



onlinecircle
DIGITAL






























MELBOURNE • SYDNEY

Mid-Year Australian Facebook Performance Report 2016

Analysed by Online Circle Digital
onlinecircledigital.com | #fbreport































Contents

Mid-Year Facebook Performance Report
Australia 2016 | #fbreport

Top 30 Facebook Pages by Engagement	3	 Government	21	 Methodology	39
Top 30 Facebook Pages by Engagement.*	4	 Non-Profit Organisations	22	About Us	41
Top 30 Facebook Pages by Fans	5	 Hospitals and Clinics	23		
Top 30 Industries by Engagement	6	 Health, Beauty, Medical and Pharmaceutical	24		
Top 30 Industries by Fans	7	 Insurance	25		
Top 30 Industries by Fan Growth	8	 Musicians and Bands	26		
Introduction	9	 News and Magazines	27		
 Airlines, Travel and Tourism	10	 Pets	28		
 Alcohol - Beer, Wine and Cider	11	 Politics	29		
 Alcohol - Spirits	12	 Quick Serve Restaurants	30		
 Automotive - Manufacturers	13	 Radio	31		
 Banks and Financial Institutions	14	 Retail - Fashion	32		
 Department and Online Stores	15	 Retail - Grocery	33		
 Education	16	 Sports	34		
 Electronics	17	 Stationery	35		
 Entertainment	18	 Telecommunications	36		
 FMCG - Beverages	19	 TV Channels and Networks	37		
 FMCG - Snack Foods	20	 TV Shows	38		

*Excluding Media

Top 30 Facebook Pages by Engagement*

1		TODAY 738,803	11		Babyology 299,604	21		The Sydney Morning Herald 189,038
2		that's life! 621,452	12		Mamamia 299,329	22		NRL - National Rugby League 181,166
3		New Idea Magazine 505,726	13		7 News Australia 291,465	23		Nova 919 172,333
4		Showpo 478,019	14		2Day FM 286,870	24		Animals Australia 159,239
5		Sunrise 415,130	15		Nova 937 255,970	25		Fox FM 157,619
6		Nova 100 400,826	16		ABC News 248,051	26		Hit 107 150,612
7		Kyle and Jackie O 362,420	17		Girlfriend Magazine 244,683	27		Hit 92.9 145,667
8		Australia.com 361,376	18		KIIS 1065 240,528	28		Mix 102.3 138,784
9		5 Seconds of Summer 355,531	19		9 News 224,671	29		Hot FM Mackay 138,682
10		7 News Sydney 333,653	20		Practical Parenting Magazine 192,876	30		97.3 FM 133,625

*Top 30 Pages by Average Engagement (average of the seven day figures taken from January 1 to June 30, 2016).
onlinecircledigital.com | facebook@theonlinecircle.com































Data collated by Social Pulse™ and
analysed by Online Circle Digital

Top 30 Facebook Pages by Engagement* excluding media

1	SHOWPO	Showpo 478,019	11	Profile picture of a man	360 69,519	21	Labor	Australian Labor Party 37,615
2	Australia.com	Australia.com 361,376	12	Profile picture of Ricki-Lee	Ricki-Lee 66,995	22	Profile picture of Bill Shorten	Bill Shorten MP 35,735
3	5 Seconds of Summer	5 Seconds of Summer 355,531	13	UNIVERSAL	Universal Pictures Australia 60,794	23	Profile picture of Malcolm Turnbull	Malcolm Turnbull 35,569
4	NRL - National Rugby League	NRL - National Rugby League 181,166	14	STATE OF QUEENSLAND OLD MAROONS	Queensland Maroons 60,514	24	Jay Jays	Jay Jays 32,424
5	Animals Australia	Animals Australia 159,239	15	Profile picture of a koala	Visit Queensland 51,162	25	Profile picture of Daniel Ricciardo	Daniel Ricciardo 31,945
6	Iggy Azalea	Iggy Azalea 118,327	16	Profile picture of red cherries	Popcherry 50,702	26	THE LINE	The Line 31,589
7	GetUp!	GetUp! 81,901	17	sydney.com	Sydney.com 47,871	27	[yellow tail]	[yellow tail] 31,120
8	NSW Police Force	NSW Police Force 81,675	18	Profile picture of a koala	Visit Gold Coast 43,414	28	WESTERN AUSTRALIA	Western Australia 30,534
9	AFL	AFL 79,690	19	Woolworths	Woolworths 40,195	29	QANTAS	Qantas 30,222
10	Queensland Police Service	Queensland Police Service 76,794	20	G	Greenpeace Australia Pacific 38,956	30	Profile picture of Collingwood Football Club	Collingwood Football Club 29,590

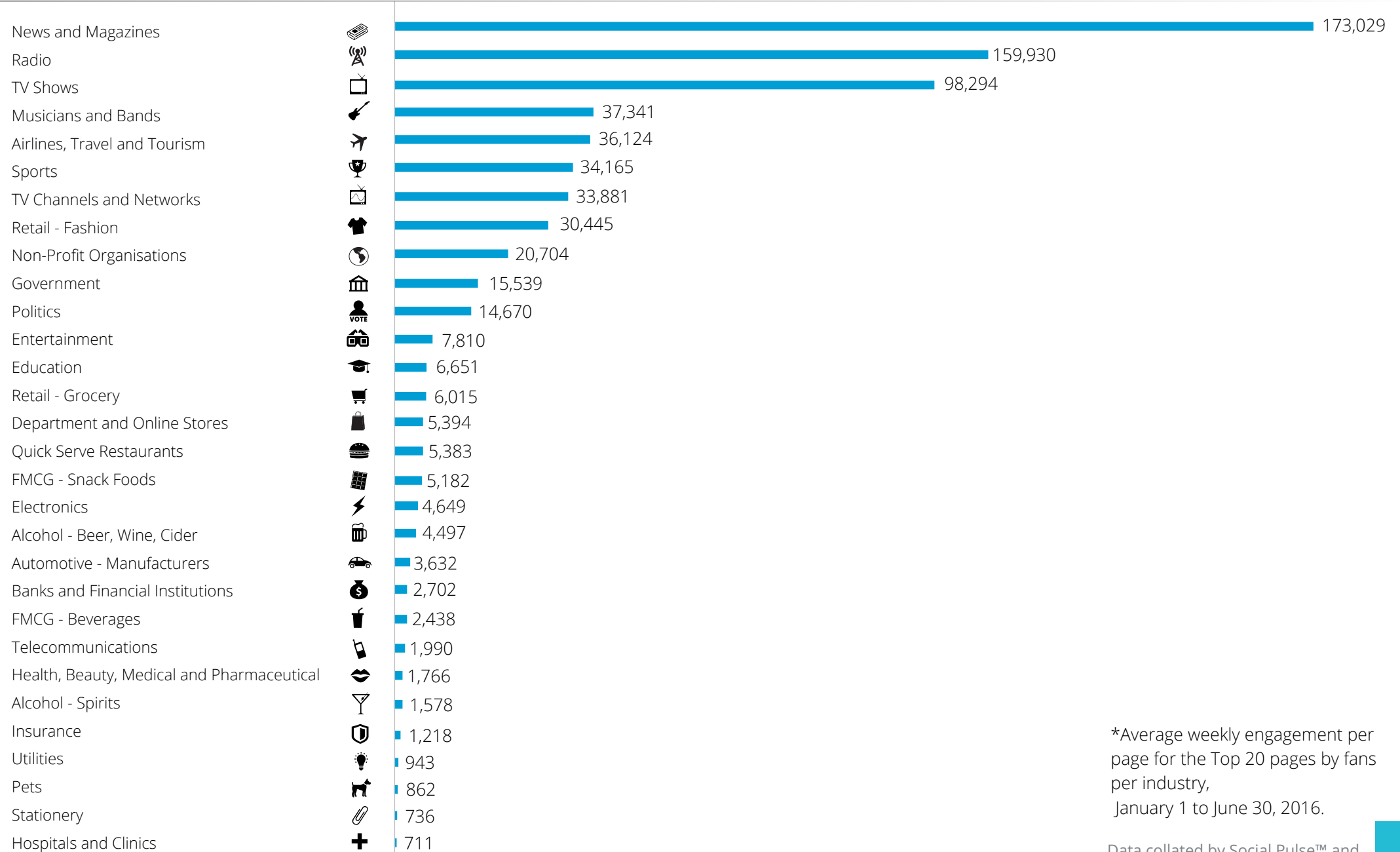
*Top 30 Pages by Average Engagement (average of the seven day figures taken from January 1 to June 30, 2016).
onlinecircledigital.com | facebook@theonlinecircle.com

Top 30 Facebook Pages by Fans*

1		5 Seconds of Summer 10,749,668	11		Girlfriend Magazine 1,815,062	21		Animals Australia 1,366,726
2		Iggy Azalea 7,280,544	12		TODAY 1,642,359	22		NRL - National Rugby League 1,255,177
3		Australia.com 7,058,848	13		Vogue Australia 1,548,066	23		Sunrise 1,233,572
4		EA Games - Asia Pacific 3,536,356	14		Visit Queensland, Australia 1,546,841	24		McDonald's 1,230,354
5		Bananas in Pyjamas 2,590,377	15		ModernWedding 1,531,266	25		Men's Health Magazine 1,227,063
6		Sydney.com 2,377,764	16		Kyle and Jackie O 1,510,710	26		Inside Out 1,202,685
7		Hamish & Andy 2,332,695	17		Masterchef Australia 1,507,423	27		7 News Australia 1,122,577
8		The Veronicas 2,300,473	18		Home and Away 1,470,035	28		Bride To Be Magazine 1,122,212
9		ABC News 2,086,916	19		9 News 1,455,234	29		Lorna Jane 1,116,433
10		Vogue Living 1,911,017	20		[yellow tail] 1,398,697	30		SBS PopAsia 1,105,192

*Top 30 Pages by number of fans on June 30, 2016
onlinecircledigital.com | facebook@theonlinecircle.com

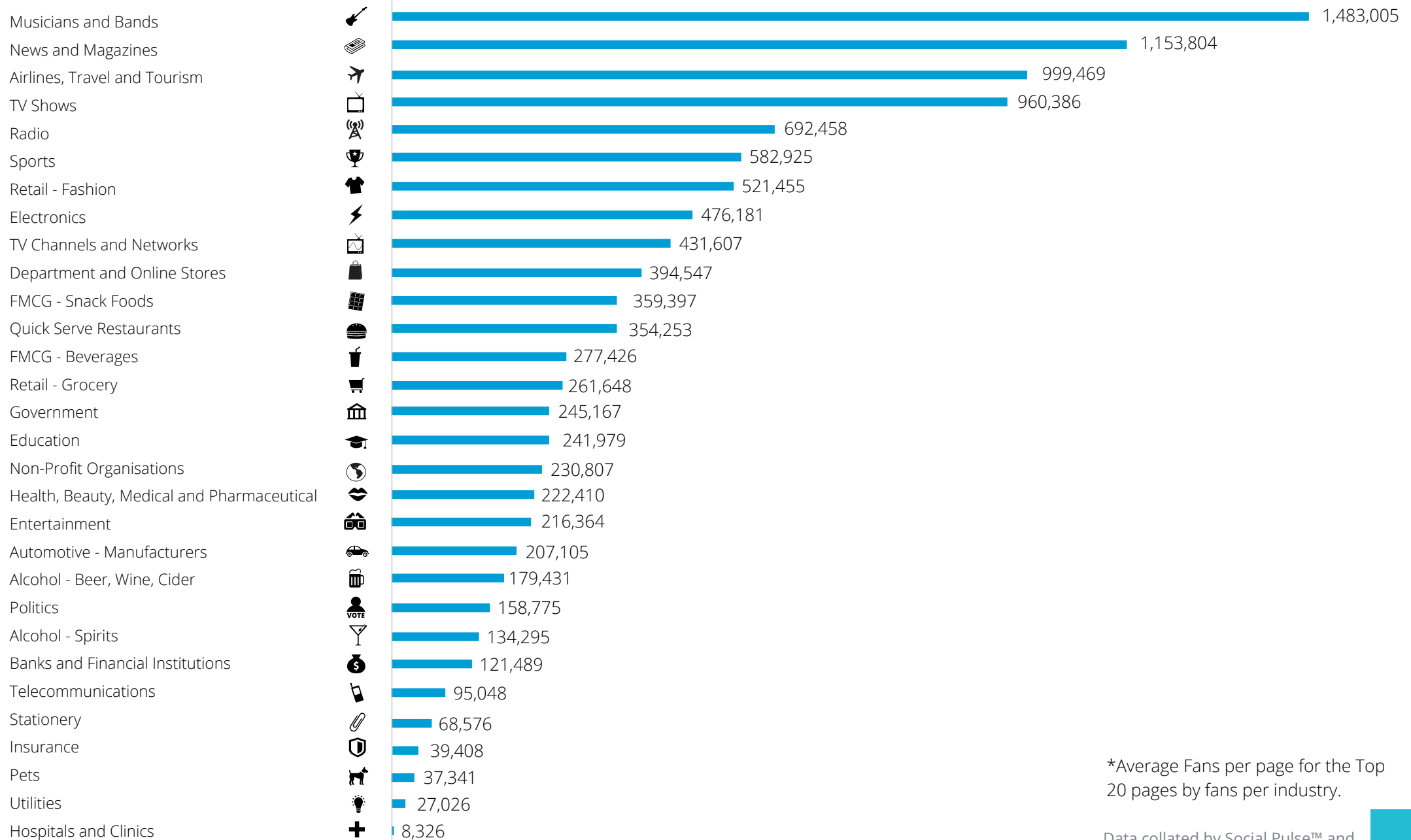
Top 30 Industries by Average Engagement*



*Average weekly engagement per page for the Top 20 pages by fans per industry, January 1 to June 30, 2016.

