

CROSS-MEDIA IMPACT

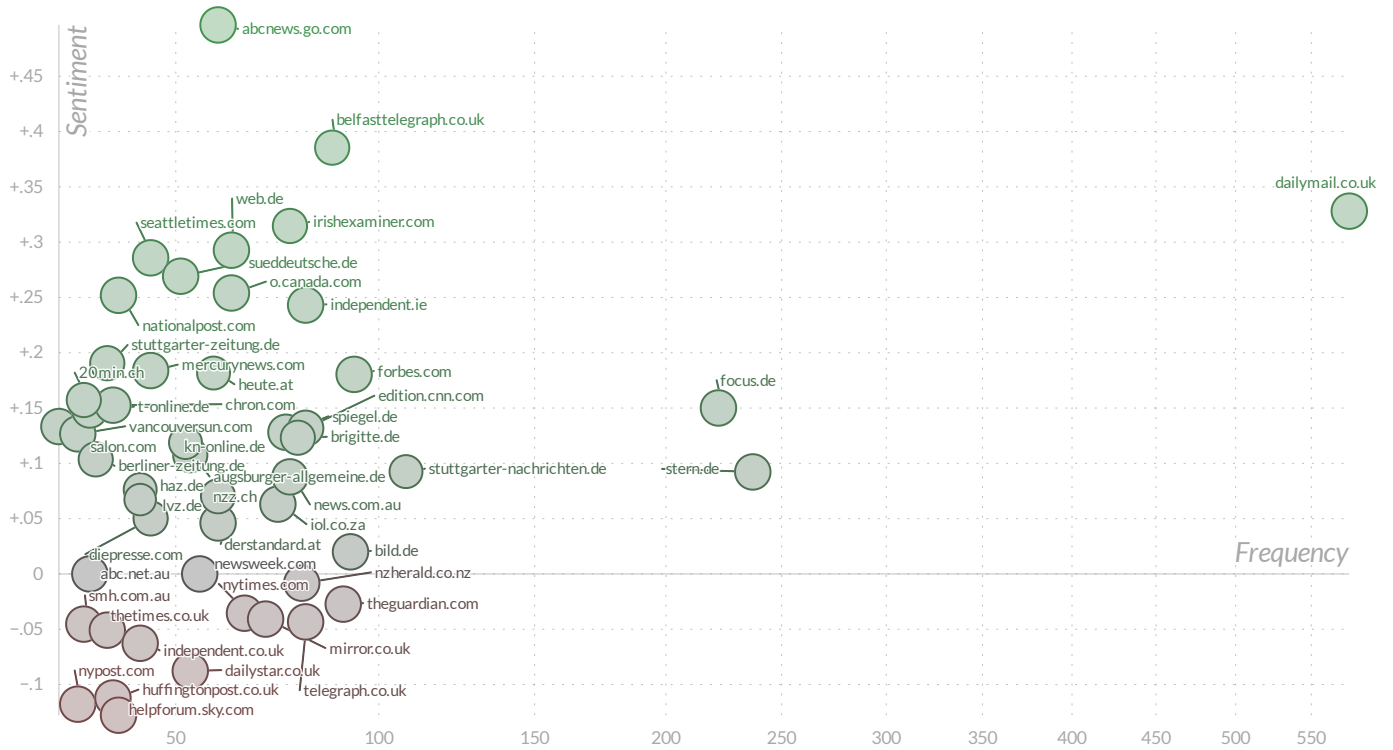
Search Term
Game of Thrones
Positive 3482 Neutral 1269 Negative 2124 Total 6875

Date Range
10 Apr 2019 –
23 May 2019

Content Sources
News AT, Twitter
News DE, News CH, News EN

Content Languages
German
English

Source Chart



Top 10 Sources

Description	Count	Reach	Impact ▼	Sentiment
dailymail.co.uk sophie turner · joe jonas · jonas	576	0.9	518	+0.33
stern.de eighth season · daenerys · episode	237	0.9	213	+0.09
focus.de eighth season · sky ticket · jon snow	222	0.9	200	+0.15
forbes.com dany · avengers · arya	93	0.9	84	+0.18
theguardian.com 9pm · bran · final episode	90	0.9	81	-0.03
bild.de bild plus · winterfell · hbo	92	0.9	83	+0.02
stuttgarter-nachrichten.de jon snow · squadron · emilia clarke	108	0.7	76	+0.09
edition.cnn.com hbo · episode · arya stark	80	0.9	72	+0.13
telegraph.co.uk episode · battle · baratheon	80	0.9	72	-0.04
belfasttelegraph.co.uk exhibition · northern ireland · belfast	87	0.8	70	+0.39

