We’re in a golden age of media
For the first time, you have everything you need to create, publish and amplify content in your hands.

We have data to know what people want, how to get it to them, on whatever platform they’re on.
But we’re also in a crisis of relevance.
FOLLOW WHAT IS TRENDY

Apps
Chat apps
Chat bots
iPads
Slack integration
Autoplay videos
Vertical video
Facebook Live

Facebook Watch
360/AR/VR
Instagram Stories
Instant Articles
AMP
Smartwatches
Facebook News Feed

(BUT WE WON'T BE TALKING ABOUT THESE TODAY)
CHANGES IN MINDSET

Mass vs niche
Open vs closed
Bundled vs unbundled
Human vs machine
PAST
Direct relationship: publisher has full control of UX, brand, data
CURRENT
Publisher and brand continue to lose direct influence over their traditional touchpoints
We are shifting from mass media to personalized media
JOURNALISMS/COMMUNICATION: TRENDS

- MOBILE JOURNALISM
- ENGAGED JOURNALISM
- DATA JOURNALISM
- INVESTIGATIVE JOURNALISM
- FACT CHECKING
- EXPLAINER JOURNALISM
- CROWD REPORTING
A transformation of the industry requires new definitions of what we do, and the value we bring.
Social Media-specialist

- Eyes of a journalist
- Hands of a designer
- Heart of a coder
- Heart of marketing specialist
Questions?
“Great stories happen to those who can tell them.”

- Ira Glass -
Hype
identify the topic of public discussion

- Topic change
- Topic overlap
- Micro topic
Advanced Search

Use - to remove results you don’t want

Use **site:** to find information that might be buried in a site or on a top level domain

Use **related:** to find similar sites

Use **cache:** to find the last previous version of a site OR [https://web.archive.org/](https://web.archive.org/)

Use **filetype:** to find data sets and other documents
google.com/alerts

Alert preview

**NEWS**

**Ethiopia** forecasts double-digit economic growth

Ethiopia forecasts economic growth will accelerate to 10.8% for the fiscal year ending in July underpinned by its inflows, from 9% in the previous year, ...

**Ethiopia** 'Last chance' to reach agreement on Nile Dam

Anadolu Agency

Ethiopia on Wednesday warned of a "last chance" to reach an agreement... Ethiopia calls it a critical step in its economic development, but Egypt ...

A continental strategy for economic diversification through the AfCFTA and intellectual property rights

Brookings Institution

Many of the continent look to the AfCFTA as an investment, economic... taps, while for Senegal and Ethiopia the ratio is 10.2 and 7.9 respectively.
toolbox.google.com/datasetsearch
Late piocene Homo and aulidian tools from the Hadar formation (kada hadar member), Ethiopia

Livestock marketing in Ethiopia: a review of structure, performance, and development initiatives

Islam in Ethiopia

Ethiopia
Verification
India’s brutal killings: how misinformation spreads in closed networks

As a result of this misinformation, 20 innocent people have been killed. This danger could be even more pronounced in Africa.
toolbox.google.com/factcheck/explorer

tineye.com

invid-project.eu

botometer.iuni.iu.edu

hoaxy.iuni.iu.edu
Decoding the numbers that shape our world

Citizens need accurate information to make decisions. PesaCheck is a fact-checking initiative to verify often confusing numbers quoted by public figures across East Africa, supported by International Budget Partnership and Code for Africa affiliates in Kenya, Tanzania & Uganda.
To have **impact** on these platforms, we must produce **fact-checked** & **native** content for these platforms.
The Medium: Mobile

52.7% of the global mobile phone population accessed the internet from their mobile phone and is expected to grow to 61.2% in 2018.