Data collated by Social Pulse™ and analysed by Online Circle Digital

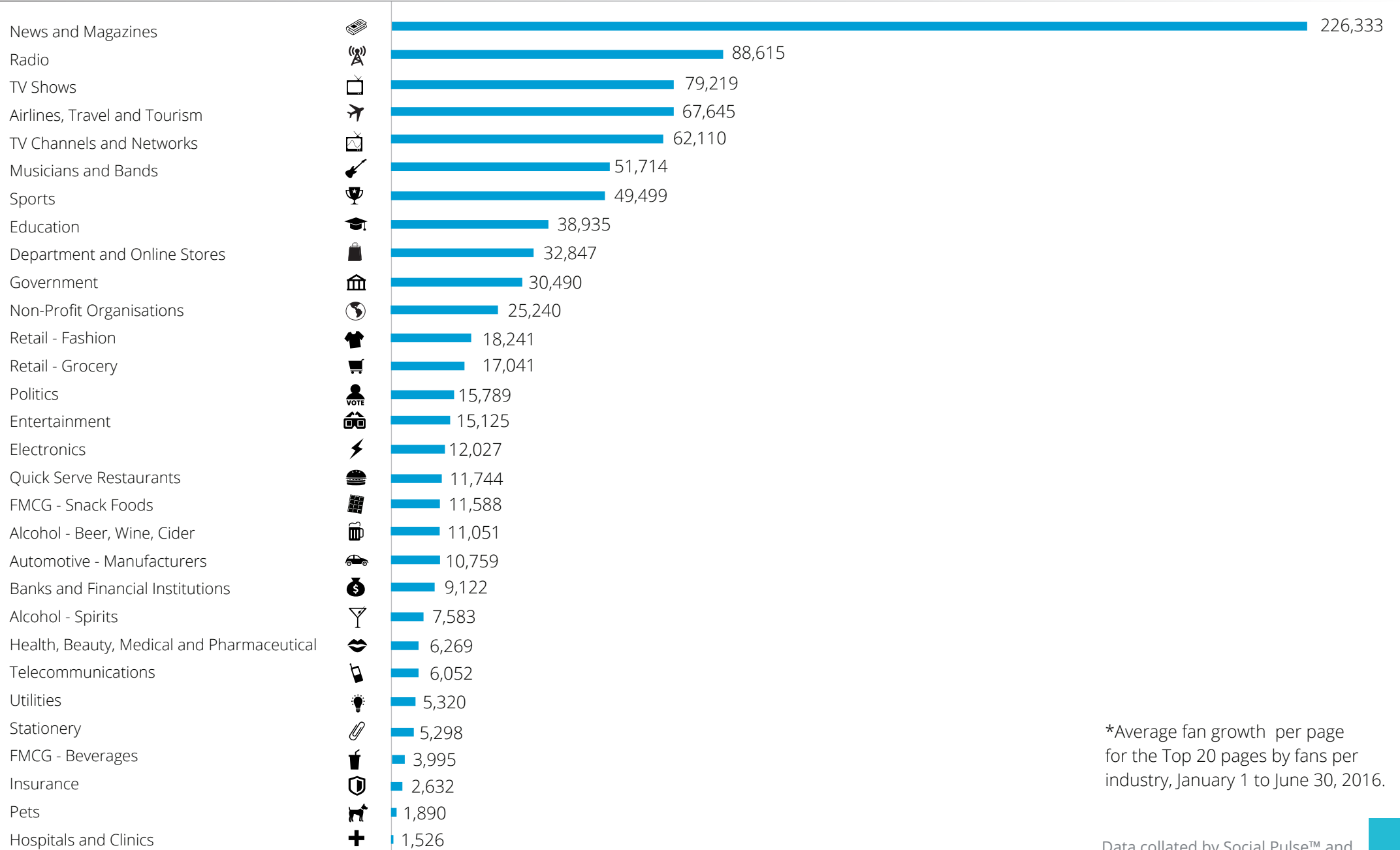
Top 30 Industries by Fans*



*Average Fans per page for the Top 20 pages by fans per industry.

Data collated by Social Pulse™ and analysed by Online Circle Digital

Top 30 Industries by Fan Growth*



*Average fan growth per page for the Top 20 pages by fans per industry, January 1 to June 30, 2016.

Data collated by Social Pulse™ and analysed by Online Circle Digital

Introduction

Mid-Year Facebook Performance Report
Australia 2016 | #fbreport



The Mid-Year Australian Facebook Performance Report 2016 is here.

In this mid-year edition of the Facebook Performance Report, we've compared the data of more than 2,600 Australian brands from January 1st to June 30th to rank the largest and most engaged Facebook Pages in the country.

The analysis was conducted by the Online Circle Digital data and insights team, with data provided by our proprietary tool Social Pulse.

The Mid-Year Australian Facebook Performance Report 2016 contains category data from thousands of Facebook pages, providing an outstanding benchmarking tool.

What's new?

After overwhelming feedback, the Mid-Year Australian Facebook Performance Report 2016 edition brings back the Radio category.

Online Circle Digital delved into 30 categories and over 2,600 Australian brands.

Last words

This report is not an opinion piece. It is here to supply you with a foundation benchmark based on categories. The consolidated data can enable you to identify tangible outputs and basic KPIs comparable to your category, but should not be used to drive your strategy and execution by itself.

Facebook is an amazing tool, it has evolved into a sophisticated mass media platform which requires refined, specialised and professional thinking and execution. However, it's not the solution and the response for every single marketing problem and opportunity. Facebook is and should be a result and a possible answer to your strategic approach.

At Online Circle Digital, we manage some of Australia's biggest brands in the digital space, crafting successful marketing strategy and digital execution driven by data and insights. If you're ready to drive more value from your digital marketing, get in touch: facebook@theonlinecircle.com



Lucio Ribeiro
Head of Strategy & Delivery
[@lucio_ribeiro](https://twitter.com/lucio_ribeiro)
theonlinecircle.com

We help our clients work less and make their brands work harder.

Facebook

Rank	Page Name	Fans	Fan Growth	Fan Growth %	Average Engagement	Engagement Rate	Share of Engagement
1	Australia.com	7,058,848	438,083	6.62%	361,376	5.67%	50.02%
2	Sydney.com	2,377,764	94,640	4.15%	47,871	2.09%	6.63%
3	Visit Queensland, Australia	1,546,841	75,791	5.15%	51,162	3.46%	7.08%
4	Visit Gold Coast, Queensland, Australia	1,003,229	53,851	5.67%	43,414	6.05%	6.01%
5	Visit NSW	976,992	70,472	7.77%	22,446	2.39%	3.11%
6	Qantas	875,160	101,243	13.08%	30,222	3.79%	4.18%
7	Flight Centre Australia	722,411	61,476	9.30%	23,587	3.42%	3.26%
8	Visit Melbourne	678,036	69,154	11.36%	7,794	6.07%	1.08%
9	Virgin Australia	613,525	56,474	10.14%	17,352	3.00%	2.40%
10	Dreamworld Australia	613,185	4,859	0.80%	7,978	1.33%	1.10%
11	Jetstar Australia	527,795	53,092	11.18%	10,550	2.11%	1.46%
12	P&O Cruises Australia	475,585	20,903	4.60%	6,189	1.33%	0.86%
13	Western Australia	444,906	70,328	18.78%	30,534	7.60%	4.23%
14	Northern Territory - Australia's Outback	403,718	35,794	9.73%	12,471	5.69%	1.73%
15	Melbourne Cricket Ground (MCG)	296,365	27,987	10.43%	12,680	4.53%	1.76%
16	Australia Zoo	289,112	20,501	7.63%	8,378	3.15%	1.16%
17	Schoolies	280,204	11,243	4.18%	9,243	3.41%	1.28%
18	Student Flights Australia	277,638	28,560	11.47%	4,171	1.59%	0.58%
19	Escape Travel	270,807	48,119	21.61%	10,296	4.10%	1.43%
20	Air New Zealand	257,249	10,320	4.18%	4,764	1.88%	0.66%

Fans:

The number of fans on June 30, 2016.

Average Engagement:

Average of the seven day figures taken from January 1 to June 30, 2016.

Fan Growth:

June 30 compared to January 1, 2016.

Fan Growth %:

Relative % increase comparing number of fans on June 30 compared to January 1, 2016.

Engagement Rate:

Average Engagement represented as a percentage of total Fans.

Share of Engagement:

Brands' shares of Average Engagement over the period of January 1 to June 30, 2016.

Alcohol - Beer, Wine and Cider

Mid-Year Facebook Performance Report
Australia 2016 | #fbreport



Facebook

Rank	Page Name	Fans	Fan Growth	Fan Growth %	Average Engagement	Engagement Rate	Share of Engagement
1	[yellow tail]	1,398,697	37,550	2.76%	31,120	2.26%	34.60%
2	Rekorderlig Cider	332,288	3,298	1.00%	3,038	0.92%	3.38%
3	Dan Murphy's	326,347	25,530	8.49%	6,199	1.97%	6.89%
4	XXXX GOLD	227,604	56,459	32.99%	8,301	4.24%	9.23%
5	Pure Blonde	204,069	1,099	0.54%	2,127	1.05%	2.36%
6	Tooheys	174,073	5,416	3.21%	5,074	2.97%	5.64%
7	VB	111,310	11,621	11.66%	6,727	6.44%	7.48%
8	Riccadonna	96,930	447	0.46%	636	0.66%	0.71%
9	Jacob's Creek	72,044	847	1.19%	1,089	1.53%	1.21%
10	Hahn	71,129	5,153	7.81%	2,266	3.34%	2.52%
11	Carlton Draught	64,760	3,345	5.45%	923	1.48%	1.03%
12	Penfolds	64,251	22,267	53.04%	1,196	2.87%	1.33%
13	Corona	61,381	9,056	17.31%	1,965	3.45%	2.18%
14	Guinness	59,478	5,674	10.55%	4,509	7.87%	5.01%
15	Little Creatures Brewing	58,555	7,230	14.09%	2,205	4.06%	2.45%
16	James Boag	57,636	6,989	13.80%	7,125	13.22%	7.92%
17	Brown Brothers Winery	57,229	2,639	4.83%	1,229	2.21%	1.37%
18	Yellowglen	51,161	1,018	2.03%	1,629	3.21%	1.81%
19	Strongbow Australia	50,375	8,441	20.13%	1,932	4.17%	2.15%
20	Taylors Wines	49,303	6,949	16.41%	644	1.42%	0.72%

Fans:

The number of fans on June 30, 2016.

