



Media Worldwide

Q4 2022



The Emplifi quarterly industry report reveals insights into the latest social media trends around the world.

Including data on the developments in both paid and organic, the report helps marketers gain knowledge about their industry.

Emplifi is the trusted social media management partner to thousands of enterprise brands and SMBs. Leveraging the largest social media dataset in the industry, Emplifi' unified marketing platform helps brands large and small ensure their investment in social media is delivering measurable business outcomes.

With over 2,500 clients across 100 countries, Emplifi develops the leading social media management platform.



Introduction

Number of Followers

In Q4 2022, the total number of followers for Media industry Worldwide increased on Instagram. For Instagram, this is in line with the overall global trend in number of followers, which increased by 1.00% in the last quarter.

Engagement

Taking a closer look at the interactions for Media industry Worldwide, engagement grew on Instagram in Q4 2022.

Number of Posts

The number of posts from Media industry Worldwide increased on Instagram and Facebook in Q4 2022. Over Q4 2022, the number of posts globally also increased.

Read further to get a deeper understanding of the trends in the Media industry Worldwide based on exclusive quarterly data from Emplifi.

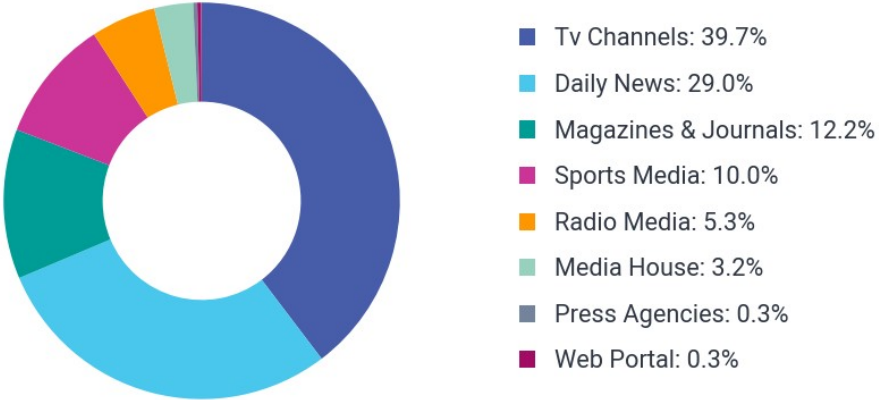


Platforms Overview

Total Interactions Distribution of media Pages on Facebook



Media
Worldwide



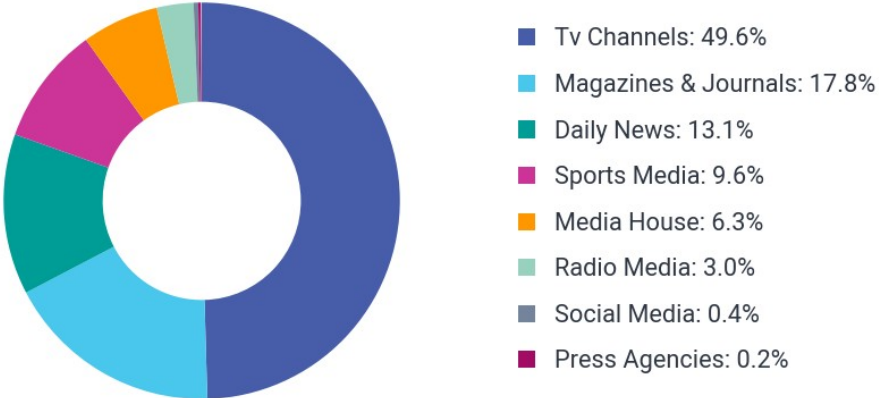
Worldwide, TV Channels category shares 39.7% of the total interactions of Media pages on Facebook.

Date range: October 01, 2022 - December 31, 2022
Sample: Facebook media Pages in Worldwide
Source: Emplifi data

Total Interactions Distribution of media Profiles on Instagram



Media
Worldwide



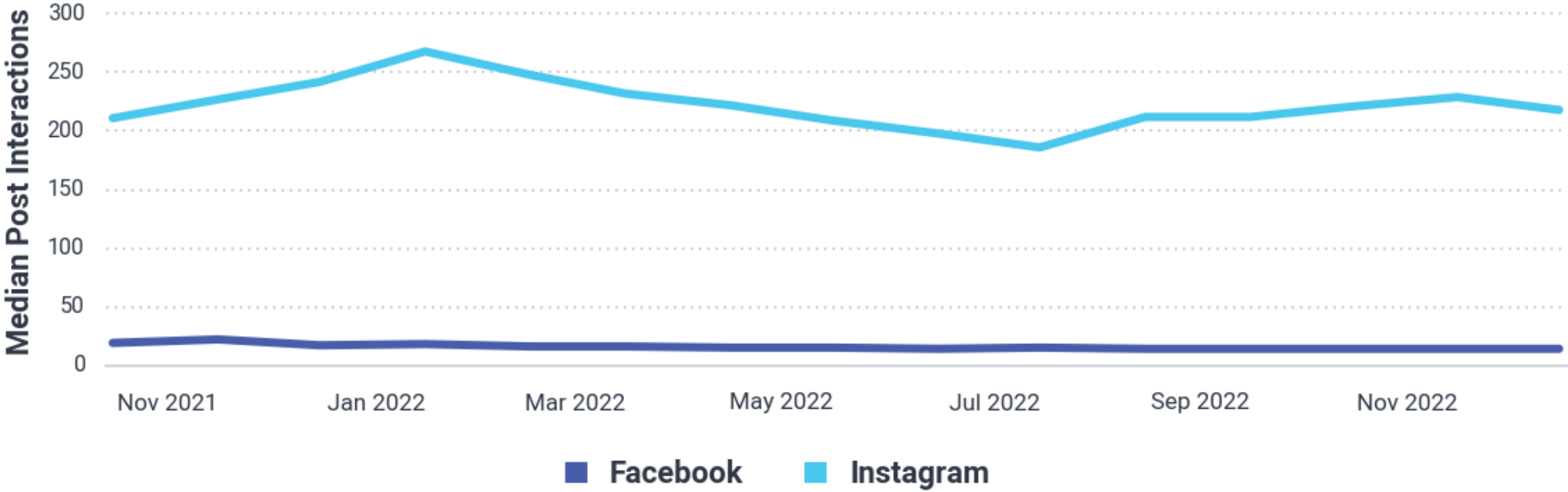
Worldwide, TV Channels category shares 49.6% of the total interactions of Media profiles on Instagram.

Date range: October 01, 2022 - December 31, 2022
Sample: Instagram media Profiles in Worldwide
Source: Emplifi data

Median Post Interactions



Media
Worldwide

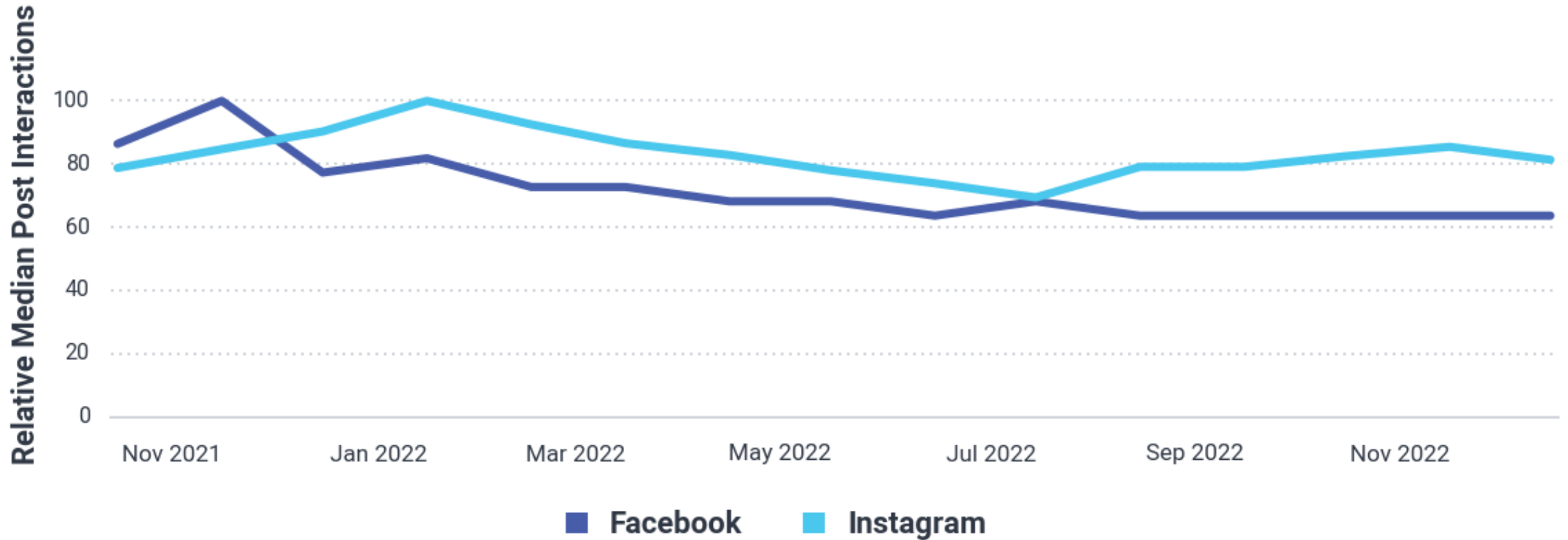


Date range: October 01, 2021 - December 31, 2022
Sample: 24,678 Facebook and 6,879 Instagram Media Profiles in Worldwide
Source: Emplifi data