Nearly 80% of social media time and 65% of Digital Media Consumed on mobile devices.
The Platform: Social

DIGITAL AROUND THE WORLD IN 2018

- **Total Population**: 7.593 billion
- **Internet Users**: 4.021 billion
- **Active Social Media Users**: 3.196 billion
- **Unique Mobile Users**: 5.135 billion
- **Active Mobile Social Users**: 2.958 billion

**Urbanisation**:
- **55%**

**Social Media Platforms**
- Facebook: 2.234 billion
- YouTube: 1.900 billion
- WhatsApp: 1.800 billion
- Facebook Messenger: 1.300 billion
- WeChat: 1.058 billion
- Instagram: 1.000 billion
- QQ: 800 million
- QZone: 548 million
- Douyin/TikTok: 500 million
- Sina Weibo: 431 million
- Twitter: 325 million
- Reddit: 312 million
- LinkedIn: 309 million
- Baidu Tieba: 300 million
- Snapchat: 291 million
- Vine: 260 million
- Pinterest: 250 million

*Source: Statista*
But others are taking note. **Lite apps** and **offline viewing** and sharing are being released to get around the lack of connectivity, or data cost.
According to internetworldstats, as of 2017, the internet penetration rate in Africa stood at 39.8%.

As the cost of data decreases, audiences are beginning to explore different platforms. It is crucial that we understand our audience’s behaviors, as well as the nature of the platforms themselves.

Digital platforms are not created equal.
The behaviors/needs of the audience vary from platform to platform. We must not “hack” but instead optimize for each platform.
Creating Content for Multiplatform Distribution
Across Africa, rampant poaching is eradicating elephant and rhinoceros herds. International compacts, stepped-up policing, conservation groups ... all have all failed to stop it.

VOA reporter, Lulu Reynolds, traveled to Tarangire National Park and met with the rangers who patrol the area. Her question: How — in the face of global condemnation — can the problem persist?

The answer is not so simple.

Insert: TANAPA Rangers

END
This content is only suitable for a single platform... Radio
What if I had taken a picture?

What if I had taken a video too?

What if I had written about the story in a little bit more detail?

Sent different copy for different platforms?
TANAPA Rangers

Erin Reynolds <erin.a.reynolds@gmail.com>
Wednesday, July 12, 2017 at 8:08 PM

Across Africa, rampant poaching is eradicating elephant and rhinoceros herds. International compacts, stepped up policing, conservation groups — all have all failed to stop it.

VOA reporter, Lulu Reynolds, traveled to Tarangire National Park and met with the rangers who patrol the area. Her question: How — in the face of global condemnation — can the problem persist?

The answer is not so simple.

Intent: TANAPA Rangers

ENDS

Copy for Social:
TANAPA rangers patrol Tarangire National Park, looking for poachers and safeguarding Tanzania’s elephants.

Copy for Web:
(See attached word document)
TANAPA Ranger on Elephant Poaching in Tanzania

TANAPA Rangers Discuss Challenges to Eradicating Poaching

dakika 6 zilizopita

TANAPA rangers in action

Shirikisha
Erin Lulu Reynolds traveled to Tarangire National Park. Watch this video to here from the TANAPA rangers who patrol the park and safeguard Tanzania’s elephants. To learn more --> http://bit.ly/2tTXKK

TARANGIRE NATIONAL PARK
IS THE 6TH LARGEST PARK IN TANZANIA

Voaswahili TANAPA rangers patrol Tarangire National Park, looking for poachers and safeguarding Tanzania’s elephants. (Link to full story in bio)
Listen as TANAPA rangers explain the challenges to eradicating poaching in Tanzania: bit.ly/2te1XKK

TANAPA Rangers Say Corruption is the Biggest Impediment to Stopping Poaching

Published on Jul 11, 2017

Across Africa, combat poaching, eradicating elephant and rhino numbers, international protests, stepped-up policing, conservation groups... all have all failed publicly. VOA reports, Lisa Reynolds, travels to Uganda National Parks and reports the singles achieve the time to gather a nearly or partially proven. In the report year, in Africa's rhino conservation, the phenomenon period? I'm answer want to compose.
Look at all the different types of content crafted from the same, original story.
This is what we want you to do. This is **multiplatform distribution**.
A workflow that involves creating a story and distributing it via multiple platforms
When you go into the field – remember that you should always return with audio, video, photos, and some ideas for the accompanying text.
### Social Media Content Types: Combine Them in Your Strategy