Average Engagement:

Average of the seven day figures taken from January 1 to June 30, 2016.

Fan Growth:

June 30 compared to January 1, 2016.

Fan Growth %:

Relative % increase comparing number of fans on June 30 compared to January 1, 2016.

Engagement Rate:

Average Engagement represented as a percentage of total Fans.

Share of Engagement:

Brands' shares of Average Engagement over the period of January 1 to June 30, 2016.

Alcohol - Spirits

Mid-Year Facebook Performance Report
Australia 2016 | #fbreport



Facebook

Rank	Page Name	Fans	Fan Growth	Fan Growth %	Average Engagement	Engagement Rate	Share of Engagement
1	Bundaberg Rum	338,857	51,782	18.04%	8,666	2.77%	27.46%
2	Wild Turkey Australia	305,724	-2,936	-0.95%	2,426	0.79%	7.69%
3	Jack Daniel's Tennessee Whiskey	298,209	71,352	31.45%	2,386	1.03%	7.56%
4	Smirnoff	256,701	6,271	2.50%	2,026	0.79%	6.42%
5	Jim Beam	256,304	-3,549	-1.37%	646	0.25%	2.05%
6	Baileys	188,797	938	0.50%	4,043	2.15%	12.81%
7	American Honey Australia	143,218	-2,479	-1.70%	273	0.19%	0.86%
8	Jägermeister	140,965	3,574	2.60%	3,006	2.16%	9.52%
9	Johnnie Walker	139,780	3,824	2.81%	1,800	1.30%	5.70%
10	Stoli Vodka Australia	115,247	4,612	4.17%	1,078	0.96%	3.42%
11	Jameson Irish Whiskey	96,643	3,016	3.22%	2,371	2.49%	7.51%
12	Absolut	80,634	351	0.44%	588	0.73%	1.86%
13	Canadian Club	65,275	7,987	13.94%	1,087	1.74%	3.44%
14	Gentleman Jack Australia	63,247	1,194	1.92%	338	0.55%	1.07%
15	Midori Australia	59,788	912	1.55%	215	0.36%	0.68%
16	Southern Comfort	49,379	-930	-1.85%	54	0.11%	0.17%
17	Jose Cuervo	42,729	-807	-1.85%	339	0.79%	1.07%
18	Russian Standard	19,641	78	0.40%	220	1.13%	0.70%
19	Frangelico	16,319	-313	-1.88%	0	0.00%	0.00%
20	Hennessy	8,441	6,790	411.27%	1	0.02%	0.00%

Fans:

The number of fans on June 30, 2016.

Average Engagement:

Average of the seven day figures taken from January 1 to June 30, 2016.

Fan Growth:

June 30 compared to January 1, 2016.

Fan Growth %:

Relative % increase comparing number of fans on June 30 compared to January 1, 2016.

Engagement Rate:

Average Engagement represented as a percentage of total Fans.

Share of Engagement:

Brands' shares of Average Engagement over the period of January 1 to June 30, 2016.

Automotive - Manufacturers

Mid-Year Facebook Performance Report
Australia 2016 | #fbreport



Facebook

Rank	Page Name	Fans	Fan Growth	Fan Growth %	Average Engagement	Engagement Rate	Share of Engagement
1	Holden	474,089	16,897	3.70%	5,091	1.11%	7.01%
2	Mercedes-Benz Australia	419,676	33,410	8.65%	9,571	2.43%	13.18%
3	Hyundai Australia	347,527	18,309	5.56%	5,825	1.74%	8.02%
4	Toyota Australia	264,782	20,626	8.45%	5,149	2.07%	7.09%
5	Kia Australia	255,743	1,888	0.74%	1,558	0.62%	2.14%
6	Audi Australia	245,237	7,235	3.04%	5,098	2.15%	7.02%
7	Toyota 4x4	238,921	3,398	1.44%	1,127	0.52%	1.55%
8	BMW Australia	218,679	3,767	1.75%	1,966	0.94%	2.71%
9	Nissan	191,500	13,985	7.88%	8,930	4.78%	12.29%
10	Suzuki Australia	183,019	-1,320	-0.72%	453	0.25%	0.62%
11	Harley-Davidson Australia	172,434	20,798	13.72%	6,623	4.14%	9.12%
12	Ford Australia	169,727	7,288	4.49%	3,281	2.05%	4.52%
13	Mazda Australia	149,842	24,665	19.70%	2,784	2.01%	3.83%
14	Jeep Australia	146,885	-555	-0.38%	381	0.27%	0.52%
15	HSV - Holden Special Vehicles	132,282	13,836	11.68%	5,755	4.67%	7.92%
16	Mitsubishi Motors Australia	114,562	4,278	3.88%	983	0.90%	1.35%
17	MINI	112,746	3,677	3.37%	879	0.79%	1.21%
18	Lexus Australia	105,670	4,888	4.85%	2,295	2.29%	3.16%
19	Volkswagen	102,431	11,449	12.58%	4,269	4.31%	5.88%
20	Lamborghini	96,339	6,669	7.44%	621	0.66%	0.85%

Fans:

The number of fans on June 30, 2016.

Average Engagement:

Average of the seven day figures taken from January 1 to June 30, 2016.

Fan Growth:

June 30 compared to January 1, 2016.

Fan Growth %:

Relative % increase comparing number of fans on June 30 compared to January 1, 2016.

Engagement Rate:

Average Engagement represented as a percentage of total Fans.

Share of Engagement:

Brands' shares of Average Engagement over the period of January 1 to June 30, 2016.

Banks and Financial Institutions

Mid-Year Facebook Performance Report
Australia 2016 | #fbreport



Facebook

Rank	Page Name	Fans	Fan Growth	Fan Growth %	Average Engagement	Engagement Rate	Share of Engagement
1	Commonwealth Bank	706,873	50,591	7.71%	7,744	1.15%	14.33%
2	ANZ Australia	268,372	32,158	13.61%	17,940	7.19%	33.20%
3	American Express	267,300	12,239	4.80%	3,010	1.16%	5.57%
4	Westpac	187,807	8,883	4.96%	2,947	1.62%	5.45%
5	NAB	157,765	10,782	7.34%	2,924	1.93%	5.41%
6	Australian Ethical Super	91,000	7,062	8.41%	4,547	5.17%	8.42%
7	MoneySmartAu	83,142	17,797	27.24%	1,441	1.94%	2.67%
8	Raymond A Ram	81,837	612	0.75%	404	0.50%	0.75%
9	St.George Bank	81,412	7,286	9.83%	2,726	3.50%	5.04%
10	Bankwest	75,494	9,076	13.66%	1,205	1.71%	2.23%
11	CUA	74,733	506	0.68%	534	0.72%	0.99%
12	ING DIRECT Australia	66,773	5,281	8.59%	942	1.47%	1.74%
13	Sunsuper	54,952	345	0.63%	717	1.32%	1.33%
14	Bank of Melbourne	41,449	2,489	6.39%	3,416	8.56%	6.32%
15	AMP Australia	36,133	8,806	32.22%	1,348	4.27%	2.49%
16	Aussie	33,999	360	1.07%	211	0.63%	0.39%
17	UBank	33,898	1,910	5.97%	609	1.87%	1.13%
18	Bank of Queensland - BOQ	33,138	1,794	5.72%	386	1.20%	0.71%
19	Citi Australia	27,098	2,085	8.34%	505	1.96%	0.94%
20	AustralianSuper	26,610	2,383	9.84%	480	1.90%	0.89%

Fans:

The number of fans on June 30, 2016.

Average Engagement:

Average of the seven day figures taken from January 1 to June 30, 2016.

Fan Growth:

June 30 compared to January 1, 2016.

Fan Growth %:

Relative % increase comparing number of fans on June 30 compared to January 1, 2016.

Engagement Rate:

Average Engagement represented as a percentage of total Fans.

Share of Engagement:

Brands' shares of Average Engagement over the period of January 1 to June 30, 2016.

Department and Online Stores

Mid-Year Facebook Performance Report
Australia 2016 | #fbreport



Facebook

Rank	Page Name	Fans	Fan Growth	Fan Growth %	Average Engagement	Engagement Rate	Share of Engagement
1	Target Australia	669,041	41,826	6.67%	11,166	1.73%	10.35%
2	eBay.com.au	634,260	127,989	25.28%	8,934	1.66%	8.28%
3	OZSALE	631,886	42,118	7.14%	8,664	1.42%	8.03%
4	Kmart Australia	615,257	122,442	24.85%	21,302	3.85%	19.74%
5	CatchOfTheDay.com.au	547,432	14,203	2.66%	2,727	0.51%	2.53%
6	BIG W	521,572	28,224	5.72%	4,071	0.81%	3.77%
7	Harvey Norman	462,904	25,138	5.74%	7,989	1.79%	7.40%
8	MYER	462,374	36,623	8.60%	4,745	1.08%	4.40%
9	David Jones	443,587	19,248	4.54%	3,906	0.92%	3.62%
10	IKEA Australia	407,886	49,632	13.85%	8,092	2.13%	7.50%
11	Westfield	399,945	-2,184	-0.54%	694	0.17%	0.64%
12	The Good Guys	361,346	13,213	3.80%	3,422	0.97%	3.17%
13	Buyinvite	288,180	47,735	19.85%	5,464	2.03%	5.06%
14	Spotlight	268,695	26,970	11.16%	6,279	2.49%	5.82%
15	Scoopon Australia	235,630	8,520	3.75%	1,079	0.47%	1.00%
16	The Reject Shop	208,746	23,565	12.73%	4,240	2.16%	3.93%
17	Domayne Australia	204,661	1,457	0.72%	406	0.20%	0.38%
18	Pink Frosting	198,043	4,162	2.15%	1,041	0.54%	0.97%
19	DealsDirect	184,634	9,914	5.67%	2,144	1.19%	1.99%
20	Groupon	144,869	16,136	12.53%	1,520	1.11%	1.41%

Fans:

The number of fans on June 30, 2016.

Average Engagement:

Average of the seven day figures taken from January 1 to June 30, 2016.

Fan Growth:

June 30 compared to January 1, 2016.

Fan Growth %:

Relative % increase comparing number of fans on June 30 compared to January 1, 2016.

Engagement Rate:

Average Engagement represented as a percentage of total Fans.

Share of Engagement:

Brands' shares of Average Engagement over the period of January 1 to June 30, 2016.

Facebook

Rank	Page Name	Fans	Fan Growth	Fan Growth %	Average Engagement	Engagement Rate	Share of Engagement
1	Digital Photography School	794,744	53,885	7.27%	17,304	2.49%	13.01%
2	UNSW (The University of New South Wales)	471,836	75,988	19.20%	13,625	3.27%	10.24%
3	Macquarie University	441,469	211,209	91.73%	2,916	1.18%	2.19%
4	Open Colleges	358,472	84,220	30.71%	11,992	3.75%	9.01%
5	University of Sydney	283,451	48,740	20.77%	11,205	4.54%	8.42%
6	Curtin University	271,319	37,092	15.84%	6,976	2.73%	5.24%
7	Deakin University	265,547	22,808	9.40%	11,342	4.51%	8.53%
8	Monash University	217,001	25,500	13.32%	4,870	2.45%	3.66%
9	The University of Melbourne	213,826	28,838	15.59%	10,804	5.73%	8.12%
10	The University of Queensland	197,710	24,280	14.00%	4,806	2.73%	3.61%
11	The Australian National University	179,898	22,105	14.01%	4,038	2.51%	3.04%
12	Swinburne University of Technology	161,426	22,463	16.16%	7,977	5.45%	6.00%
13	RMIT University	152,160	14,913	10.87%	2,201	1.57%	1.65%
14	University of South Australia	141,222	19,924	16.43%	3,130	2.47%	2.35%
15	Western Sydney University	123,729	16,657	15.56%	3,633	3.30%	2.73%
16	UOW: University of Wollongong, Australia	122,617	22,994	23.08%	7,824	7.09%	5.88%
17	Queensland University of Technology (QUT)	114,353	12,441	12.21%	1,475	1.43%	1.11%
18	Australian Institute of Music	112,146	6,380	6.03%	850	0.79%	0.64%
19	University of Canberra	108,341	8,532	8.55%	2,130	2.09%	1.60%
20	La Trobe University	108,315	19,736	22.28%	3,931	4.04%	2.95%

Fans:

The number of fans on June 30, 2016.