Relative Median Post Interactions



Media
Worldwide



Date range: October 01, 2021 - December 31, 2022

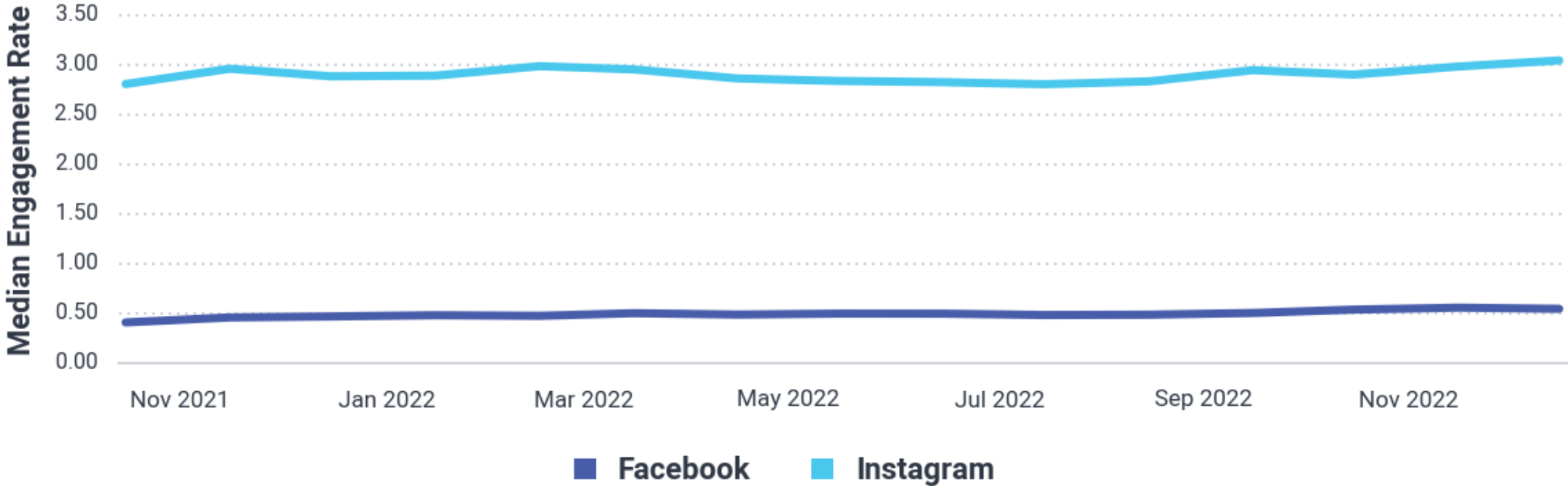
Sample: 24,678 Facebook and 6,879 Instagram Media Profiles in Worldwide

Source: Emplifi data

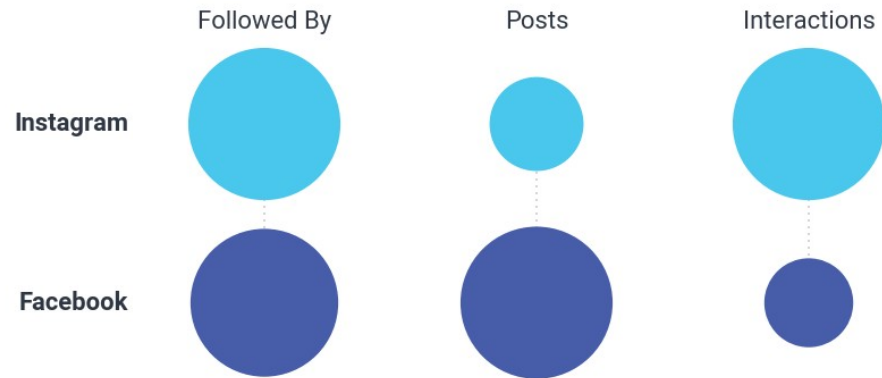
Median Post Engagement Rate



Media
Worldwide



Date range: October 01, 2021 - December 31, 2022
Sample: 24,678 Facebook and 6,879 Instagram Media Profiles in Worldwide
Source: Emplifi data



When it comes to audience size Worldwide, the median number of followers for Instagram accounts in Media is almost the same as the number of fans for Facebook accounts. Activity Volume on Instagram is lower than on Facebook and User Engagement on Instagram higher than on Facebook.

Date range: October 01, 2022 - December 31, 2022

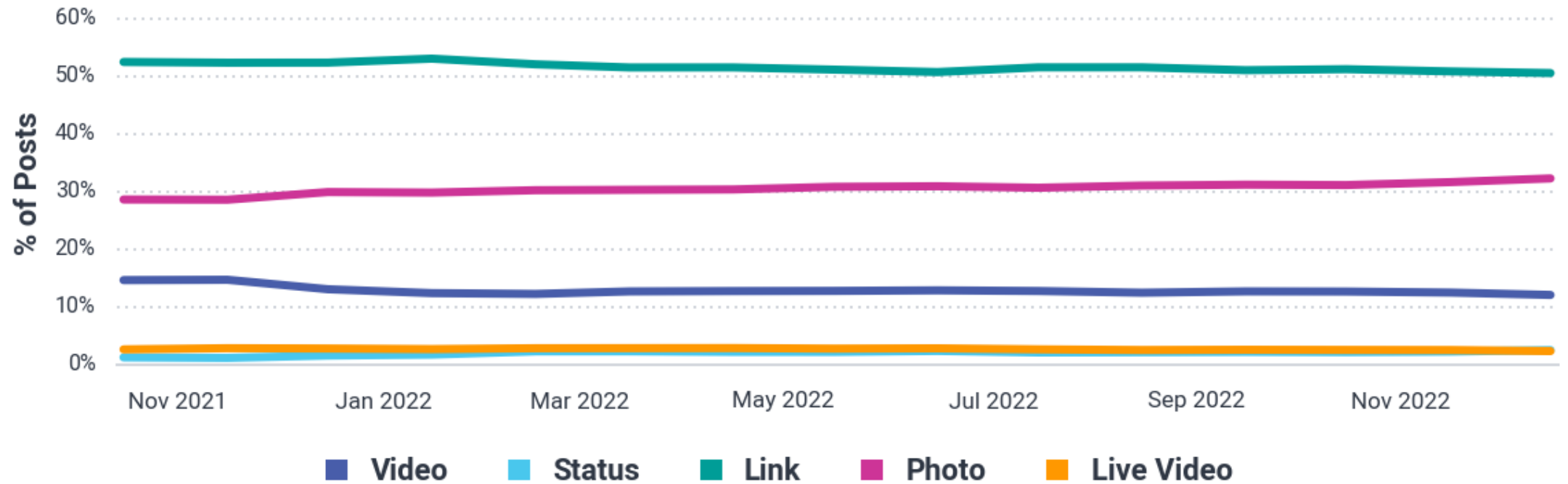
Sample: 22,853 Facebook and 6,508 Instagram Media Profiles in Worldwide

