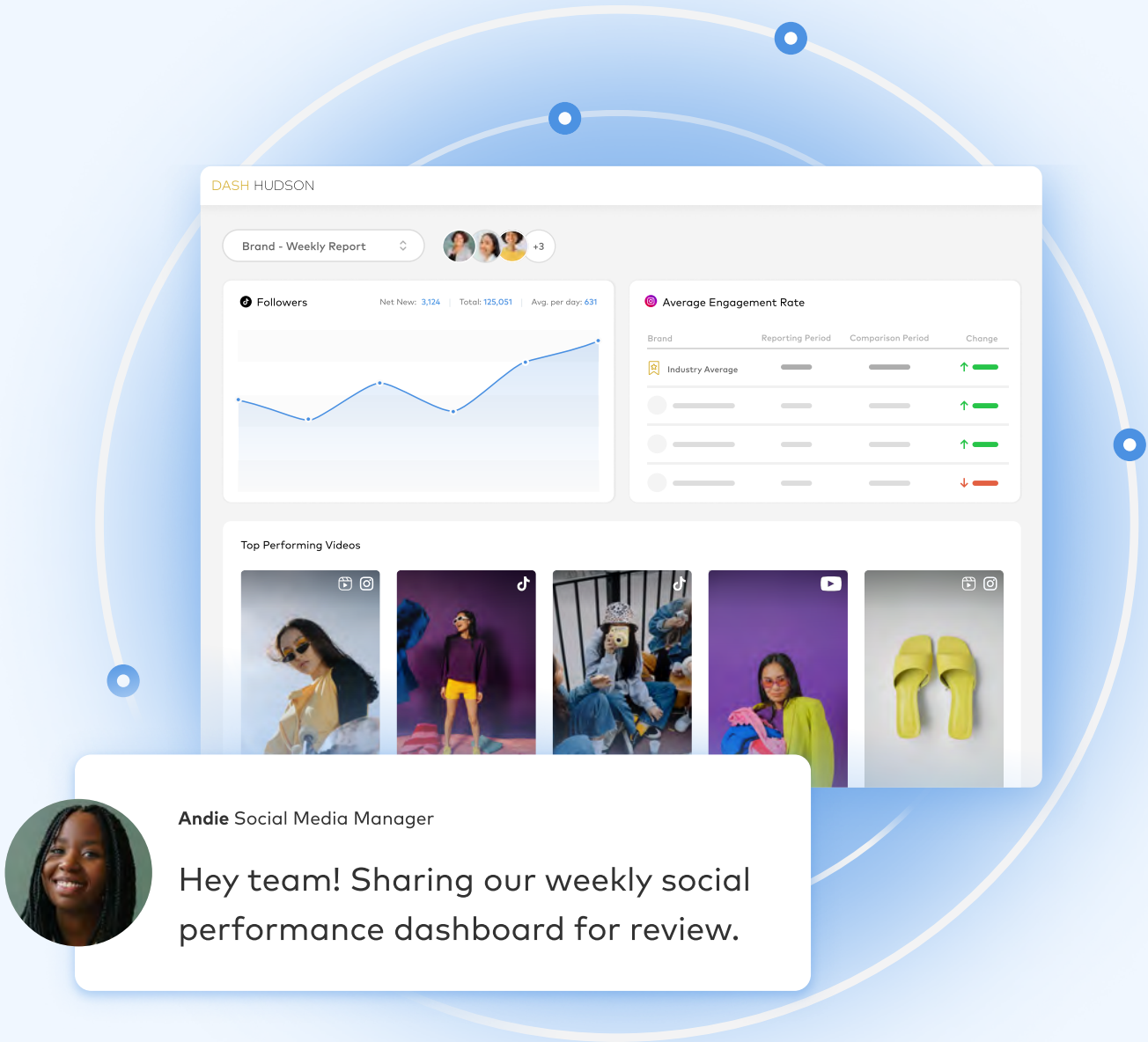
Social media users are far more likely to engage with content featuring trusted creators, particularly celebrities. UGC functions as both peer-to-peer entertainment and a testimonial, and it offers the opportunity for brands to expand their algorithmic reach when shared by creators.

Embrace Creativity and Authenticity

Stand out by sharing content that can only come from your brand. Simple, lo-fi strategies, as well as partnerships with creators, contribute to building a strong and authentic brand identity on social media.

Be Inspired By Entertainment

The best way to increase your Engagement Rate is to foster lively conversations amongst your community. Brands that are doing this well are sharing thought-provoking content, turning their feeds into vibrant spaces for engagement and interaction.



DASH HUDSON

Outsmart Social

Dash Hudson is a social media management platform that equips brands with intelligence and speed to stay ahead of the curve. Through its sophisticated cross-channel insights and workflow tools, Dash Hudson enables brands to create content that entertains, engages and drives consistent business results. To discover how Dash Hudson is empowering brands to outsmart social, visit dashhudson.com.