Average Engagement:

Average of the seven day figures taken from January 1 to June 30, 2016.

Fan Growth:

June 30 compared to January 1, 2016.

Fan Growth %:

Relative % increase comparing number of fans on June 30 compared to January 1, 2016.

Engagement Rate:

Average Engagement represented as a percentage of total Fans.

Share of Engagement:

Brands' shares of Average Engagement over the period of January 1 to June 30, 2016.

Facebook

Rank	Page Name	Fans	Fan Growth	Fan Growth %	Average Engagement	Engagement Rate	Share of Engagement
1	EA Games - Asia Pacific	3,536,356	99,651	2.90%	19,008	0.74%	20.44%
2	Samsung Australia	1,035,486	18,475	1.82%	8,270	0.81%	8.89%
3	JB Hi-Fi	687,888	11,354	1.68%	2,175	0.32%	2.34%
4	Kogan.com	627,130	-3,600	-0.57%	1,001	0.16%	1.08%
5	Xbox Australia	578,328	11,953	2.11%	10,678	1.91%	11.48%
6	EB Games Australia	403,368	30,049	8.05%	24,521	6.46%	26.37%
7	Appliances Online Australia	380,355	4,726	1.26%	1,248	0.33%	1.34%
8	Sony Australia	359,508	-1,407	-0.39%	1,383	0.39%	1.49%
9	PlayStation Australia	347,964	21,584	6.61%	7,512	2.27%	8.08%
10	HTC Australia	273,550	-2,098	-0.76%	478	0.18%	0.51%
11	Logitech	165,511	3,000	1.85%	1,387	0.84%	1.49%
12	GAMEAus	162,844	-2,983	-1.80%	125	0.08%	0.13%
13	Microsoft Lumia	156,804	22,152	16.45%	322	0.22%	0.35%
14	Dick Smith	143,306	363	0.25%	789	0.55%	0.85%
15	Intel Australia	137,370	6,357	4.85%	6,175	4.68%	6.64%
16	Canon Australia	136,452	4,329	3.28%	2,422	1.87%	2.60%
17	Sony Mobile AU	130,489	5,721	4.59%	1,399	1.12%	1.50%
18	LG Australia	95,849	6,461	7.23%	1,774	1.95%	1.91%
19	Lenovo Australia and New Zealand	89,359	4,473	5.27%	2,130	2.46%	2.29%
20	Panasonic Australia	75,697	-11	-0.01%	182	0.24%	0.20%

Fans:

The number of fans on June 30, 2016.

Average Engagement:

Average of the seven day figures taken from January 1 to June 30, 2016.

Fan Growth:

June 30 compared to January 1, 2016.

Fan Growth %:

Relative % increase comparing number of fans on June 30 compared to January 1, 2016.

Engagement Rate:

Average Engagement represented as a percentage of total Fans.

Share of Engagement:

Brands' shares of Average Engagement over the period of January 1 to June 30, 2016.

Facebook

Rank	Page Name	Fans	Fan Growth	Fan Growth %	Average Engagement	Engagement Rate	Share of Engagement
1	Universal Pictures Australia	819,039	101,340	14.12%	60,794	8.12%	38.92%
2	Ticketek Australia	638,058	10,246	1.63%	9,408	1.49%	6.02%
3	Housos	534,560	9,170	1.75%	5,609	1.07%	3.59%
4	Hoyts Australia	405,539	7,943	2.00%	6,218	1.56%	3.98%
5	Marvel	362,335	28,518	8.54%	9,445	2.72%	6.05%
6	Crown Melbourne	258,576	37,713	17.08%	10,302	4.40%	6.60%
7	Flip Out Trampoline Arena	200,260	34,762	21.00%	26,669	16.25%	17.07%
8	Roadshow	186,706	8,953	5.04%	4,365	2.42%	2.79%
9	Village Cinemas	164,278	4,739	2.97%	1,519	0.95%	0.97%
10	The Star	132,214	8,094	6.52%	4,673	3.68%	2.99%
11	Crown Perth	112,325	19,887	21.51%	4,167	4.10%	2.67%
12	National Gallery of Victoria	108,011	17,748	19.66%	5,231	5.40%	3.35%
13	Wicked The Musical Australia and NZ	97,375	-1,250	-1.27%	70	0.07%	0.04%
14	Jupiters Gold Coast	79,313	5,415	7.33%	2,794	3.65%	1.79%
15	Shooters Nightclub	74,140	3,843	5.47%	1,336	1.88%	0.86%
16	Treasury Casino and Hotel	49,424	2,114	4.47%	2,639	5.47%	1.69%
17	Galactic Circus	27,524	-69	-0.25%	201	0.73%	0.13%
18	Light At Crown	27,435	2,267	9.01%	463	1.77%	0.30%
19	Hugos Lounge	25,752	274	1.08%	75	0.30%	0.05%
20	Rush HQ	24,415	793	3.36%	220	0.91%	0.14%

Fans: The number of fans on June 30, 2016.
Average Engagement: Average of the seven day figures taken from January 1 to June 30, 2016.
Fan Growth: June 30 compared to January 1, 2016.
Fan Growth %: Relative % increase comparing number of fans on June 30 compared to January 1, 2016.
Engagement Rate: Average Engagement represented as a percentage of total Fans.
Share of Engagement: Brands' shares of Average Engagement over the period of January 1 to June 30, 2016.

Facebook

Rank	Page Name	Fans	Fan Growth	Fan Growth %	Average Engagement	Engagement Rate	Share of Engagement
1	Coca-Cola Australia	972,557	8,623	0.89%	6,373	0.68%	13.07%
2	Boost Juice	542,919	22,483	4.32%	5,206	0.98%	10.68%
3	V Energy Drink Australia	494,491	-4,543	-0.91%	3,784	0.77%	7.76%
4	Slurpee Australia	435,672	14,715	3.50%	4,277	1.01%	8.77%
5	Dare Iced Coffee ®	345,009	2,487	0.73%	2,739	0.80%	5.62%
6	Pepsi	295,582	10,871	3.82%	5,077	1.75%	10.41%
7	Fanta Australia	279,878	3,205	1.16%	3,882	1.41%	7.96%
8	Coca-Cola Zero Australia	244,801	-2,178	-0.88%	255	0.11%	0.52%
9	MILO Australia & New Zealand	244,390	3,615	1.50%	2,088	0.87%	4.28%
10	Big M ®	205,262	-1,732	-0.84%	780	0.38%	1.60%
11	Lipton Ice Tea	192,514	-3,334	-1.70%	190	0.10%	0.39%
12	ICE BREAK	168,137	1,331	0.80%	1,410	0.85%	2.89%
13	POWERADE Australia	167,771	5,821	3.59%	2,034	1.24%	4.17%
14	Moccona	164,903	3,176	1.96%	1,928	1.18%	3.95%
15	Farmers Union Iced Coffee ®	160,144	-262	-0.16%	791	0.50%	1.62%
16	Kirks Originals	140,561	2,150	1.55%	1,055	0.76%	2.16%
17	Mountain Dew Australia	130,386	11,053	9.26%	5,294	4.26%	10.86%
18	vitaminwater	126,367	-2,040	-1.59%	128	0.10%	0.26%
19	Rockstar Energy Australia	118,593	1,624	1.39%	601	0.52%	1.23%
20	Gatorade Australia	118,587	2,831	2.45%	860	0.74%	1.76%

Fans:

The number of fans on June 30, 2016.

Average Engagement:

Average of the seven day figures taken from January 1 to June 30, 2016.

Fan Growth:

June 30 compared to January 1, 2016.

Fan Growth %:

Relative % increase comparing number of fans on June 30 compared to January 1, 2016.

Engagement Rate:

Average Engagement represented as a percentage of total Fans.

Share of Engagement:

Brands' shares of Average Engagement over the period of January 1 to June 30, 2016.

Facebook

Rank	Page Name	Fans	Fan Growth	Fan Growth %	Average Engagement	Engagement Rate	Share of Engagement
1	Cadbury Dairy Milk	675,342	16,068	2.44%	13,705	2.06%	13.22%
2	Nutella	607,546	4,131	0.68%	3,684	0.61%	3.55%
3	Ferrero Rocher	604,144	-1,853	-0.31%	2,302	0.38%	2.22%
4	Vegemite	492,481	11,433	2.38%	6,371	1.32%	6.15%
5	5 Gum Australia & NZ	471,367	-8,224	-1.71%	388	0.08%	0.37%
6	KitKat	396,533	15,010	3.93%	5,829	1.49%	5.62%
7	Tic Tac	394,692	-2,822	-0.71%	1,390	0.35%	1.34%
8	Allen's Lollies	375,294	3,637	0.98%	3,883	1.04%	3.75%
9	Arnott's Tim Tam	367,198	10,536	2.95%	3,598	1.55%	3.47%
10	Maltesers Australia	365,471	17,292	4.97%	7,535	2.14%	7.27%
11	Chupa Chups	357,007	-4,182	-1.16%	659	0.18%	0.64%
12	M&M'S Australia	337,819	14,399	4.45%	6,310	1.95%	6.09%
13	Lindt Australia	264,997	17,992	7.28%	17,150	6.78%	16.55%
14	Kinder	258,419	-663	-0.26%	1,080	0.42%	1.04%
15	Ben & Jerry's	222,153	17,061	8.32%	7,852	3.67%	7.58%
16	Magnum	218,634	8,783	4.19%	3,573	1.66%	3.45%
17	Krispy Kreme (Australia)	217,761	76,117	53.74%	9,820	5.71%	9.48%
18	Uncle Tobys	191,762	4,427	2.36%	2,328	1.24%	2.25%
19	Doritos	186,765	7,229	4.03%	2,348	1.28%	2.27%
20	Cadbury Kitchen	182,555	25,394	16.16%	3,829	2.28%	3.70%

Fans: The number of fans on June 30, 2016.
Average Engagement: Average of the seven day figures taken from January 1 to June 30, 2016.
Fan Growth: June 30 compared to January 1, 2016.
Fan Growth %: Relative % increase comparing number of fans on June 30 compared to January 1, 2016.
Engagement Rate: Average Engagement represented as a percentage of total Fans.
Share of Engagement: Brands' shares of Average Engagement over the period of January 1 to June 30, 2016.

Facebook

Rank	Page Name	Fans	Fan Growth	Fan Growth %	Average Engagement	Engagement Rate	Share of Engagement
1	Queensland Police Service	771,381	73,660	10.56%	76,794	10.50%	24.71%
2	Bureau of Meteorology	691,544	41,989	6.46%	22,433	3.37%	7.22%
3	NSW Police Force	643,509	86,493	15.53%	81,675	13.78%	26.28%
4	Defence Jobs Australia	352,429	67,634	23.75%	15,266	4.78%	4.91%
5	NSW Rural Fire Service	348,533	7,705	2.26%	6,142	1.79%	1.98%
6	Australian Army	310,557	33,142	11.95%	13,151	4.54%	4.23%
7	Australian Federal Police	292,689	42,151	16.82%	12,551	4.67%	4.04%
8	Australia Post	247,214	13,843	5.93%	3,923	1.65%	1.26%
9	Royal Australian Air Force	199,469	52,179	35.43%	12,845	7.96%	4.13%
10	City of Sydney	180,253	30,468	20.34%	18,119	11.81%	5.83%
11	smartraveller.gov.au	109,812	23,899	27.82%	2,929	3.08%	0.94%
12	Australian Taxation Office	106,315	20,064	23.26%	1,470	1.56%	0.47%
13	Australian Institute of Sport	100,888	7,653	8.21%	1,715	1.80%	0.55%
14	CSIRO	88,477	17,389	24.46%	5,975	7.73%	1.92%
15	Royal Australian Navy	88,036	11,303	14.73%	8,121	10.24%	2.61%
16	Brisbane City Council	78,571	7,973	11.29%	2,150	2.91%	0.69%
17	Australian War Memorial	78,392	9,416	13.65%	4,506	6.25%	1.45%
18	Australian Human Rights Commission	75,457	9,083	13.68%	2,125	3.12%	0.68%
19	City of Gold Coast	72,373	23,325	47.56%	8,508	14.30%	2.74%
20	Australian Families	67,443	30,433	82.23%	10,386	21.55%	3.34%

- Fans:** The number of fans on June 30, 2016.
- Average Engagement:** Average of the seven day figures taken from January 1 to June 30, 2016.
- Fan Growth:** June 30 compared to January 1, 2016.
- Fan Growth %:** Relative % increase comparing number of fans on June 30 compared to January 1, 2016.
- Engagement Rate:** Average Engagement represented as a percentage of total Fans.
- Share of Engagement:** Brands' shares of Average Engagement over the period of January 1 to June 30, 2016.