Source: Emplifi data

Distribution of Post Types on Facebook



Media
Worldwide



Date range: October 01, 2021 - December 31, 2022

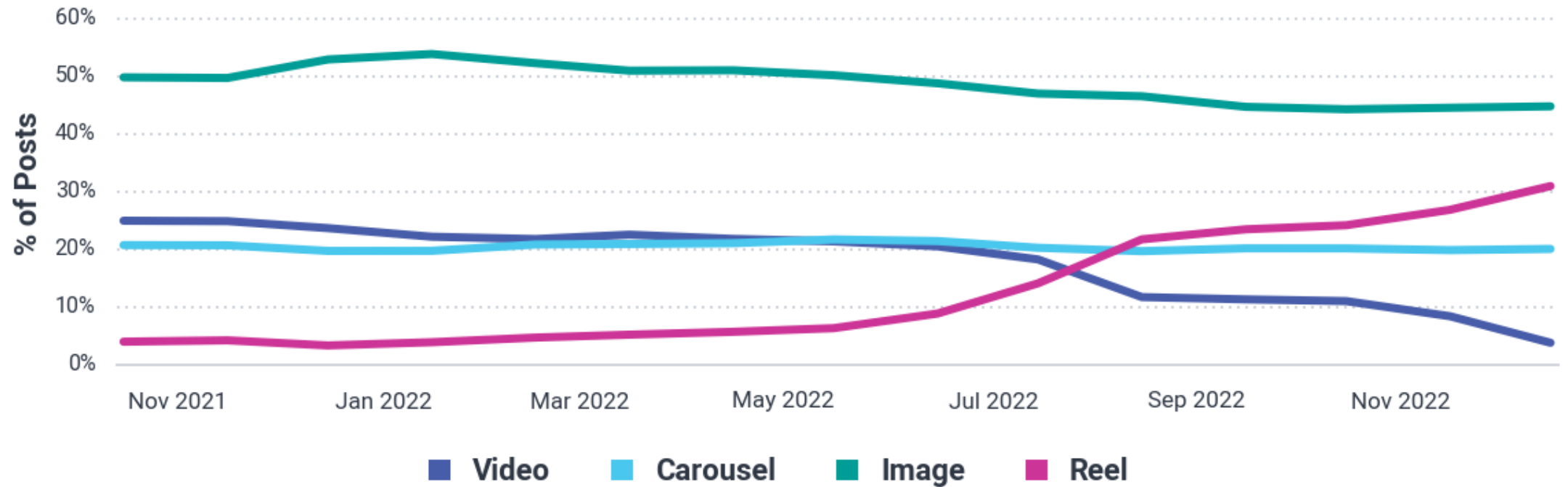
Sample: 24,678 Facebook media Pages in Worldwide

Source: Emplifi data

Distribution of Post Types on Instagram



Media
Worldwide



Date range: October 01, 2021 - December 31, 2022

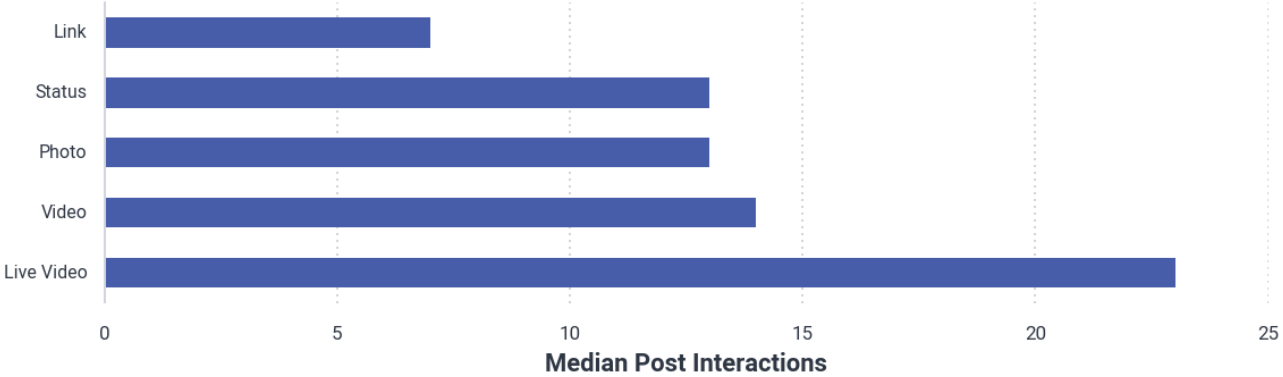
Sample: 6,879 Instagram media Profiles in Worldwide

Source: Emplifi data

Organic Performance of Post Types on Facebook



Media
Worldwide



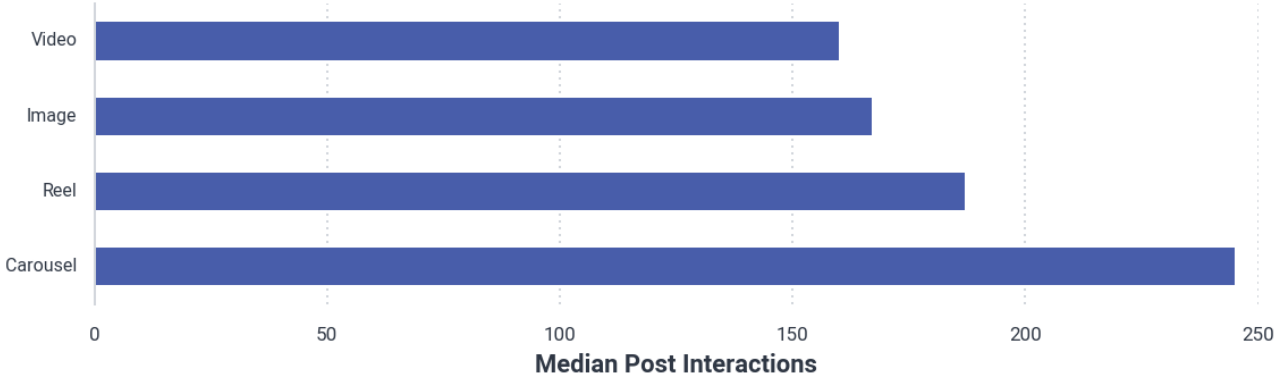
In terms of organic performance on Facebook Worldwide, Live Video and Video perform well, with 23 median post interactions for Live Video and with 14 median post interactions for Video.

Date range: October 01, 2022 - December 31, 2022
Sample: 22,834 Facebook media Pages in Worldwide
Source: Emplifi data

Organic Performance of Post Types on Instagram



Media
Worldwide










In terms of organic performance on Instagram Worldwide, Carousel performs the best with 245 median post interactions, which is 58 more than the 2nd highest post type, Reel.

Date range: October 01, 2022 - December 31, 2022
Sample: 6,508 Instagram media Profiles in Worldwide
Source: Emplifi data

Top Performing Pages on Facebook



Media
Worldwide

Rank		Name	Fans	Posts	Interactions
1		GOAL /GOAL	18,945,571	2,824	141,199,379
2		LADbible /LADbible	37,265,292	4,309	124,973,992
3		UNILAD /uniladmag	42,176,104	4,676	92,272,593
4		Just Bollywood /funducontent	657,687	1,531	88,432,228
5		Invictos /somosinvictos	6,087,160	2,911	81,354,026
6		dbcnews.tv /dbcnews.tv	2,811,481	7,742	80,186,047

For Media Worldwide, the top performing page on Facebook is GOAL, with 141,199,379 interactions on 2,824 posts. Other pages performing well include LADbible and UNILAD.

Date range: October 01, 2022 - December 31, 2022

Sample: Facebook media Pages in Worldwide

Source: Emplifi data

Top Performing Profiles on Instagram



Media
Worldwide

Rank		Name	Followers	Posts	Interactions
1		TNT Sports Brasil /tntsportsbr	15,120,365	9,392	1,147,969,326
2		تلویزیون منوتو /manotoofficial	11,635,703	11,070	1,067,993,100
3		ایران اینترنشنال /iranintlv	9,353,516	7,683	849,590,614
4		The Shade Room /theshaderoom	27,776,410	3,578	634,456,269
5		TyC Sports /tycsports	3,984,980	5,999	560,108,573
6		BBC NEWS فارسی /bbcpersian	19,076,038	7,243	489,404,571

For Media Worldwide, the top performing profile on Instagram is TNT Sports Brasil, which has 15,120,365 followers and generated 1,147,969,326 interactions on 9,392 posts. Other profiles performing well include تلویزیون منوتو and ایران اینترنشنال.

Date range: October 01, 2022 - December 31, 2022


Sample: Instagram media Profiles in Worldwide


Source: Emplifi data

Top Posts on Facebook




Media
Worldwide


 **SEC Network**
f /SECNetwork

1 

Security went crazy at the Tennessee game (via beachgalloway/IG | SportsCenter, ESPN, College GameDay)


Interactions **4,695,220**


 **ESPN**
f /ESPN

2 

Security guard went OFF (via beachgalloway/IG | SportsCenter, Tennessee Football)

Interactions **4,089,868**

 **NowThis**
f /NowThisNews

3 

These preschoolers' '101 Dalmatians' Halloween costumes are 101% adorable

Interactions **2,974,920**

What are the posts in media that created the most engagement on Facebook Worldwide in the last quarter? ESPN, NowThis and SEC Network managed to skyrocket their Facebook performance, with the top post generating 4,695,220 interactions.