AT A GLANCE

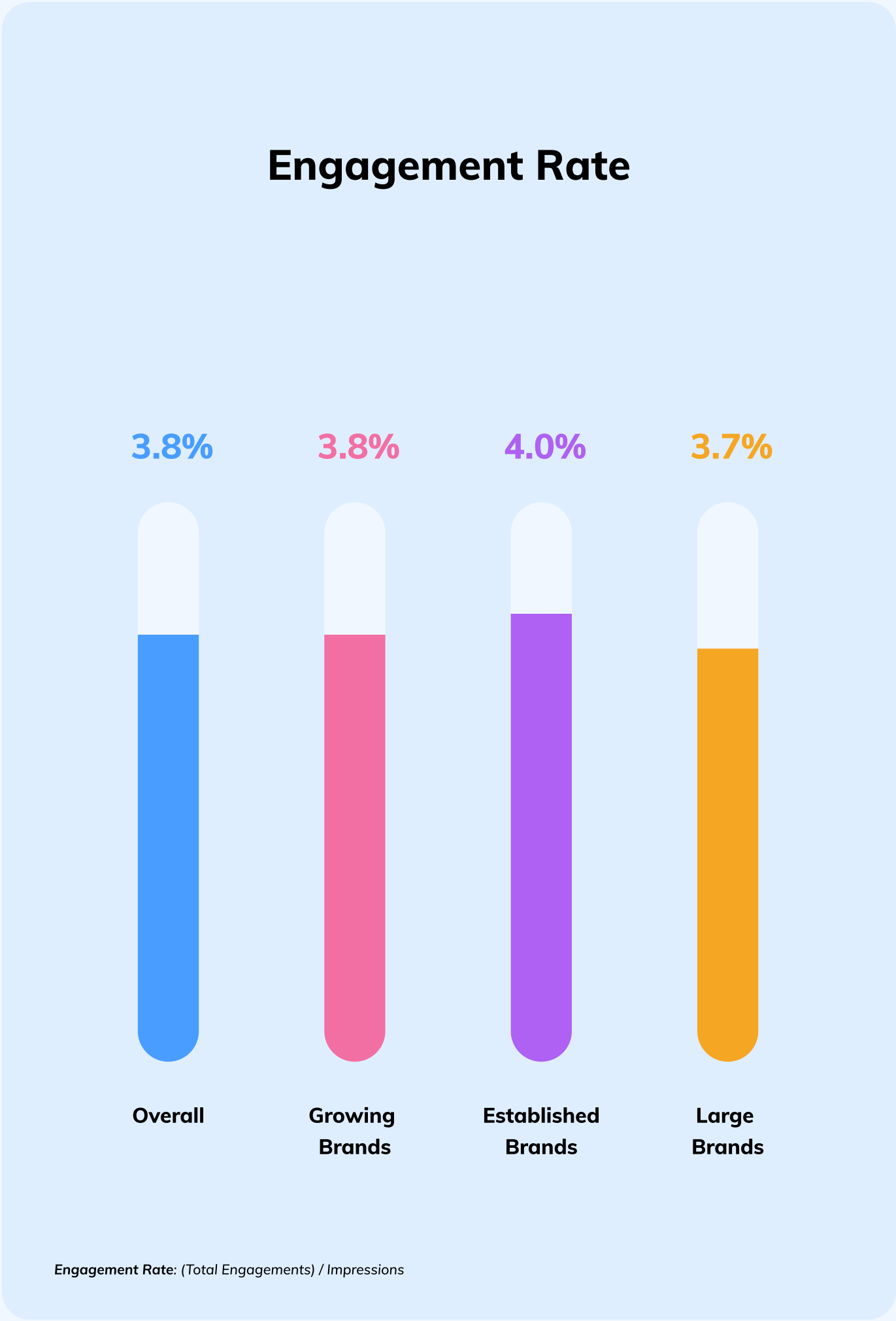
Facebook, Pinterest and X



Across All Industries

	Follower Count	Weekly Posts	Monthly Growth Rate	Reach	Effectiveness Rate
Overall	1.2M	32	0.5%	53.8K	6.1%
Growing Brands <small>(0 – 100K Followers)</small>	39.9K	6	1.0%	6.2K	9.2%
Established Brands <small>(100K – 850K Followers)</small>	321.4K	22	0.3%	24.9K	6.2%
Large Brands <small>(850K+ Followers)</small>	3.6M	72	0.1%	68.1K	5.9%