Not-for-Profit Organisations

Mid-Year Facebook Performance Report
Australia 2016 | #fbreport



Facebook

Rank	Page Name	Fans	Fan Growth	Fan Growth %	Average Engagement	Engagement Rate	Share of Engagement
1	Animals Australia	1,366,726	251,071	22.50%	159,239	13.78%	38.46%
2	World Vision Australia	452,029	5,824	1.31%	11,854	2.70%	2.86%
3	GetUp!	368,257	46,272	14.37%	81,901	24.36%	19.78%
4	McGrath Foundation	313,544	6,603	2.15%	5,986	1.93%	1.45%
5	Equal Marriage Rights Australia	275,639	2,370	0.87%	15,961	5.88%	3.85%
6	RSPCA Australia	265,417	16,993	6.84%	7,827	3.07%	1.89%
7	Greenpeace Australia Pacific	253,893	40,648	19.06%	38,956	17.26%	9.41%
8	Australian Made Campaign	210,433	29,845	16.53%	9,107	4.67%	2.20%
9	RSPCA Queensland	142,305	16,647	13.25%	10,981	8.24%	2.65%
10	The Line	124,696	17,990	16.86%	31,589	27.31%	7.63%
11	RSPCA NSW	120,370	17,377	16.87%	6,543	5.90%	1.58%
12	PetRescue	119,139	8,286	7.47%	1,752	1.56%	0.42%
13	RSPCA Victoria	118,140	17,336	17.20%	12,173	11.15%	2.94%
14	Vinnies Australia	110,371	17,259	18.54%	4,456	4.39%	1.08%
15	RSPCA South Australia	65,614	6,449	10.90%	6,065	9.77%	1.46%
16	Oxfam International	64,974	-1,572	-2.36%	4,571	6.59%	1.10%
17	RSPCA Tasmania	64,084	4,853	8.19%	4,034	6.69%	0.97%
18	Movember Foundation Australia	63,749	598	0.95%	664	1.06%	0.16%
19	Southern Ash Wildlife Shelter	61,097	-713	-1.15%	129	0.21%	0.03%
20	Cancer Council Pink	55,660	661	1.20%	289	0.53%	0.07%

Fans:

The number of fans on June 30, 2016.

Average Engagement:

Average of the seven day figures taken from January 1 to June 30, 2016.

Fan Growth:

June 30 compared to January 1, 2016.

Fan Growth %:

Relative % increase comparing number of fans on June 30 compared to January 1, 2016.

Engagement Rate:

Average Engagement represented as a percentage of total Fans.

Share of Engagement:

Brands' shares of Average Engagement over the period of January 1 to June 30, 2016.

Hospitals and Clinics

Mid-Year Facebook Performance Report
Australia 2016 | #fbreport



Facebook

Rank	Page Name	Fans	Fan Growth	Fan Growth %	Average Engagement	Engagement Rate	Share of Engagement
1	The Royal Children's Hospital, Melbourne	86,998	17,120	24.50%	8,366	10.74%	58.83%
2	Meddownick Laser Eye Surgery Melbourne	14,767	609	4.30%	61	0.43%	0.43%
3	Royal Melbourne Hospital	9,092	2,193	31.79%	1,406	18.30%	9.89%
4	The Royal Women's Hospital	8,785	1,709	24.15%	1,020	13.14%	7.17%
5	Epworth HealthCare	8,213	1,723	26.55%	644	8.94%	4.53%
6	Epworth Freemasons Maternity	6,926	555	8.71%	185	2.79%	1.30%
7	St Vincent's Private Hospital Melbourne	6,767	857	14.50%	401	6.32%	2.82%
8	St Vincent's Hospital Melbourne	6,563	1,961	42.61%	1,012	18.80%	7.12%
9	Ramsay Health Care	5,321	665	14.28%	154	3.09%	1.08%
10	Epworth Geelong	3,774	1,676	79.89%	252	8.37%	1.77%
11	Epworth Richmond	1,703	228	15.46%	140	8.84%	0.99%
12	St John of God Berwick Hospital	1,645	409	33.09%	236	16.32%	1.66%
13	Knox Private Hospital	1,021	160	18.58%	119	12.57%	0.84%
14	Western Private Hospital	966	10	1.05%	8	0.84%	0.06%
15	Epworth Freemasons Private Hospital	931	170	22.34%	49	5.96%	0.35%
16	St John of God Ballarat Hospital	880	168	23.60%	97	11.92%	0.68%
17	John Fawcner Private Hospital	683	64	10.34%	30	4.70%	0.21%
18	Mildura Private Hospital	635	62	10.82%	2	0.39%	0.02%
19	Epworth Eastern	501	80	19.00%	30	6.36%	0.21%
20	The Melbourne Clinic	358	98	37.69%	9	2.80%	0.06%

Fans:

The number of fans on June 30, 2016.

Average Engagement:

Average of the seven day figures taken from January 1 to June 30, 2016.

Fan Growth:

June 30 compared to January 1, 2016.

Fan Growth %:

Relative % increase comparing number of fans on June 30 compared to January 1, 2016.

Engagement Rate:

Average Engagement represented as a percentage of total Fans.

Share of Engagement:

Brands' shares of Average Engagement over the period of January 1 to June 30, 2016.

Health, Beauty, Medical and Pharmaceutical

Mid-Year Facebook Performance Report
Australia 2016 | #fbreport



Facebook

Rank	Page Name	Fans	Fan Growth	Fan Growth %	Average Engagement	Engagement Rate	Share of Engagement
1	Michelle Bridges 12 Week Body Transformation	841,316	12,240	1.48%	6,147	0.84%	17.40%
2	LYNX	334,510	-1,279	-0.38%	1,243	0.37%	3.52%
3	Napoleon Perdis	286,860	10,544	3.82%	1,867	0.67%	5.29%
4	Estee Lauder Australia	237,342	11,961	5.31%	2,020	0.87%	5.72%
5	Priceline Australia	234,208	25,875	12.42%	5,633	2.58%	15.95%
6	NIVEA	226,278	-750	-0.33%	587	0.26%	1.66%
7	Clinique	222,810	5,770	2.66%	3,689	1.68%	10.44%
8	Australis Cosmetics	206,570	12,638	6.52%	1,435	0.72%	4.06%
9	VS Sassoon	203,661	1,660	0.82%	1,920	0.95%	5.44%
10	Le Tan	200,516	424	0.21%	585	0.29%	1.66%
11	Maybelline New York - Australia	198,534	6,529	3.40%	1,597	0.83%	4.52%
12	Libra	161,996	1,108	0.69%	447	0.28%	1.27%
13	Avon	149,115	1,994	1.36%	1,087	0.73%	3.08%
14	KORA Organics by Miranda Kerr	147,558	2,250	1.55%	1,149	0.89%	3.25%
15	L'Oréal Paris	142,628	14,516	11.33%	2,709	1.97%	7.67%
16	Impulse Fragrances	138,566	-3,223	-2.27%	218	0.16%	0.62%
17	ghd	136,725	1,205	0.89%	399	0.29%	1.13%
18	Mecca Maxima	132,727	17,762	15.45%	1,765	1.45%	5.00%
19	Revlon Australia & New Zealand	123,163	2,393	1.98%	523	0.43%	1.48%
20	Olay	123,118	1,770	1.46%	302	0.25%	0.85%

Fans:

The number of fans on June 30, 2016.

Average Engagement:

Average of the seven day figures taken from January 1 to June 30, 2016.

Fan Growth:

June 30 compared to January 1, 2016.

Fan Growth %:

Relative % increase comparing number of fans on June 30 compared to January 1, 2016.

Engagement Rate:

Average Engagement represented as a percentage of total Fans.

Share of Engagement:

Brands' shares of Average Engagement over the period of January 1 to June 30, 2016.

Facebook

Rank	Page Name	Fans	Fan Growth	Fan Growth %	Average Engagement	Engagement Rate	Share of Engagement
1	Bupa Australia	151,532	15,569	11.45%	4,445	3.09%	21.47%
2	AAMI	118,463	4,152	3.63%	4,330	3.75%	20.91%
3	Just Car	108,152	-1,107	-1.01%	206	0.20%	1.00%
4	iSelect	86,780	3,277	3.92%	1,979	2.34%	9.56%
5	NRMA Insurance	68,296	2,933	4.49%	2,414	3.61%	11.66%
6	Medibank	61,845	9,140	17.34%	2,135	3.74%	10.31%
7	nib health insurance	27,176	4,260	18.59%	3,515	14.08%	16.97%
8	ahm health insurance	8,478	1,594	23.16%	275	3.58%	1.33%
9	Know Risk	8,354	999	13.58%	179	2.25%	0.86%
10	SGIO	7,197	516	7.72%	210	3.01%	1.01%
11	Youi	7,184	837	13.19%	250	3.68%	1.21%
12	Choosi	6,650	1,402	26.71%	431	7.43%	2.08%
13	Australian and New Zealand Institute of Insurance and Finance (ANZIIF)	5,984	836	16.24%	184	3.31%	0.89%
14	NIBA	1,154	101	9.59%	34	3.06%	0.16%
15	Young Insurance Professionals (YIPs) Australia & NZ	1,122	182	19.36%	17	1.57%	0.08%
16	Lifewise	943	-14	-1.46%	0	0.00%	0.00%
17	Understand Insurance	622	74	13.50%	105	17.40%	0.51%

Fans:

The number of fans on June 30, 2016.

Average Engagement:

Average of the seven day figures taken from January 1 to June 30, 2016.

Fan Growth:

June 30 compared to January 1, 2016.

Fan Growth %:

Relative % increase comparing number of fans on June 30 compared to January 1, 2016.

Engagement Rate:

Average Engagement represented as a percentage of total Fans.

Share of Engagement:

Brands' shares of Average Engagement over the period of January 1 to June 30, 2016.

Musicians and Bands

Mid-Year Facebook Performance Report
Australia 2016 | #fbreport



Facebook

Rank	Page Name	Fans	Fan Growth	Fan Growth %	Average Engagement	Engagement Rate	Share of Engagement
1	5 Seconds of Summer	10,749,668	427,394	4.14%	355,531	3.76%	47.61%
2	Iggy Azalea	7,280,544	137,776	1.93%	118,327	1.87%	15.84%
3	The Veronicas	2,300,473	-28,695	-1.23%	11,934	0.56%	1.60%
4	Angus and Julia Stone	1,019,296	7,249	0.72%	9,173	0.95%	1.23%
5	DJ Havana Brown	1,000,756	49,142	5.16%	13,010	1.46%	1.74%
6	360	962,506	176,699	22.49%	69,519	7.77%	9.31%
7	Nick Cave	828,850	20,767	2.57%	2,207	0.28%	0.30%
8	Hilltop Hoods	646,575	25,694	4.14%	12,863	2.06%	1.72%
9	Justice Crew	630,728	-10,797	-1.68%	2,698	0.43%	0.36%
10	BLISS N ESO	571,872	4,017	0.71%	5,388	0.96%	0.72%
11	Jessica Mauboy	548,036	9,590	1.78%	7,081	1.35%	0.95%
12	Vance Joy	535,118	60,649	12.78%	11,534	2.39%	1.54%
13	Guy Sebastian	468,913	3,268	0.70%	11,178	2.48%	1.50%
14	Delta Goodrem	415,260	38,627	10.26%	12,545	3.43%	1.68%
15	Ricki-Lee	397,886	57,676	16.95%	66,995	18.90%	8.97%
16	Ministry of Sound Australia	306,471	3,894	1.29%	9,255	3.13%	1.24%
17	Samantha Jade	284,341	17,918	6.73%	4,834	1.88%	0.65%
18	The Wiggles	247,948	37,476	17.81%	18,685	8.17%	2.50%
19	Reece Mastin	234,012	-4,372	-1.83%	628	0.27%	0.08%
20	The Presets	230,843	314	0.14%	3,438	1.53%	0.46%

Fans:

The number of fans on June 30, 2016.