Date range: October 01, 2022 - December 31, 2022

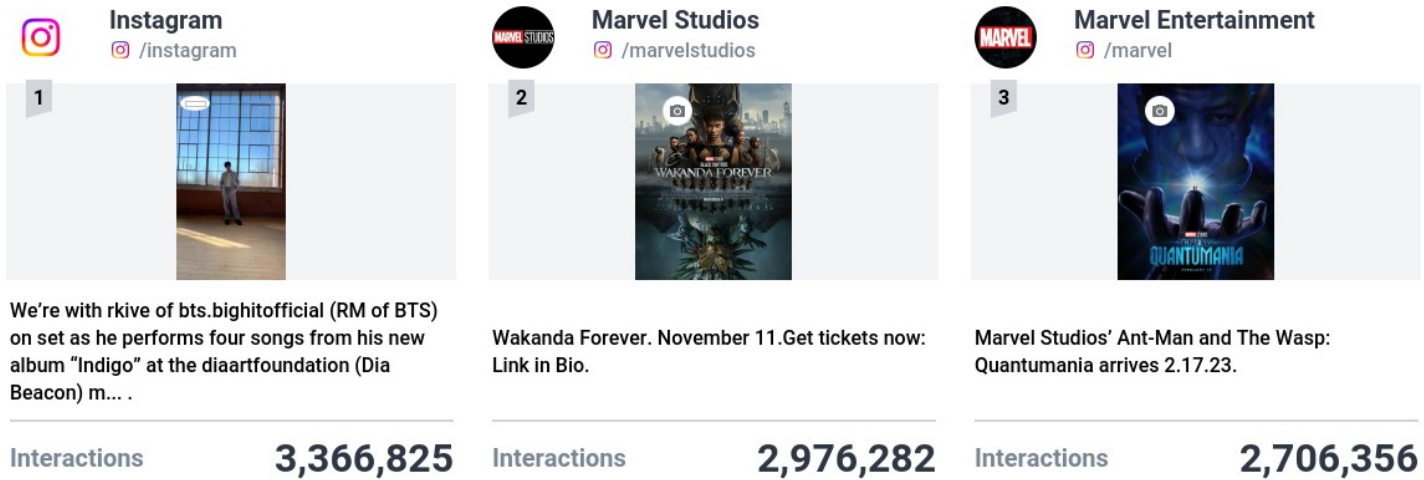
Sample: 22,853 Facebook media Pages in Worldwide

Source: Emplifi data

Top Posts on Instagram



Media
Worldwide



What are the posts in media that created the most engagement on Instagram Worldwide in the last quarter? Instagram, Marvel Entertainment and Marvel Studios managed to skyrocket their Instagram performance, with the top post generating 3,366,825 interactions.

Date range: October 01, 2022 - December 31, 2022
Sample: 6,508 Instagram media Profiles in Worldwide
Source: Emplifi data

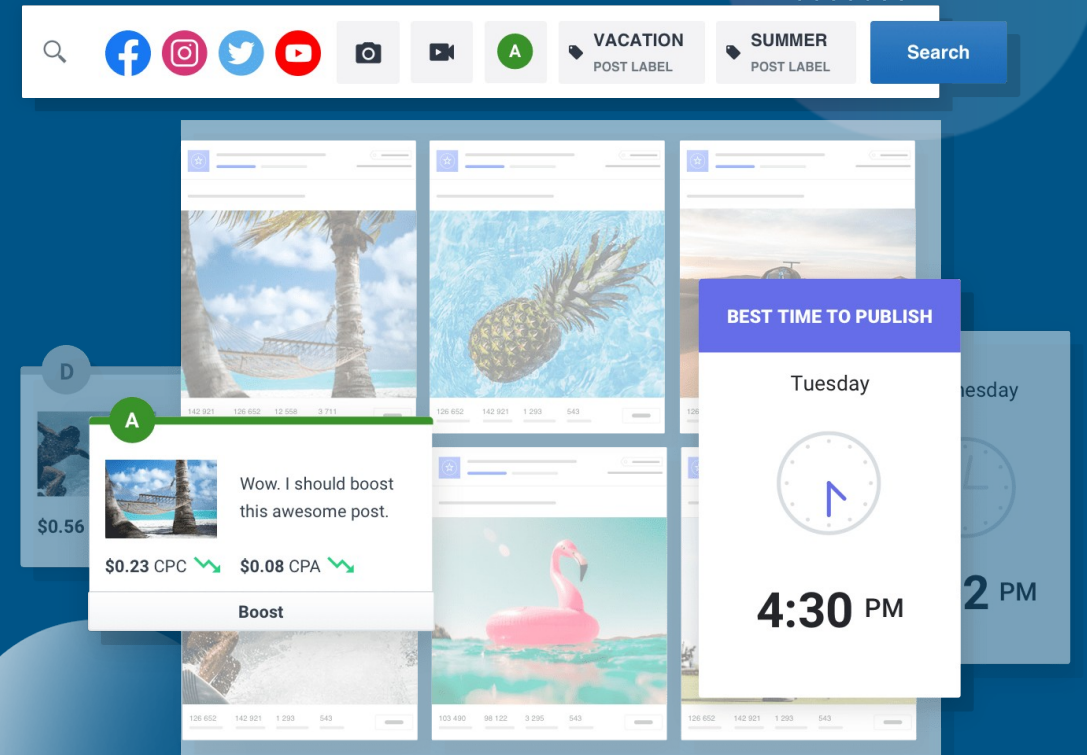
Boost your engagement on Facebook & Instagram with Emplifi



Get everything you need to create content that really drives audience engagement:

- Discover what content your audience actually likes
- Learn what to post, exactly when and where
- Uncover crucial content insights to direct your strategy

[Schedule a Personalised Demo](#)



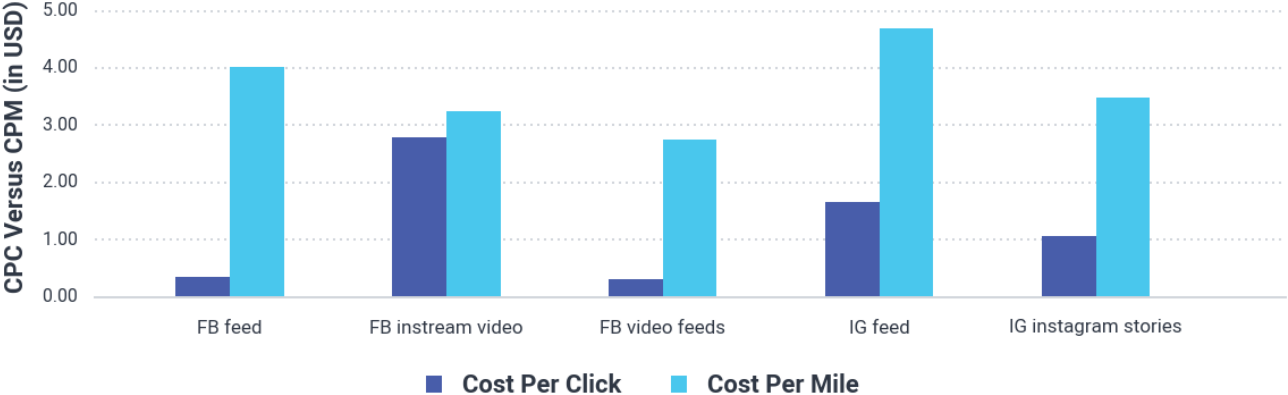


Facebook & Instagram Ads

CPC and CPM by Plat. Position - TOP 5 by Relative Spend



Media
Worldwide



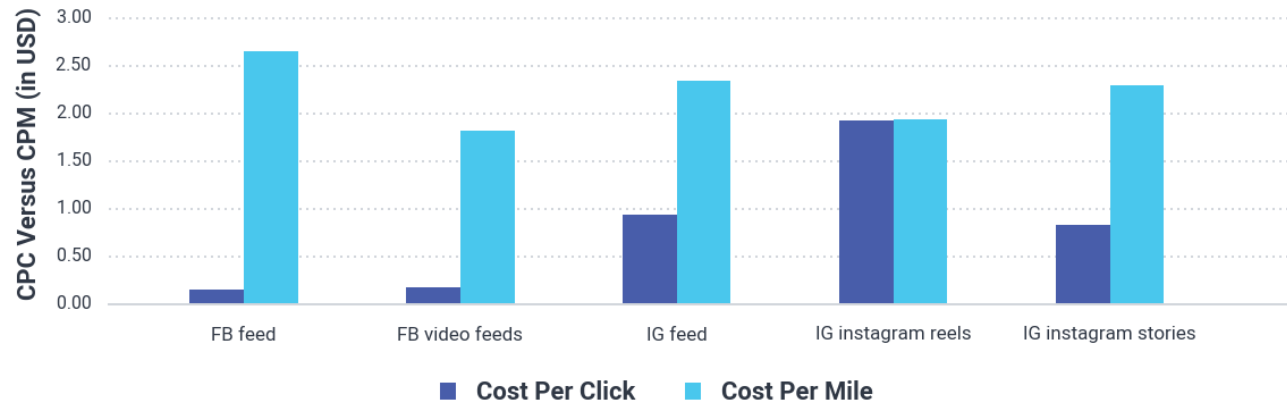
When it comes to cost per click (CPC) and cost per thousand (CPM) for Worldwide, the lowest CPC are on FB video feeds, FB feed, and IG instagram stories while the lowest CPM are on FB video feeds, FB instream video, and IG instagram stories.

Date range: October 01, 2022 - December 31, 2022
Sample: Worldwide Ad Accounts Benchmark
Source: Emplifi data

CPC and CPM by Plat. Position - TOP 5 by Relative Spend



Media
Worldwide



When it comes to cost per click (CPC) and cost per thousand (CPM) for media, the lowest CPC are on FB feed, FB video feeds, and IG instagram stories while the lowest CPM are on FB video feeds, IG instagram reels, and IG instagram stories.