<table>
<thead>
<tr>
<th><strong>Text Social</strong></th>
<th><strong>Audio:</strong></th>
<th><strong>Video:</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Post (Status Update)</td>
<td>Podcast</td>
<td>Social Video</td>
</tr>
<tr>
<td>Broadcast (Messengers)</td>
<td>AudioGRAM</td>
<td>Long Video</td>
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<tr>
<td>Tweet</td>
<td>Mini Podcast</td>
<td>Interview</td>
</tr>
<tr>
<td>Blog Post</td>
<td></td>
<td>Video Explainer</td>
</tr>
</tbody>
</table>

**Interactive:**
- Test
- Quiz
- Poll
- Forum/Chat
- Competition

**Graphics:**
- Photo
- Photogallery
- Infographics
- Collage, Combo
- Cartoon
- Explainer

**Video:**
- Social Video
- Long Video
- Interview
- Video Explainer
- Video Comment
- Video Fact Check
- Animation
- Story
- GIF/Giphy
Videojournalism - principles & recommendations
1. Equipment

2. Videography/ Framing

3. Storytelling
1. Equipment

Refer to your checklist:
Is my equipment charged? Am I on Do Not Disturb mode??
Do I have enough storage?

Always use a **microphone**.
Always use a **tripod**.
Always use your **headphones**.
“Good VJ vs. Bad VJ”
2. Framing/Videography
Communication is central to your work. Let your intentions be known to those you are filming.
2. Framing/Videography

- The **rule of thirds**

- No distractions in the **BKG**. Don’t put a person in front of a white wall.

- Fill the frame. Minimize **head room**, but provide **breathing room**. **No cut-off** heads.

- Perspective/POV. Interviews at **eye level**.
Direction and imaginary line

- It’s a technique that allows the story to flow visually, and a sequence to continue. It also allows you (and the viewer) to be situated.

- Keep in mind the direction and the imaginary line. They help you avoid confusion. Think of a football match.
Ex: The football imaginary line

VS.
- Make **no moves** in the shot. Hold the shot for at least **10 seconds**. Pan to **reveal**.

- Use a variety of shots: **wide** shot, **medium** shot, **close-ups**.

- No zooming or in out. **Zoom with your feet**.

- Use **natural light**, **natural sound**.

- Talent should **face** the source of **light**.

- **Preview** video right after **recording**. Go back if you have to.
VS.
This is a sequence. **Sequences** develop your story and, if built well, allow you to keep your **audience** engaged.
REMEMBER!

- Your sequence/composition is the single most important outcome of your camera. You decide what others should see, and what they should consider important.

- Your audiences’ eyes are in your hands!
3. Storytelling
3. Storytelling | basics

**Plan** your shoot. Create shot-lists.
Think of *sequences* when shooting B-roll. “Shoot-to-edit”.

**Exercise:**
Brainstorm shot-list for story on Syrian refugee family in Istanbul waiting to have immigrant status accepted in Germany.
3. Storytelling
Storytelling | building memorable reports

- Interesting People | Human Experiences

- Close-ups & Portrait Mode | Selfies and Vertical Video

- Constant Rhythm | Signature Pace
Storytelling | building memorable reports

- **Opening Shot** | **Closing Shot**

- **Sound** | Nat. Sound & “Hear before Seeing”

- More **Shots/Cutaways** | Less Problems
3. Storytelling
3. Storytelling
Stories (format)

**Q2 2016 - Q4 2017 Growth Rate by Format**

- **Growth Rate of Feeds**
  - **15x**

- **Stories Growth Rate**
  - **434%**

- **Stories**
  - **28%**
  - **100%**

**Stories Usage by Platform**

- **Snapchat**
  - **81%** of daily users

- **Instagram**
  - **60%** of daily users

- **WhatsApp**
  - **35%** of daily users

*Sources: Facebook, The Daily Beast, 2018
Top 3 Feeds: Facebook, Instagram, and Twitter
Top 3 Stories: Instagram, Snapchat, and WhatsApp
Twitter daily users estimated based on monthly active users*
Peak Newsfeed
Trivia Time!