Average Engagement:

Average of the seven day figures taken from January 1 to June 30, 2016.

Fan Growth:

June 30 compared to January 1, 2016.

Fan Growth %:

Relative % increase comparing number of fans on June 30 compared to January 1, 2016.

Engagement Rate:

Average Engagement represented as a percentage of total Fans.

Share of Engagement:

Brands' shares of Average Engagement over the period of January 1 to June 30, 2016.

Facebook

Rank	Page Name	Fans	Fan Growth	Fan Growth %	Average Engagement	Engagement Rate	Share of Engagement
1	ABC News	2,086,916	400,896	23.78%	248,051	14.10%	7.17%
2	Vogue Living	1,911,017	154,658	8.81%	22,791	1.48%	0.66%
3	Girlfriend Magazine	1,815,062	344,754	23.45%	244,683	17.19%	7.07%
4	Vogue Australia	1,548,066	106,737	7.41%	29,447	2.32%	0.85%
5	ModernWedding	1,531,266	11,334	0.75%	54,603	4.29%	1.58%
6	Men's Health Magazine Australia	1,227,063	252,914	25.96%	106,125	10.74%	3.07%
7	Inside Out	1,202,685	100,652	9.13%	9,046	0.91%	0.26%
8	Bride to Be Magazine Australia	1,122,212	107,604	10.61%	23,299	2.56%	0.67%
9	New Idea Magazine	1,084,745	226,636	26.41%	505,726	58.80%	14.61%
10	Mamamia	1,020,456	250,830	32.59%	299,329	35.37%	8.65%
11	The Motherish	1,017,625	401,953	65.29%	127,195	18.36%	3.68%
12	Babyology	1,006,866	152,484	17.85%	299,604	33.53%	8.66%
13	Best Recipes	902,592	533,206	144.35%	42,508	7.73%	1.23%
14	Practical Parenting Magazine	893,686	112,851	14.45%	192,876	24.46%	5.57%
15	Home Beautiful Magazine Australia	891,458	199,532	28.84%	25,842	3.71%	0.75%
16	that's life!	888,961	354,094	66.20%	621,452	93.55%	17.96%
17	7 News Sydney	815,434	340,243	71.60%	333,653	54.28%	9.64%
18	The Sydney Morning Herald	734,516	142,592	24.09%	189,038	30.31%	5.46%
19	SBS News	695,880	98,844	16.56%	51,420	8.48%	1.49%
20	delicious. Australia	679,582	233,841	52.46%	33,898	6.84%	0.98%

Fans:

The number of fans on June 30, 2016.

Average Engagement:

Average of the seven day figures taken from January 1 to June 30, 2016.

Fan Growth:

June 30 compared to January 1, 2016.

Fan Growth %:

Relative % increase comparing number of fans on June 30 compared to January 1, 2016.

Engagement Rate:

Average Engagement represented as a percentage of total Fans.

Share of Engagement:

Brands' shares of Average Engagement over the period of January 1 to June 30, 2016.

Facebook

Rank	Page Name	Fans	Fan Growth	Fan Growth %	Average Engagement	Engagement Rate	Share of Engagement
1	Purina Australia	153,113	-747	-0.49%	1,592	1.04%	9.24%
2	PETstock	94,603	14,055	17.45%	2,053	2.45%	11.91%
3	Whiskas Australia	93,507	693	0.75%	983	1.07%	5.70%
4	Schmackos Australia	92,810	-661	-0.71%	5,732	6.19%	33.26%
5	Petbarn	60,608	6,108	11.21%	2,074	3.63%	12.03%
6	Eukanuba Australia	57,213	-764	-1.32%	58	0.10%	0.34%
7	Pet Circle	50,960	8,172	19.10%	766	1.64%	4.44%
8	Hill's Pet Nutrition	43,357	3,084	7.66%	1,255	3.01%	7.28%
9	Aquarium Industries	20,763	1,049	5.32%	158	0.78%	0.92%
10	Hey Pup	18,867	-248	-1.30%	42	0.22%	0.25%
11	Amazing Amazon Aquarium and Reptile Store	12,408	1,683	15.69%	1,469	12.35%	8.52%
12	Chewbies	11,574	-43	-0.37%	24	0.20%	0.14%
13	Prime100	7,097	3,047	75.23%	722	12.62%	4.19%
14	Majestic Aquariums - Saltwater page	6,565	443	7.24%	36	0.57%	0.21%
15	Fishchick Aquatics	6,345	681	12.02%	150	2.53%	0.87%
16	Livefish.com.au	6,054	294	5.10%	6	0.11%	0.04%
17	Subscape Aquarium	3,415	394	13.04%	72	2.23%	0.41%
18	Aquarium Supermarket & Pet Warehouse	2,821	238	9.21%	35	1.28%	0.20%
19	Melbourne Tropical Fish Imports	2,660	74	2.86%	1	0.02%	0.00%
20	Coburg Aquarium	2,081	240	13.04%	7	0.37%	0.04%

Fans: The number of fans on June 30, 2016.
Average Engagement: Average of the seven day figures taken from January 1 to June 30, 2016.
Fan Growth: June 30 compared to January 1, 2016.
Fan Growth %: Relative % increase comparing number of fans on June 30 compared to January 1, 2016.
Engagement Rate: Average Engagement represented as a percentage of total Fans.
Share of Engagement: Brands' shares of Average Engagement over the period of January 1 to June 30, 2016.

Facebook

Rank	Page Name	Fans	Fan Growth	Fan Growth %	Average Engagement	Engagement Rate	Share of Engagement
1	Tony Abbott	463,332	2,730	0.59%	11,751	2.60%	4.01%
2	Malcolm Turnbull	304,256	43,745	16.79%	35,569	12.92%	12.12%
3	Australian Labor Party	284,340	40,603	16.66%	37,615	14.76%	12.82%
4	Liberal Party of Australia	267,282	25,320	10.46%	14,583	5.78%	4.97%
5	Julia Gillard	264,015	3,448	1.32%	1,596	0.63%	0.54%
6	The Australian Greens	236,983	23,882	11.21%	22,659	10.58%	7.72%
7	Tanya Plibersek	156,328	21,065	15.57%	19,818	13.79%	6.75%
8	Kevin Rudd	155,310	2,579	1.69%	3,494	2.32%	1.19%
9	Bill Shorten MP	144,354	41,204	39.95%	35,735	31.36%	12.18%
10	Senator Scott Ludlam	133,050	14,409	12.15%	22,155	17.78%	7.55%
11	Julie Bishop MP	115,561	14,240	14.05%	4,485	4.21%	1.53%
12	Senator Sarah Hanson-Young	112,257	12,344	12.35%	12,583	12.09%	4.29%
13	Adam Bandt	109,715	10,855	10.98%	26,984	26.63%	9.20%
14	Penny Wong - Senator for SA	99,089	14,042	16.51%	4,957	5.45%	1.69%
15	Jason Clare	79,848	15,032	23.19%	9,338	13.08%	3.18%
16	Senator Richard Di Natale	57,280	16,382	40.06%	14,724	31.46%	5.02%
17	Larissa Waters	53,638	9,100	20.43%	10,670	22.42%	3.64%
18	Christine Milne	51,493	526	1.03%	104	0.21%	0.04%
19	Palmer United Party	49,480	-323	-0.65%	1,604	3.25%	0.55%
20	Kate Ellis MP	37,891	4,587	13.77%	2,976	8.55%	1.01%

Fans: The number of fans on June 30, 2016.
Average Engagement: Average of the seven day figures taken from January 1 to June 30, 2016.
Fan Growth: June 30 compared to January 1, 2016.
Fan Growth %: Relative % increase comparing number of fans on June 30 compared to January 1, 2016.
Engagement Rate: Average Engagement represented as a percentage of total Fans.
Share of Engagement: Brands' shares of Average Engagement over the period of January 1 to June 30, 2016.

Quick Serve Restaurants

Mid-Year Facebook Performance Report
Australia 2016 | #fbreport



Facebook

Rank	Page Name	Fans	Fan Growth	Fan Growth %	Average Engagement	Engagement Rate	Share of Engagement
1	McDonald's	1,230,354	39,799	3.34%	18,851	1.55%	17.51%
2	Domino's Australia	1,011,957	19,610	1.98%	6,637	0.67%	6.16%
3	KFC	821,665	35,568	4.52%	28,198	3.49%	26.19%
4	Subway Australia	809,912	7,139	0.89%	6,202	0.77%	5.76%
5	Hungry Jack's	574,859	22,514	4.08%	6,658	1.19%	6.18%
6	Pizza Hut	481,199	18,551	4.01%	7,022	1.49%	6.52%
7	Nando's	419,089	15,364	3.81%	7,969	1.94%	7.40%
8	Red Rooster	260,246	15,302	6.25%	3,236	1.29%	3.01%
9	Donut King	248,724	3,468	1.41%	1,420	0.58%	1.32%
10	San Churro	236,236	4,441	1.92%	3,809	1.62%	3.54%
11	Muffin Break	215,113	2,772	1.31%	2,396	1.13%	2.23%
12	Grill'd	149,906	7,475	5.25%	1,079	0.74%	1.00%
13	Guzman y Gomez (GYG) - Official Page	130,851	12,900	10.94%	2,963	2.39%	2.75%
14	Oporto	125,062	9,932	8.63%	3,513	2.97%	3.26%
15	Pizza Capers	87,668	956	1.10%	419	0.49%	0.39%
16	Mad Mex - Fresh Mexican Grill	82,085	1,311	1.62%	1,357	1.68%	1.26%
17	Eagle Boys Pizza	54,502	1,830	3.47%	334	0.62%	0.31%
18	Crust Gourmet Pizza Bar	49,078	4,688	10.56%	673	1.45%	0.62%
19	SumoSalad	48,552	2,809	6.14%	2,876	6.04%	2.67%
20	Salsa's Fresh Mex Grill	48,008	8,448	21.35%	2,052	4.78%	1.91%

Fans:

The number of fans on June 30, 2016.

Average Engagement:

Average of the seven day figures taken from January 1 to June 30, 2016.

Fan Growth:

June 30 compared to January 1, 2016.

Fan Growth %:

Relative % increase comparing number of fans on June 30 compared to January 1, 2016.

Engagement Rate:

Average Engagement represented as a percentage of total Fans.

Share of Engagement:

Brands' shares of Average Engagement over the period of January 1 to June 30, 2016.