Date range: October 01, 2022 - December 31, 2022

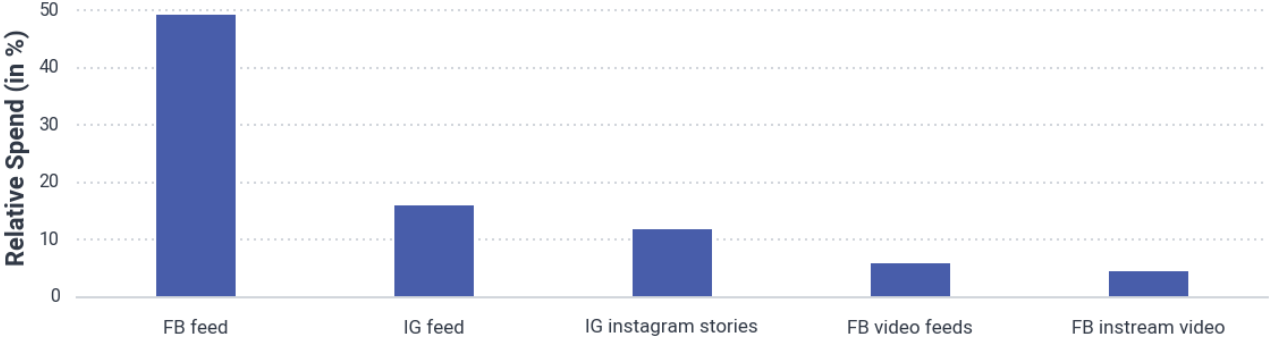
Sample: media Ad Accounts Benchmark

Source: Emplifi data

Relative Spend by Platform Position - TOP 5



Media
Worldwide



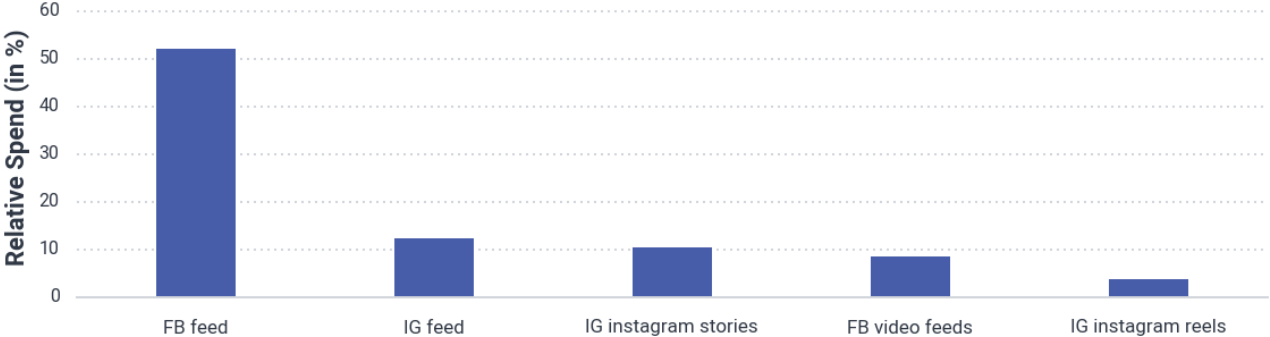
Looking closer at Worldwide, most of the relative spend goes to FB feed, followed by IG feed, and IG instagram stories. Spending on FB feed is 33.43 p.p. higher than spending on IG feed.

Date range: October 01, 2022 - December 31, 2022
Sample: Worldwide Ad Accounts Benchmark
Source: Emplifi data

Relative Spend by Platform Position - TOP 5



Media
Worldwide



Looking closer at media, most of the relative spend goes to FB feed, followed by IG feed, and IG instagram stories. Spending on FB feed is 39.64 p.p. higher than spending on IG feed.

Date range: October 01, 2022 - December 31, 2022

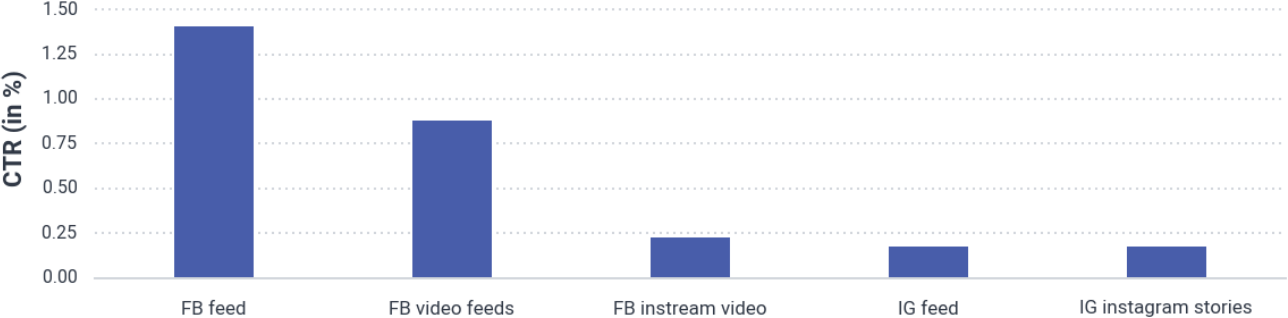
Sample: media Ad Accounts Benchmark

Source: Emplifi data

CTR by Platform Position - TOP 5 by Relative Spend



Media
Worldwide



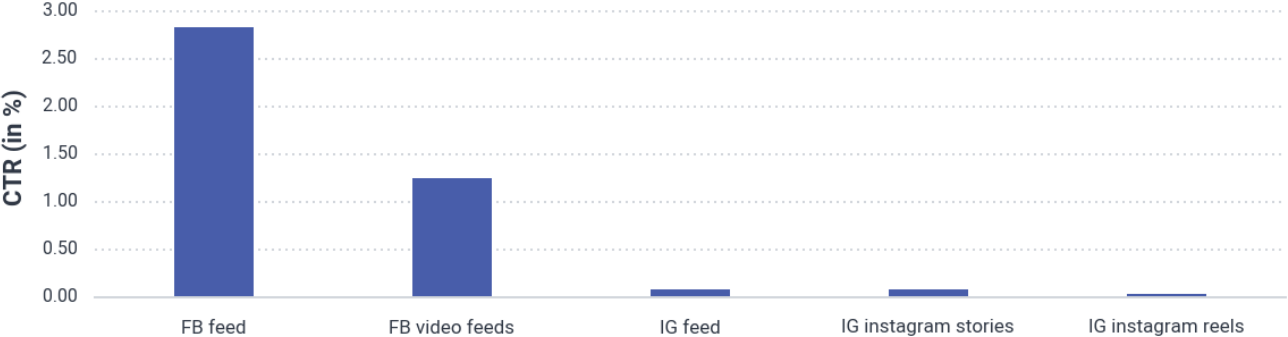
With Worldwide, the highest CTR is seen on FB feed, followed by FB video feeds, and FB instream video. FB feed gets CTR of 1.4% compared to FB video feeds, which gets 0.88%.

Date range: October 01, 2022 - December 31, 2022
Sample: Worldwide Ad Accounts Benchmark
Source: Emplifi data

CTR by Platform Position - TOP 5 by Relative Spend



Media
Worldwide



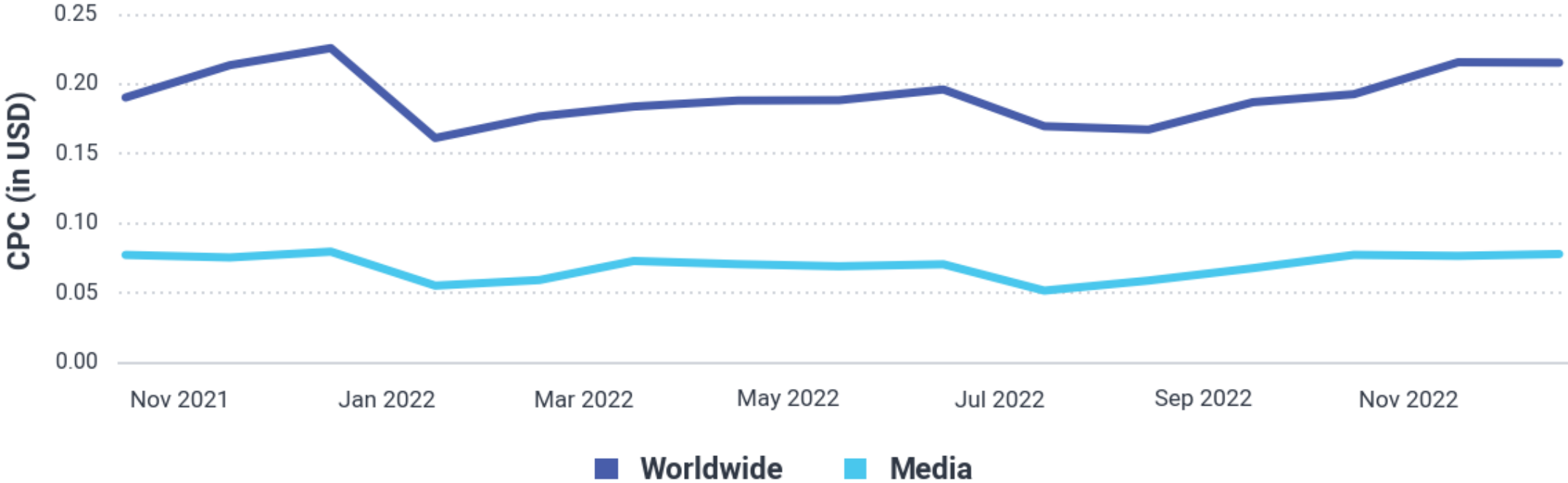
Within media, the highest CTR is seen on FB feed, followed by FB video feeds, and IG feed. FB feed gets CTR of 2.83% compared to FB video feeds, which gets 1.25%.

