

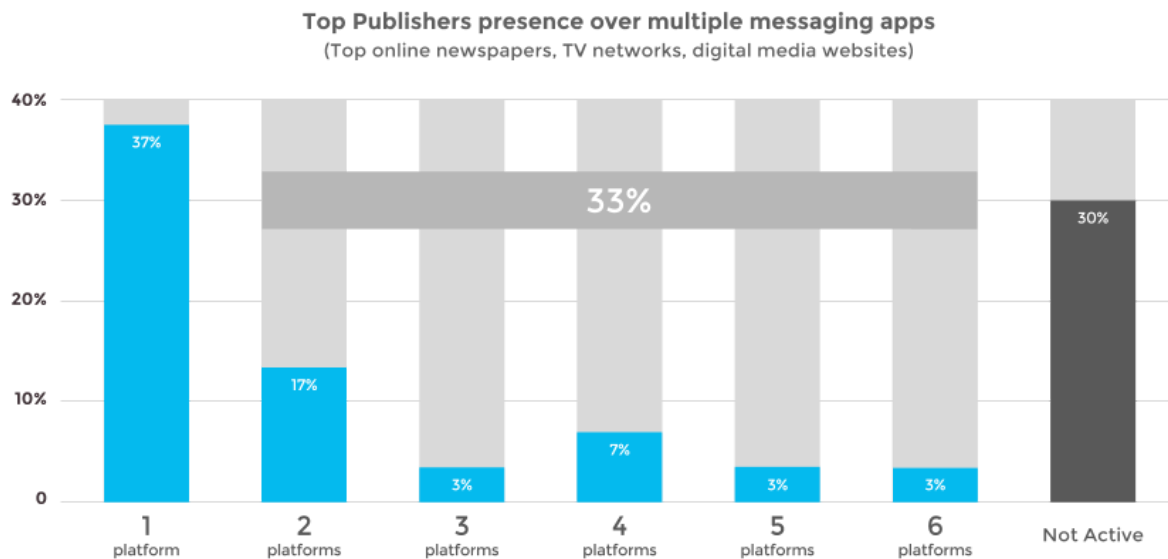
## How do the 30 top US publishers use messaging platforms?

**Methodology:** we reviewed the activity of the top 10 ranked publishers on three categories: newspapers, digital media, and TV networks. We analyzed their presence and activities on major consumer messaging platforms.

We reviewed 2 key types of publishers' presence on messaging platforms:

- I. **Bots** - interactive conversational experiences.
- II. **Deep links and channels** - content exploration through chat

Out of the 30 publishers we reviewed, more than third are active on more than one messaging platforms. Although almost 40% of the publishers are still active on just one platform, we are seeing a trend where top publishers are strengthening their presence in more than one messaging platforms.



Publishers activity on messaging platforms can be segmented into two main categories:

- I. **Experimental** - publishers active on 1 or 2 platforms. Those publishers are often interested in experimenting and testing the world of chatbots.
- II. **Chat at a strategy** - publishers active on more than 2 platforms. These publishers are using chatbots as a platform for communicating, delivering content and engaging with their viewers. They realize the potential of constant, two-way communication as a new form of content creation and delivery.

## What did we find?

### Top 10 digital media websites <sup>1</sup>

	THE HUFFINGTON POST	TMZ	BUSINESS INSIDER	Mashable	GIZMODO	lifehacker	DIAPHRAGM	THE RAY BAST	TE TechCrunch	PEREZ HILTON
	-	-	BOT	-	-	-	-	-	B	-
	DEEP LINKS	-	-	BOT	-	-	-	-	B	-
	DEEP LINKS	-	-	-	-	-	-	-	?	-
	PUBLIC CHATS	-	-	PUBLIC CHATS	-	-	-	-	-	PUBLIC CHATS
	-	PRE-BOT	-	PRE-BOT	-	-	-	-	-	-
	BOT	-	BOT	-	-	-	B	-	B	-
	-	-	-	DISCOVER CHANNELS	-	-	-	-	-	-

### Top 10 newspaper online <sup>2</sup>

	Elr New York Times	USA TODAY	WSJ	Los Angeles Times	NEW YORK POST	HOUSTON CHRONICLE	SFGate San Francisco Chronicle	Chicago Tribune	Hollywood REPORTER	WASH POST
	-	-	BOT	-	-	-	-	-	-	-
	-	-	DEEP LINKS	-	-	-	-	-	-	-
	DEEP LINKS	-	DEEP LINKS	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
	-	-	PRE-BOT	-	-	-	-	-	-	-
	PRE-BOT	BOT	BOT	BOT DEEP LINKS	BOT DEEP LINKS	BOT	BOT	BOT	-	-
	-	-	-	-	-	-	-	-	-	-

### Top 10 TV networks publishers <sup>3</sup>

	USA TODAY	CBS	USA network	abc	Disney	tbs	msnbc	UNIVISION	CNN	ESPN
	-	-	-	-	-	-	-	-	BOT	-
	-	-	-	-	-	-	DEEP LINKS	-	BOT	-
	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
	BOT	BOT	-	-	?	-	-	-	BOT	-
	BOT	BOT	-	BOT	-	-	-	-	BOT	BOT
	-	-	-	-	-	-	-	-	DISCOVER CHANNELS	DISCOVER CHANNELS

\*The data presented in the document is based on a free search of bots and publisher users on messaging platforms.

\*There might be an additional to the publishers, under different user names.

(1) Ranking based on Alexa, August 2016

(2) Ranking based on Alexa, August 2016

(3) Data according to TV Insider