Facebook

Rank	Page Name	Fans	Fan Growth	Fan Growth %	Average Engagement	Engagement Rate	Share of Engagement
1	Hamish & Andy	2,332,695	107,832	4.85%	69,938	3.13%	2.19%
2	Kyle and Jackie O	1,510,710	266,366	21.41%	362,420	28.74%	11.33%
3	SBS PopAsia	1,105,192	168,948	18.05%	64,718	6.50%	2.02%
4	triple j	983,270	75,208	8.28%	53,513	5.67%	1.67%
5	Nova 937	979,035	151,333	18.28%	255,970	31.13%	8.00%
6	Nova 100	844,353	208,842	32.86%	400,826	59.95%	12.53%
7	Hot FM Mackay	703,039	98,620	16.32%	138,682	22.55%	4.34%
8	Nova 919	658,602	107,160	19.43%	172,333	31.33%	5.39%
9	Hit92.9	528,161	39,606	8.11%	145,667	31.68%	4.55%
10	KIIS 1065	518,435	111,752	27.48%	240,528	54.94%	7.52%
11	Hit107	428,308	27,221	6.79%	150,612	38.61%	4.71%
12	Fifi And Dave	421,806	46,166	12.29%	133,295	34.68%	4.17%
13	Nova 106.9	418,965	43,101	11.47%	100,448	27.24%	3.14%
14	2Day FM	414,098	40,317	10.79%	286,870	77.76%	8.97%
15	smoothfm 91.5	383,153	78,974	25.96%	108,345	34.72%	3.39%
16	Fox FM	372,593	62,863	20.30%	157,619	49.26%	4.93%
17	Hit105	363,125	24,454	7.22%	72,932	21.62%	2.28%
18	The Scoopla Show	335,304	-5,808	-1.70%	11,472	3.42%	0.36%
19	Mix102.3	274,665	60,071	27.99%	138,784	59.44%	4.34%
20	97.3FM	273,650	59,277	27.65%	133,625	58.45%	4.18%

Fans:

The number of fans on June 30, 2016.

Average Engagement:

Average of the seven day figures taken from January 1 to June 30, 2016.

Fan Growth:

June 30 compared to January 1, 2016.

Fan Growth %:

Relative % increase comparing number of fans on June 30 compared to January 1, 2016.

Engagement Rate:

Average Engagement represented as a percentage of total Fans.

Share of Engagement:

Brands' shares of Average Engagement over the period of January 1 to June 30, 2016.

Facebook

Rank	Page Name	Fans	Fan Growth	Fan Growth %	Average Engagement	Engagement Rate	Share of Engagement
1	Lorna Jane	1,116,433	-1,576	-0.14%	4,604	0.42%	0.76%
2	BONDS	901,131	11,743	1.32%	3,651	0.41%	0.60%
3	Cotton On	721,429	34,321	4.99%	2,466	0.36%	0.40%
4	Popcherry	709,919	10,059	1.44%	50,702	7.24%	8.33%
5	Black Milk Clothing	702,139	4,824	0.69%	8,062	1.20%	1.32%
6	Showpo	670,452	156,671	30.49%	478,019	82.68%	78.51%
7	THE ICONIC	609,066	19,516	3.31%	3,029	0.51%	0.50%
8	Jay Jays	512,388	-417	-0.08%	32,424	6.45%	5.33%
9	City Beach	485,015	-3,905	-0.80%	1,462	0.30%	0.24%
10	SUPRÉ	451,806	-6,704	-1.46%	984	0.22%	0.16%
11	SurfStitch	440,820	23,105	5.53%	3,432	0.80%	0.56%
12	PRINCESS POLLY	410,965	4,044	0.99%	3,322	0.82%	0.55%
13	Culture Kings	388,310	71,434	22.54%	9,499	2.68%	1.56%
14	Forever New	368,348	12,181	3.42%	1,312	0.37%	0.22%
15	Mimco	367,106	9,046	2.53%	1,200	0.33%	0.20%
16	Country Road	341,078	15,245	4.68%	1,767	0.53%	0.29%
17	Ally Fashion	330,759	694	0.21%	799	0.24%	0.13%
18	General Pants Co.	323,809	7,811	2.47%	1,308	0.41%	0.21%
19	MINK PINK	302,688	-1,456	-0.48%	462	0.15%	0.08%
20	Tony Bianco Shoes	275,441	-1,813	-0.65%	395	0.15%	0.06%

Fans:

The number of fans on June 30, 2016.

Average Engagement:

Average of the seven day figures taken from January 1 to June 30, 2016.

Fan Growth:

June 30 compared to January 1, 2016.

Fan Growth %:

Relative % increase comparing number of fans on June 30 compared to January 1, 2016.

Engagement Rate:

Average Engagement represented as a percentage of total Fans.

Share of Engagement:

Brands' shares of Average Engagement over the period of January 1 to June 30, 2016.

Facebook

Rank	Page Name	Fans	Fan Growth	Fan Growth %	Average Engagement	Engagement Rate	Share of Engagement
1	Coles	1,047,724	69,834	7.14%	28,775	2.86%	23.92%
2	Woolworths	906,663	62,708	7.43%	40,195	4.63%	33.41%
3	7-Eleven Australia	556,765	8,698	1.59%	6,640	1.22%	5.52%
4	ALDI Australia	374,314	48,293	14.81%	6,483	1.86%	5.39%
5	NESCAFÉ	257,060	12,512	5.12%	3,291	1.30%	2.74%
6	Bakers Delight	236,366	2,866	1.23%	5,405	2.32%	4.49%
7	IGA Australia	207,656	66,206	46.81%	5,043	2.87%	4.19%
8	Sunny The Egg	206,781	12,730	6.56%	5,158	2.59%	4.29%
9	Birds Eye Australia	165,829	4,658	2.89%	2,585	1.59%	2.15%
10	San Remo	144,048	116	0.08%	590	0.45%	0.49%
11	Leggo's	142,642	477	0.34%	553	0.39%	0.46%
12	Bakers' Corner	140,001	13,010	10.24%	4,388	3.28%	3.65%
13	Crunchy Nut Australia	135,999	-2,013	-1.46%	108	0.08%	0.09%
14	Liquorland	124,589	4,800	4.01%	2,743	2.25%	2.28%
15	Lean Cuisine Australia	117,874	220	0.19%	2,098	1.79%	1.74%
16	Tip Top	108,174	220	0.20%	567	0.53%	0.47%
17	GroceryRun.com.au	98,520	-1,233	-1.24%	144	0.15%	0.12%
18	Aussie Farmers Direct	93,674	7,723	8.99%	1,478	1.65%	1.23%
19	MAGGI	84,367	21,644	34.51%	1,980	2.71%	1.65%
20	Philadelphia Australia & NZ	83,909	7,354	9.61%	2,085	2.62%	1.73%

Fans:

The number of fans on June 30, 2016.

Average Engagement:

Average of the seven day figures taken from January 1 to June 30, 2016.

Fan Growth:

June 30 compared to January 1, 2016.

Fan Growth %:

Relative % increase comparing number of fans on June 30 compared to January 1, 2016.

Engagement Rate:

Average Engagement represented as a percentage of total Fans.

Share of Engagement:

Brands' shares of Average Engagement over the period of January 1 to June 30, 2016.

Facebook

Rank	Page Name	Fans	Fan Growth	Fan Growth %	Average Engagement	Engagement Rate	Share of Engagement
1	NRL - National Rugby League	1,255,177	165,907	15.23%	181,166	15.71%	26.51%
2	Queensland Maroons	887,813	65,320	7.94%	60,514	7.16%	8.86%
3	AFL	837,688	84,557	11.23%	79,690	10.15%	11.66%
4	Sydney Sixers	823,497	67,123	8.87%	7,386	0.95%	1.08%
5	Supercars	734,228	42,840	6.20%	24,660	3.62%	3.61%
6	NSW Blues	733,475	23,658	3.33%	21,892	3.06%	3.20%
7	Qantas Wallabies	671,545	26,233	4.07%	25,475	4.03%	3.73%
8	Brisbane Broncos	622,989	40,994	7.04%	19,252	3.24%	2.82%
9	Daniel Ricciardo	613,329	120,655	24.49%	31,945	6.35%	4.68%
10	Caltex Soccerroos	594,363	34,538	6.17%	22,136	4.04%	3.24%
11	Sydney Thunder	532,580	66,143	14.18%	9,688	1.97%	1.42%
12	Tim Cahill	489,758	22,446	4.80%	17,727	4.12%	2.59%
13	Melbourne Storm	438,489	22,157	5.32%	23,078	5.49%	3.38%
14	South Sydney Rabbitohs	430,832	20,114	4.90%	20,651	5.02%	3.02%
15	Hyundai A-League	356,386	73,347	25.91%	20,599	7.15%	3.01%
16	Adelaide Strikers	341,380	42,884	14.37%	5,233	1.66%	0.77%
17	Collingwood Football Club	333,677	13,503	4.22%	29,590	9.20%	4.33%
18	Hawthorn Football Club	327,693	15,702	5.03%	29,526	9.71%	4.32%
19	Essendon Football Club	321,193	10,914	3.52%	24,117	7.81%	3.53%
20	Parramatta Eels	312,415	30,939	10.99%	28,972	9.84%	4.24%

Fans:

The number of fans on June 30, 2016.

Average Engagement:

Average of the seven day figures taken from January 1 to June 30, 2016.

Fan Growth:

June 30 compared to January 1, 2016.

Fan Growth %:

Relative % increase comparing number of fans on June 30 compared to January 1, 2016.

Engagement Rate:

Average Engagement represented as a percentage of total Fans.

Share of Engagement:

Brands' shares of Average Engagement over the period of January 1 to June 30, 2016.

Facebook

Rank	Page Name	Fans	Fan Growth	Fan Growth %	Average Engagement	Engagement Rate	Share of Engagement
1	Smiggle	329,082	2,101	0.64%	484	0.16%	4.38%
2	Typo	218,619	33,936	18.38%	4,279	2.09%	38.73%
3	kikki.K	155,999	24,554	18.68%	1,921	1.35%	17.39%
4	STABILO	76,591	-970	-1.25%	139	0.18%	1.26%
5	Scotch	53,172	5,122	10.66%	1,254	2.44%	11.35%
6	Sharpie Australia & NZ	39,592	-360	-0.90%	42	0.11%	0.38%
7	Faber-Castell Australia	38,188	1,085	2.92%	599	1.59%	5.42%
8	BIC 4 Colours AUNZ	30,941	-466	-1.48%	538	1.71%	4.87%
9	Artline AU;NZ	29,398	6,343	27.51%	362	1.38%	3.28%
10	STAEDTLER	22,443	5,058	29.09%	321	1.63%	2.90%
11	BIC	12,021	2,222	22.68%	923	8.26%	8.36%
12	NoteMaker	10,165	763	8.12%	118	1.22%	1.07%
13	Spirax	9,902	-81	-0.81%	37	0.37%	0.33%
14	K.W.Doggett Fine Paper	2,316	140	6.43%	29	1.32%	0.27%
15	Reflex Paper	215	29	15.59%	1	0.30%	0.01%

Fans:	The number of fans on June 30, 2016.
Average Engagement:	Average of the seven day figures taken from January 1 to June 30, 2016.
Fan Growth:	June 30 compared to January 1, 2016.
Fan Growth %:	Relative % increase comparing number of fans on June 30 compared to January 1, 2016.
Engagement Rate:	Average Engagement represented as a percentage of total Fans.
Share of Engagement:	Brands' shares of Average Engagement over the period of January 1 to June 30, 2016.

Facebook

Rank	Page Name	Fans	Fan Growth	Fan Growth %	Average Engagement	Engagement Rate	Share of Engagement
1	Telstra 24x7	595,188	20,160	3.51%	6,612	1.13%	16.61%
2	Vodafone Australia	347,385	10,089	2.99%	3,273	0.97%	8.23%
3	Optus	306,913	35,412	13.04%	10,818	3.76%	27.18%
4	Telstra	273,188	32,937	13.71%	14,605	5.83%	36.70%
5	amaysim	94,030	5,072	5.70%	1,026	1.12%	2.58%
6	Virgin Mobile Australia	74,116	5,323	7.74%	1,107	1.56%	2.78%
7	Boost Mobile Australia	65,431	859	1.33%	311	0.48%	0.78%
8	iiNet	60,407	4,409	7.87%	1,060	1.84%	2.66%
9	Dodo	27,693	2,567	10.22%	351	1.35%	0.88%
10	Telstra Careers	14,399	947	7.04%	146	1.06%	0.37%
11	Hello Mobile	11,816	861	7.86%	78	0.69%	0.20%
12	Internode	9,364	915	10.83%	163	1.82%	0.41%
13	iPrimus	4,977	772	18.36%	118	2.57%	0.30%
14	Westnet	3,771	385	11.37%	73	2.04%	0.18%
15	SpinTel	2,740	264	10.66%	49	1.90%	0.12%
16	JelTel	2,706	-48	-1.74%	0	0.00%	0.00%
17	ClubTelco	2,234	11	0.49%	0	0.01%	0.00%
18	MyNetFone	1,686	108	6.84%	6	0.40%	0.02%
19	gotalk mobile	1,479	-9	-0.60%	0	0.00%	0.00%
20	TransACT	1,431	4	0.28%	1	0.06%	0.00%

Fans:

The number of fans on June 30, 2016.