Date range: October 01, 2022 - December 31, 2022
Sample: media Ad Accounts Benchmark
Source: Emplifi data

Cost per Click



Media
Worldwide

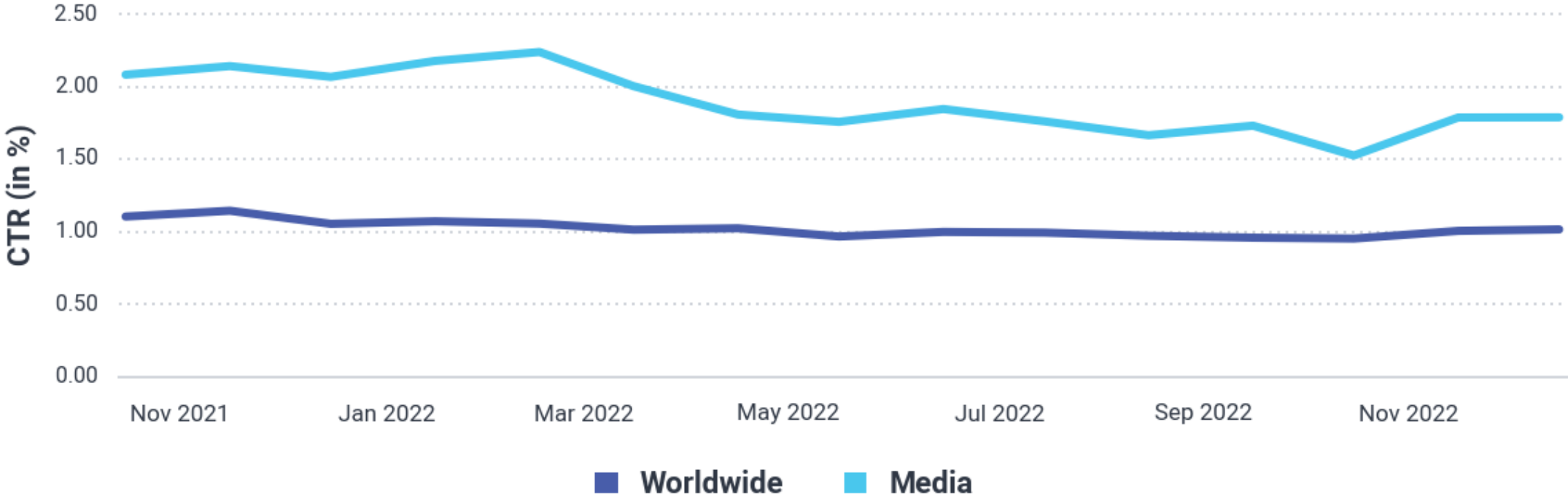


Date range: October 01, 2021 - December 31, 2022
Sample: Ad Accounts Benchmark
Source: Emplifi data

Click Through Rate



Media
Worldwide

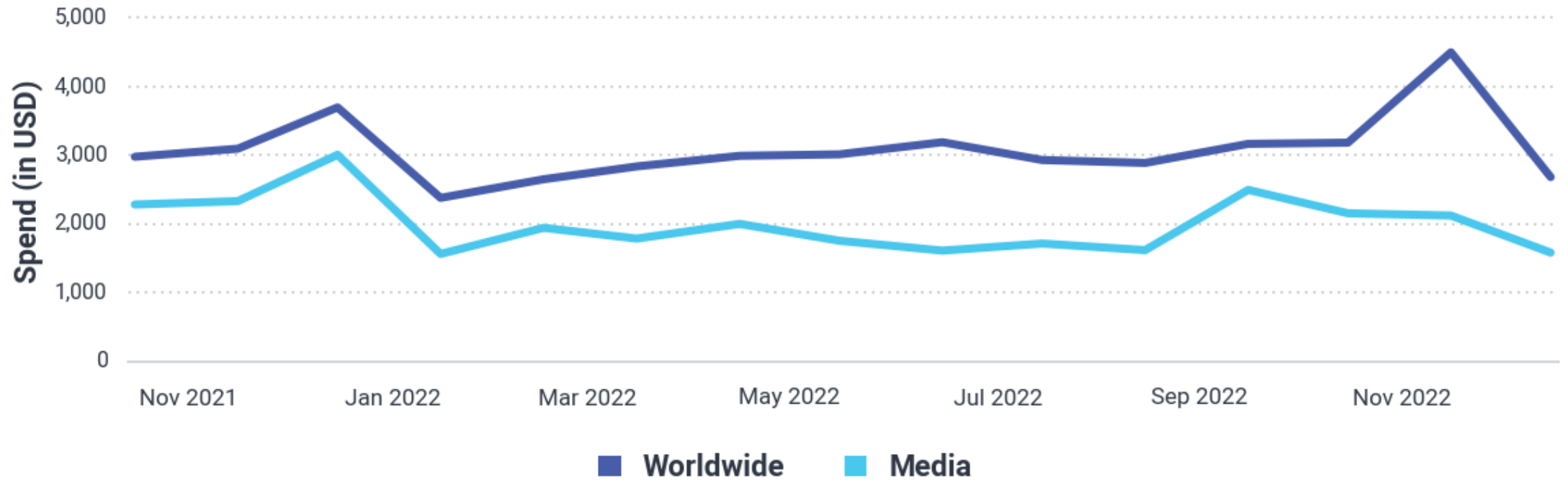


Date range: October 01, 2021 - December 31, 2022
Sample: Ad Accounts Benchmark
Source: Emplifi data

Spend (USD)



Media
Worldwide



Date range: October 01, 2021 - December 31, 2022

Sample: Ad Accounts Benchmark

Source: Emplifi data

Total Spend on Posts by Grade on Facebook



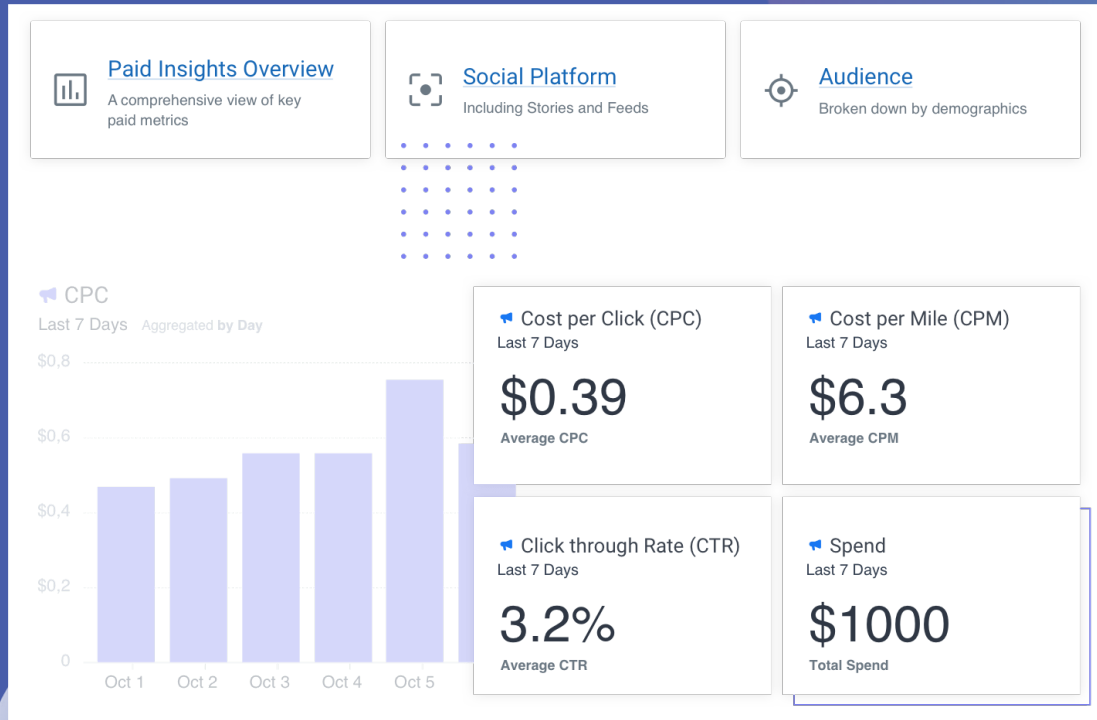
Media
Worldwide



- A: 43.2%
- D: 16.9%
- B: 14.7%
- A+: 13.3%
- C: 11.9%

Date range: October 01, 2022 - December 31, 2022
Sample: 307 Facebook Media in Worldwide
Source: Emplifi data