Which company owns the “pull-to-refresh” patent?
Twitter was just officially granted a patent on the ubiquitous pull-to-refresh gesture—a touch interface concept the company acquired when it purchased Tweetie developer Atebits in 2010 and hired founder Loren Brichter, who invented the move. May 21, 2013

Twitter granted patent on pull-to-refresh, promises to only use it...
https://www.theverge.com/.../twitter-pull-to-refresh-patent-innovators-patent-agreement-...
Mario and Fafa talk about a very serious problem.
Vertically oriented videos are the lingua franca of at least a half-dozen social and video apps, including Snapchat, whose users watch three billion mostly vertical videos every day. 

Erik Olsen/The New York Times

STATE OF THE ART

Vertical Video on the Small Screen? Not a Crime

By Farhad Manjoo

Aug. 12, 2016
STATE OF THE ART

Vertical Video on the Small Screen? Not a Crime
A Match Made in Heaven
Screen Orientation By Size, OS

Smartphone
iOS 97% Portrait
Android 89% Portrait

Tablet “Mini”
iOS 64% Landscape
Android 67% Portrait

Tablet “Full”
iOS 66% Landscape
Android 63% Landscape

Smartphone and Tablet Portrait Orientation Usage 2017 Q3
“Snapchat is the floor-to-ceiling window observation deck into someone’s life. It sees every type of communication humans have invented: video, audio, text, symbols, and drawings. Beyond virtual reality and 360 video — both tough to capture or watch on the go — it’s difficult to imagine where social media evolves from here.”

Josh Constine | Editor at Large @TechCrunch
How are Stories? “Boomin”
- **Videos + Photos:** Square/horizontal videos
- **Text:** status updates/linked articles
- **Audio:** Visualized
- **Navigation:** Vertical scroll

- **Videos + Photos:** Full vertical
- **Text:** Embedded/Linked ("see more")
- **Audio:** Visualized
- **Navigation:** Horizontal tap/vertical scroll

habit alert
YOUR VIEWS: How do we improve the health of our oceans and seas waters? Kenya's President Uhuru Kenyatta opens the International Blue Economy Conference 2019 in Nairobi. His pledge includes:

- Building and expanding Kenyan ports

See More.

Trump Contradicts Administration's Climate Change Report

I HID MY DAD'S ABSENTEE BALLOT
The Atlanta trio is a family affair—Quavo is Takeoff’s uncle and Offset’s cousin.
Creative forms of expression are being guided by major platforms. As screens proliferate, accelerating creative digital storytelling is a content creator’s responsibility. Leading social networks have enabled mass creativity with accessible tools while limiting creative freedom at the same time. Publishers need to focus not only on reach but also owned experiences.
Questions?
“Content is King, but Distribution is Queen and she wears the pants.”

- Jonathan Perelman -
Technology itself is not the disruptor. The biggest threat to the business is failing to give people what they want.
Who is this content for?
How do I reach that person?
What targeting options do I use?
What do I want that person to do with that content?
How do I start a conversation with that person?
How do I include that person in a community of loyal customers?
- Check your assumptions
- Test the problem you’re identifying
- Articulate your blind spots/ your plan
- Challenge the team to push back
- Communicate often and regularly
- Focus on the end-state
- Know what to value
- Set metrics on what you value
The creation of niche content that serves niche communities.
COMMUNICATION IN 2019

SENDER → MESSAGE → NOISE
While it may seem that **EVERYONE** is now a content creator, the truth is a bit **more nuanced**.

"If you get a group of **100 people** online then **one will create content**, 10 will 'interact' with it (commenting or offering improvements) and the other **89 will just view it**.”