Average Engagement:

Average of the seven day figures taken from January 1 to June 30, 2016.

Fan Growth:

June 30 compared to January 1, 2016.

Fan Growth %:

Relative % increase comparing number of fans on June 30 compared to January 1, 2016.

Engagement Rate:

Average Engagement represented as a percentage of total Fans.

Share of Engagement:

Brands' shares of Average Engagement over the period of January 1 to June 30, 2016.

TV Channels and Networks

Mid-Year Facebook Performance Report
Australia 2016 | #fbreport



Facebook

Rank	Page Name	Fans	Fan Growth	Fan Growth %	Average Engagement	Engagement Rate	Share of Engagement
1	Foxtel	952,249	29,089	3.15%	41,246	4.45%	6.09%
2	Channel 9	839,683	204,518	32.20%	35,981	4.93%	5.31%
3	FOX Sports Australia	820,737	141,876	20.90%	92,201	13.18%	13.61%
4	ABC News 24	685,733	195,697	39.94%	48,315	8.50%	7.13%
5	[V] Hits	643,532	-218,437	-25.34%	3,485	0.45%	0.51%
6	MTV Australia	612,567	72,007	13.32%	42,300	7.98%	6.24%
7	Walt Disney Studios	456,401	61,805	15.66%	29,659	6.91%	4.38%
8	ABC TV	451,851	258,413	133.59%	12,767	5.49%	1.88%
9	ABC	434,606	30,424	7.53%	21,978	5.51%	3.24%
10	Channel Ten	417,655	88,705	26.97%	7,518	2.05%	1.11%
11	National Geographic Channel	296,725	19,065	6.87%	10,755	3.68%	1.59%
12	SBS 2	291,193	93,226	47.09%	122,236	49.91%	18.04%
13	MTV Music Australia & New Zealand	281,423	76,864	37.58%	1,568	0.76%	0.23%
14	FOX Footy	258,521	36,024	16.19%	28,916	12.44%	4.27%
15	SBS Australia	239,573	53,136	28.50%	37,094	17.81%	5.47%
16	ESPN Australia / NZ	215,461	35,761	19.90%	12,870	6.75%	1.90%
17	FOX8	202,734	165	0.08%	1,534	0.77%	0.23%
18	Nickelodeon	181,437	6,292	3.59%	4,584	2.55%	0.68%
19	Eleven	179,529	54,763	43.89%	121,342	74.63%	17.91%
20	LifeStyle FOOD Channel	170,538	2,800	1.67%	1,275	0.78%	0.19%

Fans:

The number of fans on June 30, 2016.

Average Engagement:

Average of the seven day figures taken from January 1 to June 30, 2016.

Fan Growth:

June 30 compared to January 1, 2016.

Fan Growth %:

Relative % increase comparing number of fans on June 30 compared to January 1, 2016.

Engagement Rate:

Average Engagement represented as a percentage of total Fans.

Share of Engagement:

Brands' shares of Average Engagement over the period of January 1 to June 30, 2016.

TV Shows

Mid-Year Facebook Performance Report
Australia 2016 | #fbreport



Facebook

Rank	Page Name	Fans	Fan Growth	Fan Growth %	Average Engagement	Engagement Rate	Share of Engagement
1	Bananas in Pyjamas	2,590,377	-43,124	-1.64%	2,095	0.09%	0.11%
2	TODAY	1,642,359	394,992	31.67%	738,803	52.48%	37.58%
3	MasterChef Australia	1,507,423	49,922	3.43%	21,429	1.53%	1.09%
4	Home and Away	1,470,035	42,865	3.00%	34,546	2.42%	1.76%
5	9 News	1,455,234	253,698	21.11%	224,671	17.40%	11.43%
6	Sunrise	1,233,572	250,081	25.43%	415,130	38.20%	21.12%
7	7 News Australia	1,122,577	233,797	26.31%	291,465	30.09%	14.83%
8	The Voice Australia	1,020,776	22,544	2.26%	18,018	1.88%	0.92%
9	The X Factor - Australia	921,384	6,383	0.70%	5,654	0.65%	0.29%
10	Big Brother Australia	803,907	-12,410	-1.52%	792	0.10%	0.04%
11	My Kitchen Rules	674,607	62,909	10.28%	26,012	4.11%	1.32%
12	Neighbours	617,423	20,167	3.38%	16,413	2.74%	0.83%
13	UNDERBELLY	582,791	-8,388	-1.42%	729	0.13%	0.04%
14	Hey Hey It's Saturday	578,565	-5,931	-1.01%	3,667	0.64%	0.19%
15	The Block	536,770	-4,683	-0.86%	2,497	0.47%	0.13%
16	NRL Footy Show	515,659	41,806	8.82%	24,331	4.97%	1.24%
17	The Project	492,961	67,380	15.83%	51,672	11.55%	2.63%
18	SBS The World Game	489,904	143,275	41.33%	51,432	14.03%	2.62%
19	AFL Footy Show	485,212	24,180	5.24%	20,882	4.43%	1.06%
20	60 Minutes Australia	466,189	44,908	10.66%	15,641	3.60%	0.80%

Fans:

The number of fans on June 30, 2016.

Average Engagement:

Average of the seven day figures taken from January 1 to June 30, 2016.

Fan Growth:

June 30 compared to January 1, 2016.

Fan Growth %:

Relative % increase comparing number of fans on June 30 compared to January 1, 2016.

Engagement Rate:

Average Engagement represented as a percentage of total Fans.

Share of Engagement:

Brands' shares of Average Engagement over the period of January 1 to June 30, 2016.

Facebook

Rank	Page Name	Fans	Fan Growth	Fan Growth %	Average Engagement	Engagement Rate	Share of Engagement
1	Origin Energy	77,896	35,750	84.82%	3,073	5.02%	27.16%
2	Alinta Energy	76,641	6,930	9.94%	470	0.65%	4.15%
3	Ausgrid	34,974	3,782	12.12%	551	1.65%	4.87%
4	Lumo Energy	26,939	118	0.44%	150	0.56%	1.32%
5	Sydney Water	25,927	1,582	6.50%	2,956	11.65%	26.12%
6	GreenPower	24,613	5,986	32.14%	2,390	11.13%	21.12%
7	Energex	19,223	1,229	6.83%	173	0.93%	1.53%
8	AGL Energy	14,411	4,315	42.74%	805	6.24%	7.12%
9	Water Corporation	8,589	535	6.64%	171	2.06%	1.51%
10	Essential Energy	7,435	2,615	54.25%	382	6.18%	3.38%
11	ActewAGL	5,865	790	15.57%	172	3.13%	1.52%
12	Momentum Energy	1,802	206	12.91%	22	1.30%	0.19%

Fans:

The number of fans on June 30, 2016.

Average Engagement:

Average of the seven day figures taken from January 1 to June 30, 2016.

Fan Growth:

June 30 compared to January 1, 2016.

Fan Growth %:

Relative % increase comparing number of fans on June 30 compared to January 1, 2016.

Engagement Rate:

Average Engagement represented as a percentage of total Fans.

Share of Engagement:

Brands' shares of Average Engagement over the period of January 1 to June 30, 2016.

Report Period

The Australian Facebook Performance Report covers the weeks from January 1 to June 30, 2016.

Data Collection

The data for this report was captured daily from January 1 to June 30, 2016. The collection of data is automated through the Instagram API to ensure that times collected are as close to simultaneous as possible.

The data in this report takes in consideration the global popularity and engagement of Australian Facebook accounts.

Fan Growth

Is the difference between a brand's fans (likes) on June 30 compared to the January 1 figure, presented as a whole number and as a percentage change.

Fans

The Fans figure is the number of fans (likes) captured on June 30, 2016.

Engagement Figure

The collected Engagement Figure relates to a seven day period ending on the collected date and time. The average, taken daily, represents an average weekly figure of people talking about the brand.

Engagement Rate

The widely accepted metric called the "engagement rate" is the relationship between the Engagement Figure average and the followers.

The engagement equation is:

$$\frac{\text{Engagement Figure}}{\text{No. of Fans}} = \text{Engagement Rate \%}$$

Share of Engagement

This is calculated using the sum of each industry's top brand users Engagement Figure then calculating each brand users share of that sum.

$$\frac{\text{Brand Engagement Figure}}{\text{Industry Top Brands Engagement Figure}} = \text{Share of Engagement Activity \%}$$

Statistical Calculations

The mathematical and statistical foundations of this report have been produced by Online Circle Digital analytics team.

The calculations carried out for this report depend on the user's configuration on Facebook and the related limitations.

While the number of fans for regular pages is what is shown on the Facebook page, the number of fans for pages which are set up as part of global brand pages base the number of top 45 countries in Facebook by the number of likes.

Selection of Brands

The brands displayed are not a complete list of those incorporated within the study, but are representative of those brands leading the way in each vertical.

We expect and welcome suggestions for additional brands for inclusion in future reports. To submit your Facebook page for consideration, please contact us at: facebook@theonlinecircle.com

Methodology

Mid-Year Facebook Performance Report
Australia 2016 | #fbreport



Disclaimer

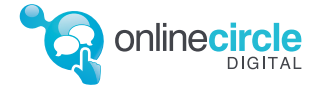
The Australian Facebook Performance Report has been produced from an analysis of third party information in accordance with the methodology set out on this page. Information provided on this document is general in nature and does not constitute advice. Online Circle Digital will endeavour to update the information provided on this document as and when required. However, information can change without notice and Online Circle Digital does not guarantee the accuracy of information on the document, including information provided by Facebook, at any particular time. Although every effort has been made as to the accuracy of the information provided on this document, you must not rely on this information to make a decision. Online Circle Digital does not warrant that the information in this report will otherwise be complete, correct, current or reliable, or that all brand-related pages have been considered. Reports generated using different methodologies may produce different results. This report is intended to provide general, aggregated, information only, and is not adapted to individual business circumstances or needs. Readers are responsible for assessing the relevance of the

information in this report themselves and for making all further necessary enquiries. Online Circle Digital accept no liability for any loss, damage, cost or expense suffered by any person using or relying on information in this report.

This report is provided free of charge and with best endeavours. We reserve the right not to engage with external queries if and as we choose.

About Us

Mid-Year Facebook Performance Report
Australia 2016 | #fbreport



Online Circle Digital is a specialised full-service digital agency. Since we opened our doors in 2007 we have developed into one of Australia's leading independent digital agencies.

What we do



Strategy



Social, Search
& Content
Marketing



Digital
Education



Tech
Development



Data &
Insights



Digital
Media Buying

Big enough to deliver and agile enough to adapt, we are a smart team of leading digital practitioners who bring energy and expertise to every project. Our proprietary software Social Pulse enables us to access a wealth of digital and social media data and competitive information. This provides our clients' programs and campaigns with insights, category and brand information, driving more value from their digital marketing.

The digital world is always changing. When you think you're up to date, have the latest version and have everything covered, everything changes and it's time for an upgrade. We understand digital education is key for businesses to thrive and we take great pride in educating our staff and clients about important changes in digital and related business topics via our Online Circle Digital Academy.

Our everyday goal is to **"help clients work less and make their brands work harder"**. If this sounds right for your business give us a call on (03) 9696 9176, onlinecircledigital.com



Jeff Richardson
Director of Business
and Finance
0423 694 338
jeff@theonlinecircle.com



Lucio Ribeiro
Head of Strategy
and Delivery
0434 376 102
lucio@theonlinecircle.com