Get the most out of paid campaigns with Emplifi's data-driven metrics



Get everything you need to create content that really drives audience engagement:

- Use insights to make smarter decisions about your budget
- Instantly visualize KPIs alongside critical ad benchmarks
- Have AI help improve costs and boost click through

[Schedule a Personalised Demo](#)

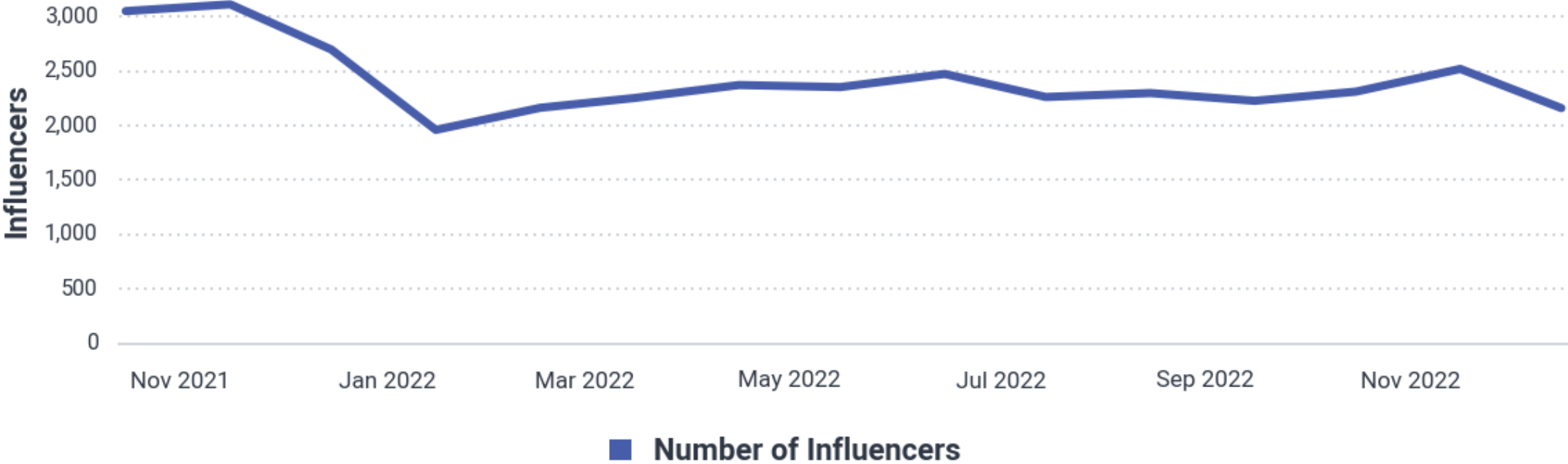


Influencers on Instagram

#Ad Usage by Influencers (Worldwide)



Media
Worldwide










Date range: October 01, 2021 - December 31, 2022
Sample: Instagram profiles associated with Media in Worldwide
Source: Emplifi data

Top Influencers Mentioning Brands Profiles (Worldwide)



Media
Worldwide

Rank		Profile	Followers	Interactions	Scores
1		Andy To • NYC /andyto	227,819	8,031,479	100
2		Matheus Wobeto /matheuswobeto	149,885	7,270,127	100
3		Lexi Poer Family +... /strollinginthesuburbs	103,422	3,753,912	100
4		AKSHAY YADAV /akshay_freestyle	12,488	554,004	100
5		Anjuli Mack /anjuli_mack	40,058	217,014	100
6		Anajü /oliveiraanaju	92,137	2,274,405	100

Worldwide, the top influencers mentioning Media on Instagram include Andy To • NYC, Matheus Wobeto, and Lexi Poer | Family + Travel.

Date range: October 01, 2022 - December 31, 2022








Sample: Instagram profiles associated with Media in Worldwide

Source: Emplifi data

Top Regional Influencers Mentioning Brands Profiles (Worldwide)



Media
Worldwide

Rank		Profile	Followers	Interactions	Scores
1		Andy To • NYC /andyto	227,819	8,031,479	100
2		Matheus Wobeto /matheuswobeto	149,885	7,270,127	100
3		Lexi Poer Family +... /strollinginthesuburbs	103,422	3,753,912	100
4		AKSHAY YADAV /akshay_freestyle	12,488	554,004	100
5		Anjuli Mack /anjuli_mack	40,058	217,014	100
6		Anajü /oliveiraanaju	92,137	2,274,405	100

Worldwide, the top presumed regional influencers mentioning Media on Instagram include Andy To • NYC, Matheus Wobeto, and Lexi Poer | Family + Travel.

Date range: October 01, 2022 - December 31, 2022







Sample: Instagram profiles associated with Media in Worldwide

Source: Emplifi data

Top Brands Profiles Cooperating with Influencers (Worldwide)



Media
Worldwide

Rank	Profile	# Mentions	# Influencers
1	 Instagram /instagram	6,785	2,503
2	 YouTube /youtube	3,339	953
3	 Facebook /facebook	3,310	588
4	 Google /google	1,424	496
5	 Disney /disney	536	359
6	 Combate /combate	209	177

The top Media profile associated with Instagram influencers Worldwide is Instagram, which has 6,785 mentions from 2,503 influencers. Other profiles with successful influencer partnerships include YouTube, Facebook, and Google.

Date range: October 01, 2022 - December 31, 2022








Sample: Instagram profiles associated with Media in Worldwide

Source: Emplifi data

Profiles With The Best Influencer Marketing Efficiency (Worldwide)



Media
Worldwide

Rank		Profile	Influencers' Interactions %	Influencers' Posts %	Cooperation Efficiency
1		GoodHomes Magazine /goodhomesmagazine	99.98%	50.00%	4,627.81x
2		A Para /apara	99.95%	66.67%	945.12x
3		Libertatea /libertatea	99.87%	50.00%	750.00x
4		AGATHA PARIS /agathaparispain	99.69%	50.00%	322.28x
5		Women's Health Polsk... /womenshealthpolska	99.62%	50.00%	258.82x
6		TRILLER /triller	99.79%	66.67%	236.08x

The Media profile Worldwide that has the best influencer marketing efficiency is GoodHomes Magazine which has a cooperation efficiency of 4,627.81x and only 50.00% of the overall posts featured by influencers. Other profiles doing well in this area includes A Para, Libertatea, and AGATHA PARIS. Cooperation Efficiency: the metric is the ratio of average interactions on an influencer's post mentioning the brand compared to a post published by the brand itself.

Date range: October 01, 2022 - December 31, 2022

Sample: Instagram profiles associated with Media in Worldwide

Source: Emplifi data

Boost your engagement on Facebook & Instagram with Emplifi

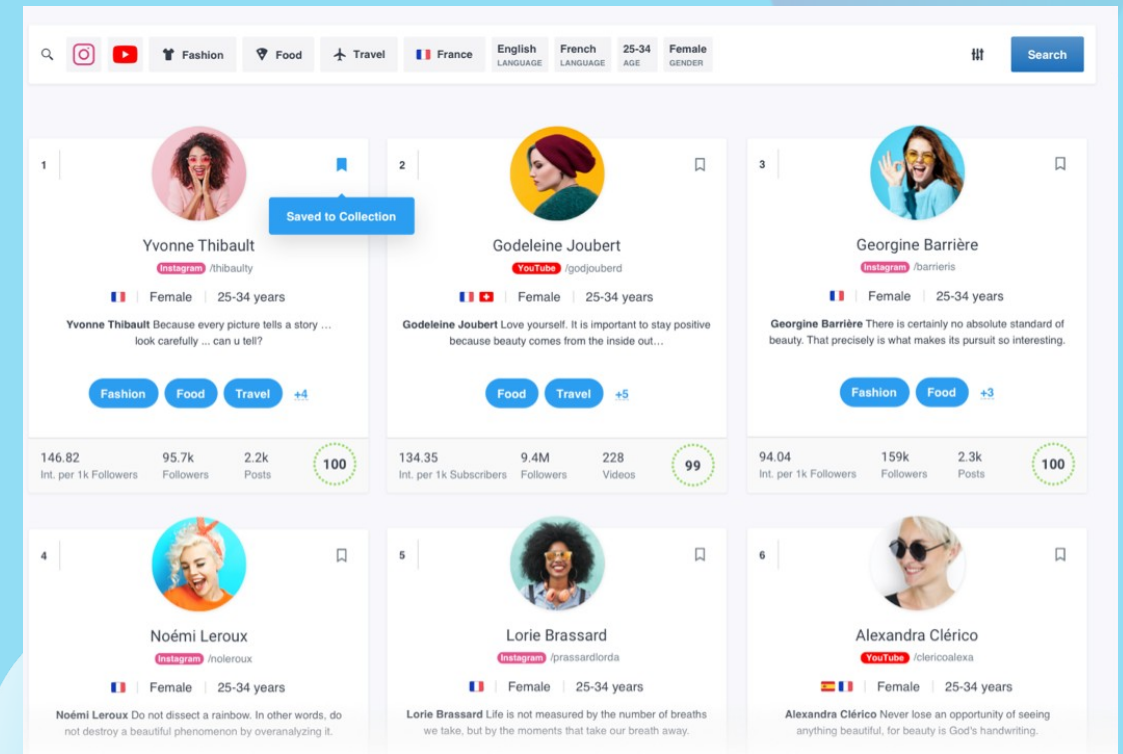


Discover the right influencers for your audience instantly

Finding the right influencers for your audience can be as easy as clicking a button. AI analyzes and finds the right influencers for you based on your audience preferences.