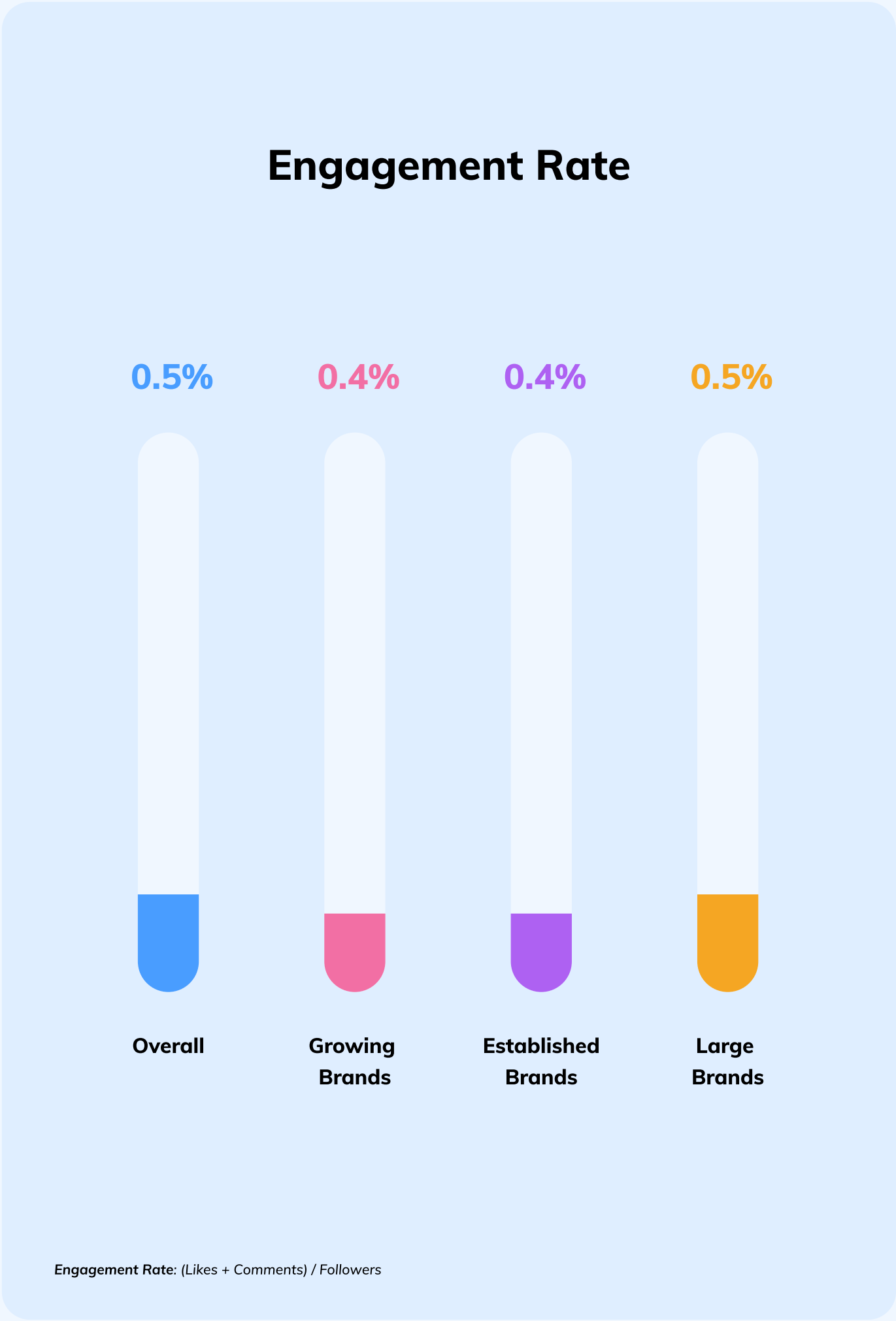
*Customer data only



Across All Industries

	Follower Count	Weekly Posts	Monthly Follower Growth Rate	Impressions	Video Views
Overall	231K	17	1.3%	26.1K	70.9K
Growing Brands (0 – 8K Followers)	3.0K	6	2.3%	13.8K	14.2K
Established Brands (8K – 105K Followers)	37.3K	14	1.1%	30.1K	80K
Large Brands (105K+ Followers)	710.1K	31	0.5%	23.8K	71.6K

*Customer data only



Across All Industries

	Follower Count	Weekly Posts	Monthly Follower Growth Rate	Impressions	Likes	Total Engagements
Overall	620.6K	45	11.7%	24.3K	63	923
Growing Brands (0 – 12.5K Followers)	4.7K	8	11.6%	734	5	33
Established Brands (12.5K – 200K Followers)	64.2K	23	10.4%	4.2K	26	240
Large Brands (200K+ Followers)	2M	115	14.2%	31.3K	76	1.2K

*Customer data only