OPINION LEADERSHIP

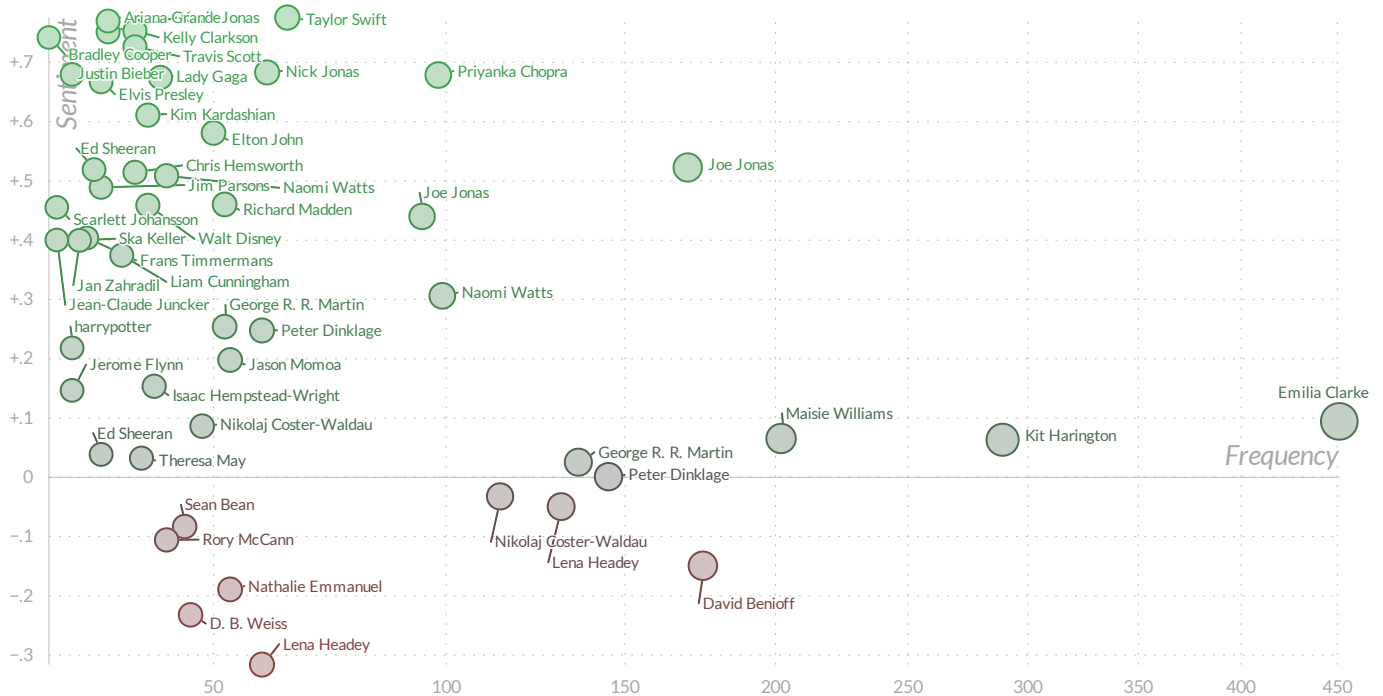
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Opinion Leader Chart



Top 10 Persons

Description	Count	Sentiment
Emilia Clarke – English actress daenerys · squadron · daenerys targaryen	451	+0.09
Kit Harington – English actor jon snow · squadron · daenerys	289	+0.06
Maisie Williams – English actress arya · arya stark · daenerys	202	+0.07
David Benioff – Writer squadron · weiss · hbo	175	-0.15
Joe Jonas – American singer and actor sophie turner · turner · vegas	170	+0.52
Peter Dinklage – American actor daenerys · lannister · arya	145	0
George R. R. Martin – American writer, screenwriter and television producer squadron · daenerys · got	136	+0.03
Lena Headey – English actress daenerys · lannister · arya	131	-0.05
Nikolaj Coster-Waldau – Danish actor and screenwriter lannister · daenerys · arya	114	-0.03
Naomi Watts – English actress and film producer hbo · series · fans	99	+0.31

GEOGRAPHIC DISTRIBUTION

Search Term
Game of Thrones
Positive 3482 Neutral +1269 Negative +2124 Total = 6875