- Instantly find top-performing influencers in any industry or region
- Shortlist influencers that best match your requirements
- Easily monitor the business impact of all your influencer campaigns

[Schedule a Personalised Demo](#)






Appendix

Appendix - Facebook



Media
Worldwide

Metric 	Location	Q4 2022	Q-to-Q	Y-to-Y
Number of Followers	Worldwide	77,021.00	0.00%	0.00%
Interactions on Profile Post	Worldwide	13.00	-7.00%	-19.00%
Profile Posts	Worldwide	438.00	1.00%	44.00%
Video Views	Worldwide	1,005.50	-8.00%	-21.00%

Date range: October 01, 2021 - December 31, 2022

Sample: The sample varies across the metrics. Data for countries with limited number of Pages / Profiles may be replaced with regional data.

Source: Emplifi data

Appendix - Facebook



Media
Worldwide

Metric 	Location	Q4 2022	Q-to-Q	Y-to-Y
% Comments	Worldwide	10.39%	-4.00%	4.00%
% Other Than Like	Worldwide	17.43%	-4.00%	-0.00%
% Reaction	Worldwide	81.13%	1.00%	0.00%
% Shares	Worldwide	8.48%	-5.00%	-6.00%
% Live Video	Worldwide	0.00%	0.00%	0.00%

Date range: October 01, 2021 - December 31, 2022


Sample: The sample varies across the metrics. Data for countries with limited number of Pages / Profiles may be replaced with regional data.

Source: Emplifi data

Appendix - Instagram



Media
Worldwide

Metric 	Location	Q4 2022	Q-to-Q	Y-to-Y
Influencers Posting #Ad	Worldwide	5,694.00	3.00%	-22.00%
Number of Followers	Worldwide	91,921.00	1.00%	5.00%
Interactions on Profile Post	Worldwide	214.00	9.00%	-7.00%
Profile Posts	Worldwide	167.00	4.00%	64.00%

Date range: October 01, 2021 - December 31, 2022


Sample: The sample varies across the metrics. Data for countries with limited number of Pages / Profiles may be replaced with regional data.

Source: Emplifi data

Appendix - Youtube



Media
Worldwide

Metric 	Location	Q4 2022	Q-to-Q	Y-to-Y
Number of Followers	Worldwide	92,700.00	1.00%	8.00%

Date range: October 01, 2021 - December 31, 2022

Sample: The sample varies across the metrics. Data for countries with limited number of Pages / Profiles may be replaced with regional data.

Source: Emplifi data

Metric	Benchmark	Q4 2022	Q-to-Q	Y-to-Y
\$ CPC	Worldwide	0.21	18.49%	-1.11%
\$ CPC	media	0.08	31.17%	0.39%
\$ Spend	Worldwide	3,406.34	13.72%	5.88%
\$ Spend	media	1,999.98	10.33%	-23.75%

Date range: October 01, 2021 - December 31, 2022

Sample: Facebook ads account benchmarks. The sample varies across the metrics. Data for countries with limited number of Pages / Profiles may be replaced with regional data.

Source: Emplifi data



Quarterly Industry Reports reflect the state of Emplifi database at the beginning of the following quarter to the quarter of the reports. The data is pulled only once and is not updated between releases.

Minimum threshold for the report to be generated is 50 Profiles on Instagram & 50 Pages on Facebook for the given region and category combination. When the combination for a specific slide does not meet the threshold, if possible, data for broader area is provided instead.

In Q3 2020, the scope of our Instagram database was narrowed, thus resulting in possible discrepancies between the new and older reports in the reporting of long term trends. However, data shown in individual reports are consistent in time.

Note — Additional thresholds may be applied for specific slides:

- **Total Interactions Distribution at a minimum of 300**
- **Internal Ads-Benchmarks at a minimum 200 active benchmarks from a region/industry**
- **#AD hashtags at a minimum of 10 #AD hashtags per month in the influencers section, etc**

**Reactions:**

The sum of Like, Love, Haha, Wow, Sorry and Anger reactions on posts published by a Page on Facebook. Facebook doesn't provide number of Care reactions, therefore Care reactions are included in the Like reactions count.

Interactions:

Interactions on Facebook are calculated as a sum of all Reactions, Comments and Shares on posts published by a Page. Interactions on Instagram are calculated as a sum of Likes and Comments on posts published by a Profile.

Median post interactions in time:

The middle page when ranking Pages (Profiles) by median monthly post interaction. Median post by interactions is the page's middle post published in given month ranked by interactions.

Relative median interactions in time:

Same as Median Interactions in time, but the values are the ratios of the maximum value in the given time period (separately for each platform).

SOCIAL MEDIA LANDSCAPE

Audience size:

Median of pages Fans (Followers) count at the end of the quarter.

Posts:

Median of total posts published in the quarter, aggregated on Page level.

Interactions:

Median of total page interactions (on the posts published in the quarter), aggregated on Page level.

ADS

Organic means not promoted (not paid to be shown in the feed). We use Emplifi' internal algorithm that detects with almost 100% accuracy whether a post has been promoted or not.

Cost per Click (CPC) and Cost per mille (CPM) by Platform Position:

Median for all available Ad accounts. Platform positions are different for Facebook and Instagram. The chart shows only the top 5 positions by relative spend (see below).

Relative Spend by Platform Position:

Identifies on which positions the highest budget was allocated. The data is normalized (%) and shows the average distribution of an account's spend.

Click-Through Rate (CTR) by Platform Position:

CTR median values of the top 5 positions by relative spend. CPC, CPM and Spend metrics are in USD.

Post grade:

Post grade is a metric provided exclusively by Emplifi for performance prediction and uses an A+ to D grading system to show how each post is predicted to perform based on the previous 72 hours organic performance.

INFLUENCERS

Influencer:

Instagram business profile followed by more than 1000 profiles.

Evolution of #AD Usage:

The total number of distinct Influencers who have posted #AD (or available local equivalent) aggregated by month. To be included, the post must contain both the #AD hashtag and a mention of a profile from the given region and category.

Influencer's score:

The score represents influencer's relative performance in key metrics: the sum of interactions, Interactions per 1000 followers, number of followers and their posting activity.

Top Influencers Mentioning {category} Profiles:

Ranking of influencers who mentioned at least one profile from a given category and region in the given time range. Influencers are not filtered by country and therefore may occur in multiple rankings.

Top Profiles Cooperating with Influencers:

Profiles in given categories and regions that were mentioned by at least one influencer in the given time range.

Influencer Marketing Efficiency:

Is the ratio of Interactions acquired on influencer's (e.g. Hermione Granger) post mentioning the profile (e.g. Hogwarts Express) compared to post published by the Hogwarts Express itself.

The higher the score is, the more efficient the cooperation. To be included in the ranking, the influencers posts must include both #AD (or local equivalent) and a profile mention (@Hogwarts_Express) to be displayed in the report (transportation brands in the UK).

APPENDIX

% **Comments:** The percentage of total interactions on comments

% **Reactions:** The percentage of total interactions on reactions

% **Shares:** The percentage of total interactions on shares

% **Live Video:** The percentage of all posts on live video posts

% **Other Than Like:** Shows the percentage of reactions excluding like reactions (love, haha, wow, sorry, anger)

% **Paid Media:** Percentage of all posts on promoted posts

Activity: Median posts published by profiles on the platform in a given time period.

Community Size: Median Fans/Followers/Subscribers count on the platform

Interactions: Median post interactions received on posts published in the given time period

#AD Usage: The total number of influencers who used #AD (or available local equivalent) in Instagram posts

Extended glossary available on [website](#). All data (unless specified differently) is first normalized on Profile/Page/Channel.