- Charles Arthur
nich content for niche audiences

influencers

promoters

enthusiasts

1

9

90
work with influencers

- micro: <10,000 followers
- meso: 10,000-100,000 followers
- macro: >100,000 followers
Model 1. Multiplication

- spike multiplied by influencers and affiliates
- after the spike, the number of conversions is back to norm

Model 2. Deep Engagement

- media campaign kick-off
- «echo»
- «echo»
- influencers support the interest to the topic
INFLUENCERS
- bloggers
- social activists
- intellectuals
- journalists
- political humor creators
- businessmen
- celebrities

Media and marketing campaigns
Social campaigns
Media Education
Products and services
Infotainment and edutainment
News distribution
WHAT'S YOUR COMPETITIVE ADVANTAGE?
SIX ELEMENTS OF SUCCESS

- Clear Strategy
- Trust
- Participation
- Personalization
- Consistency
- Call to Action
Drive innovation…

- By obsessing over the problem
- By building a process of continued experimentation
- By incentivizing process, not outcomes
- By designing for decision-making
People do not remember where the news comes from.

People remember the original projects.

**Building Audience**

Mass Audience

**Building Reputation**

**Innovations**

**Building Audience**

News, programs, reports, comments, video clips, analysis

**Building Reputation**

Special projects, microsites, fact-checks, games, tests, quizzes, augmented, virtual reality, video 360 ...
CONSISTENCY
content publication is just a beginning
<table>
<thead>
<tr>
<th>Time</th>
<th>News Segment 1</th>
<th>News Segment 2</th>
<th>News Segment 3</th>
<th>News Segment 4</th>
<th>News Segment 5</th>
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</thead>
<tbody>
<tr>
<td>9AM-11AM</td>
<td>DIGEST</td>
<td>POLL</td>
<td>DIGEST</td>
<td>QUIZ</td>
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<tr>
<td>11AM-1:00PM</td>
<td>NEWS</td>
<td>NEWS (GIF)</td>
<td>NEWS</td>
<td>SPECIAL PROJECTS</td>
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<tr>
<td>1PM-3PM</td>
<td>NEWS (ANIMATED)</td>
<td>NEWS</td>
<td>EDUCATION</td>
<td>GAME</td>
<td></td>
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<tr>
<td>3PM-5PM</td>
<td>POLL</td>
<td>SOFT NEWS</td>
<td>INFOGRAPHICS</td>
<td>COMPILATION</td>
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<tr>
<td>7PM-12PM</td>
<td>NEWS</td>
<td>AUTOR’S STORIES</td>
<td>LIVE</td>
<td>BACKSTAGE</td>
<td></td>
</tr>
</tbody>
</table>
HOW TO SUPPORT CONTENT

DO NOT LEAVE THE FIRST HOUR

ASK FRIENDS TO LIKE OR SHARE

COMMENT, JOIN IN THE CONVERSATION

RAISE SUCCESSFUL POST FROM ARCHIVE BY LIKE OR COMMENT
CALL TO ACTION
We rely on NUMBERS
• NICHE
• REGIONAL
• ALTERNATIVE
• NON-MAINSTREAM
Audience doesn’t leave social media, it moves to other networks.
<table>
<thead>
<tr>
<th></th>
<th>App Name</th>
<th>Developer</th>
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<tbody>
<tr>
<td>1</td>
<td>TikTok - Make Your Day...</td>
<td>TikTok Inc.</td>
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<tr>
<td>2</td>
<td>Instagram</td>
<td>Instagram</td>
</tr>
<tr>
<td>3</td>
<td>Facebook</td>
<td>Facebook</td>
</tr>
<tr>
<td>4</td>
<td>Snapchat</td>
<td>Snap Inc</td>
</tr>
<tr>
<td>5</td>
<td>Facebook Lite</td>
<td>Facebook</td>
</tr>
<tr>
<td>6</td>
<td>Pinterest</td>
<td>Pinterest</td>
</tr>
<tr>
<td>7</td>
<td>Tellonym: Honest Questions &amp; Fee...</td>
<td>Callosum Software</td>
</tr>
<tr>
<td>8</td>
<td>Hi, like - fun</td>
<td>Первак Ульяна</td>
</tr>
<tr>
<td>9</td>
<td>The Messenger App: Free for mess...</td>
<td>The Messenger App: Free...</td>
</tr>
<tr>
<td>10</td>
<td>Badoo - Free Chat &amp; Dating App</td>
<td>Badoo</td>
</tr>
</tbody>
</table>
TikTok