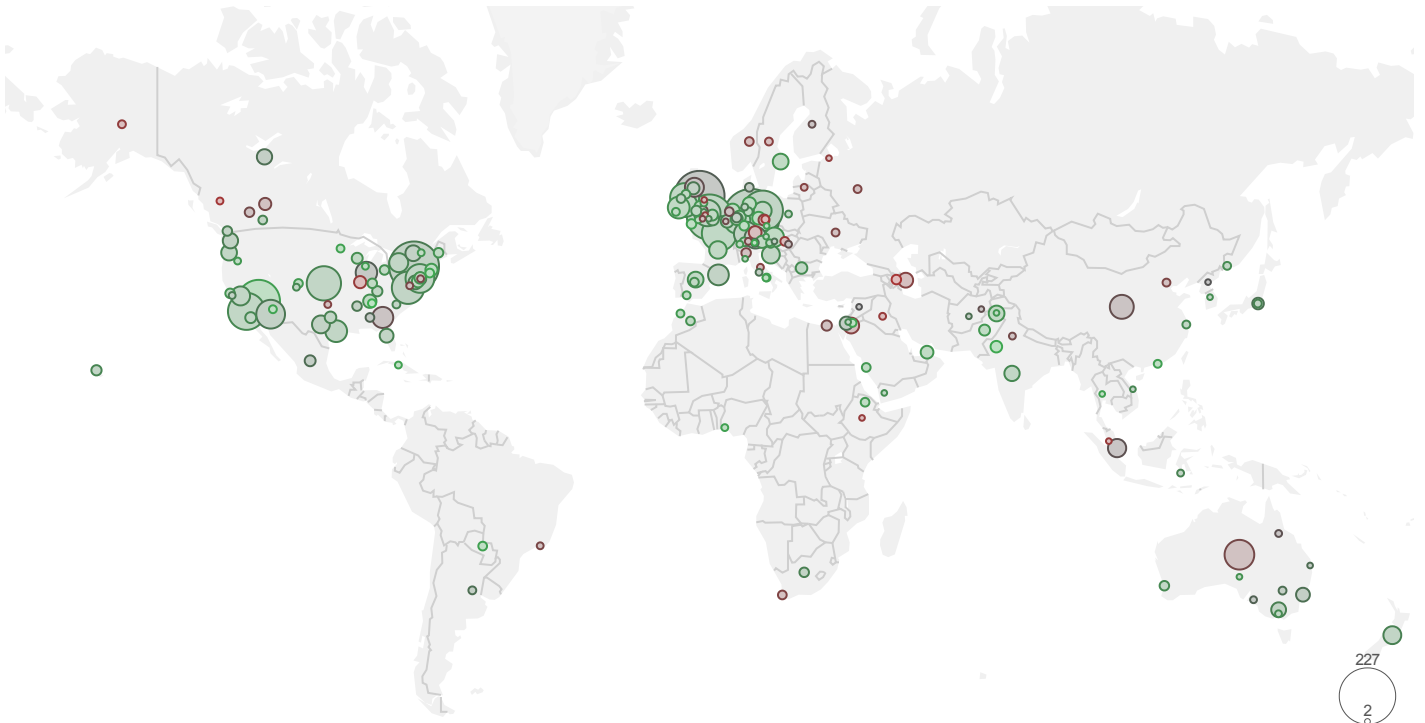
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Geographic Map

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Top 10 Locations

Description	Count ▼	Sentiment
United States of America – Federal republic in North America sophie turner · gymnast · hbo	811	+0.22
United Kingdom – Country in Europe episode · sophie turner · sky atlantic	607	+0.21
Germany – Federal parliamentary republic in central-western Europe squadron · got · daenerys	580	+0.21
New York – State of the United States of America hbo · sophie turner · squadron	419	+0.21
London sophie turner · clarke · emilia clarke	289	+0.32
Las Vegas – City in and county seat of Clark County, Nevada, United States sophie turner · joe jonas · billboard	222	+0.63
Los Angeles – County seat of Los Angeles County, United States madden · hbo · bodyguard	197	+0.36
Australia – Country in Oceania snake · skull · additional	188	+0.17
France – Republic with mainland in Europe and numerous oversea territories sophie turner · joe jonas · vegas	164	+0.39
Ireland – Republic covering major parts of the island of Ireland hbo · cork · belfast	156	+0.39