800 mln active users, 15 sec and 60 sec videos

- Chinese, news aggregator behind it, (a.k.a musical.ly, Douyin)
- Often referred as a new «Vine» or «Snapchat»;
- TikTok is available in 150 markets, in 75 languages
- >800 million active users (outside of China)
- top-5 youth platforms globally (incl. Russia, USA, Brazil, Germany, Ukraine)
- >80% - 15-30 years old
EVERY ENGAGEMENT HAS DIFFERENT WEIGHT

COMMENT
LIKE
SHARE
MINUTES WATCHED
VIEWS
CLICKS
<table>
<thead>
<tr>
<th>ABSOLUTE</th>
<th>RELATIVE</th>
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</thead>
<tbody>
<tr>
<td>WEBSITE VISITS</td>
<td>VISITS+ PAGEVIEWS</td>
</tr>
<tr>
<td>PAGE LIKES</td>
<td>TIME SPENT/PAGEVIEWS PER VISIT</td>
</tr>
<tr>
<td>VIDEO/AUDIO PLAYS</td>
<td>INTERACTIONS/1000 FANS</td>
</tr>
<tr>
<td>POST REACH</td>
<td>VIDEO VIEW 10sec/30sec</td>
</tr>
<tr>
<td>ENGAGEMENTS</td>
<td>(average) TIME WATCHED</td>
</tr>
</tbody>
</table>
DON’T BOOST FOR FOLLOWERS

Likes + Comments + Shares = Total Engagement

(Total Engagement / Fans) x 100 = Engagement Rate
NON-PAID

- Non-paid partnerships
- Aggregators
- Media Sponsorship
- Publicity
- Mass-following
- Crossposting
- Micro-Influencers
TRADITIONAL / PAID

- Google Adwords
- FB/IG Ads
- Widget placement
- Paid partnerships
Likely engagement with US political content (conservative) 23,200,000 people
Politics (US)

Likely engagement with US political content (liberal) 21,900,000 people
Politics (US)

Likely engagement with US political content (moderate) 20,800,000 people
Politics (US)

Household income: top 25%-50% of ZIP codes (US) 22,600,000 people
Income

Household income: top 10%-25% of ZIP codes (US) 18,000,000 people
Income

Household income: top 10% of ZIP codes (US) 16,400,000 people
Income

Household income: top 5% of ZIP codes (US) 8,200,000 people
Income

Ballet Entertainment
Bars Entertainment
Concerts Entertainment
Dancehalls Entertainment
Music festivals Entertainment
Nightclubs Entertainment
Parties Entertainment
Plays Entertainment
Theatre Entertainment
Acting Hobbies and activities 194,000,000 people
Crafts Hobbies and activities 294,000,000 people
Dance Hobbies and activities 640,000,000 people
Drawing Hobbies and activities 180,000,000 people
Drums Hobbies and activities 95,400,000 people
Fine art Hobbies and activities 36,300,000 people
Guitar Hobbies and activities 154,000,000 people
Painting Hobbies and activities 386,000,000 people
Performing arts Hobbies and activities 442,000,000 people
Photography Hobbies and activities 1,180,000,000 people
Sculpture Hobbies and activities 127,000,000 people
Singing Hobbies and activities 445,000,000 people
Writing Hobbies and activities 350,000,000 people
### Apps and Services for Managing Social Media

<table>
<thead>
<tr>
<th>#</th>
<th>App</th>
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<tr>
<td>1</td>
<td>LIVEREACTING</td>
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<td>Hootsuite</td>
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<td>Supa.ru</td>
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<td>PLAYBUZZ</td>
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<td>Buffer</td>
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<td>Crello</td>
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<td>INFOGRAM</td>
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<td>SMMPLANNER</td>
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<td>Hyperlapse</td>
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<td>Cut Story</td>
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</tr>
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<td>7</td>
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<td></td>
<td>7</td>
<td>8MM APP</td>
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<td>PREview</td>
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### Analytics

<table>
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<td>TGStat</td>
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</table>
Questions?