

Toronto Zoo 2024



logo

From 1 January 2024 - 31 December 2024

Mention Streams:

Toronto Zoo (Global)

 Print  Online  TV  Radio  Magazine  Podcast

Key Insights

Coverage by Media Type

The volume breakdown by Media Type was:



Sentiment

Percentage of positive, trending positive, neutral, trending negative and negative coverage as rated by a third party.



Leading Media Outlets

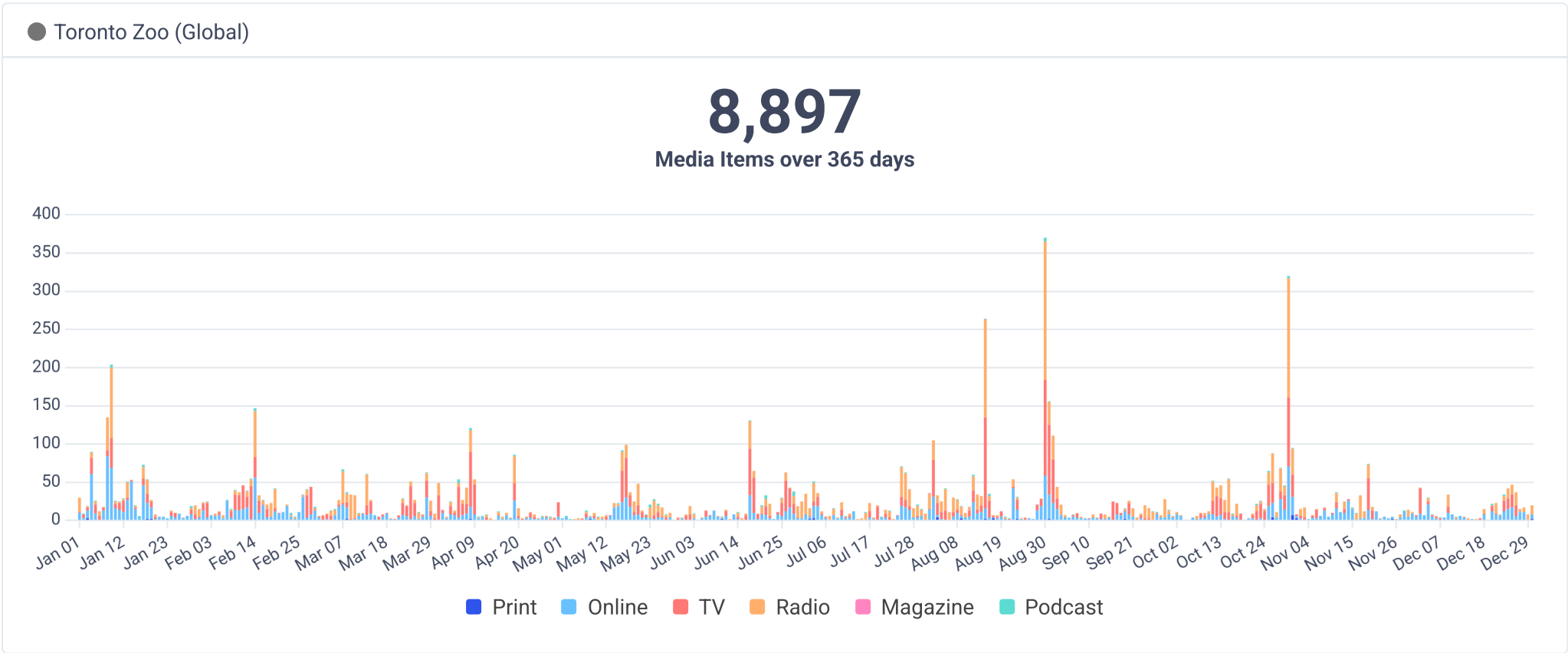
Top Print, Online, TV, Radio sources and programs ranked by volume of mentions.



Coverage Volume Timeline

From 1 January 2024 - 31 December 2024

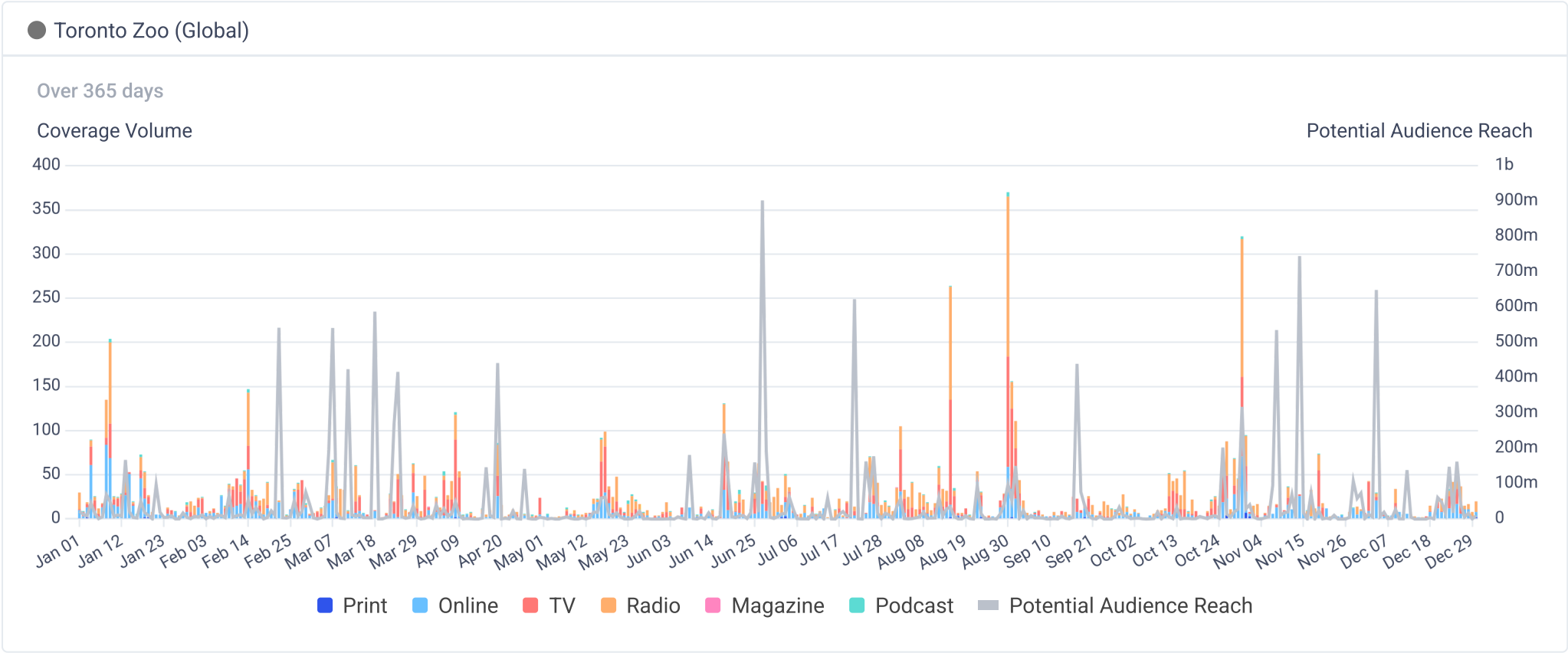
A breakdown of mentions by media type displayed over the selected coverage period.



Coverage Volume & Potential Audience Reach Timeline

From 1 January 2024 - 31 December 2024

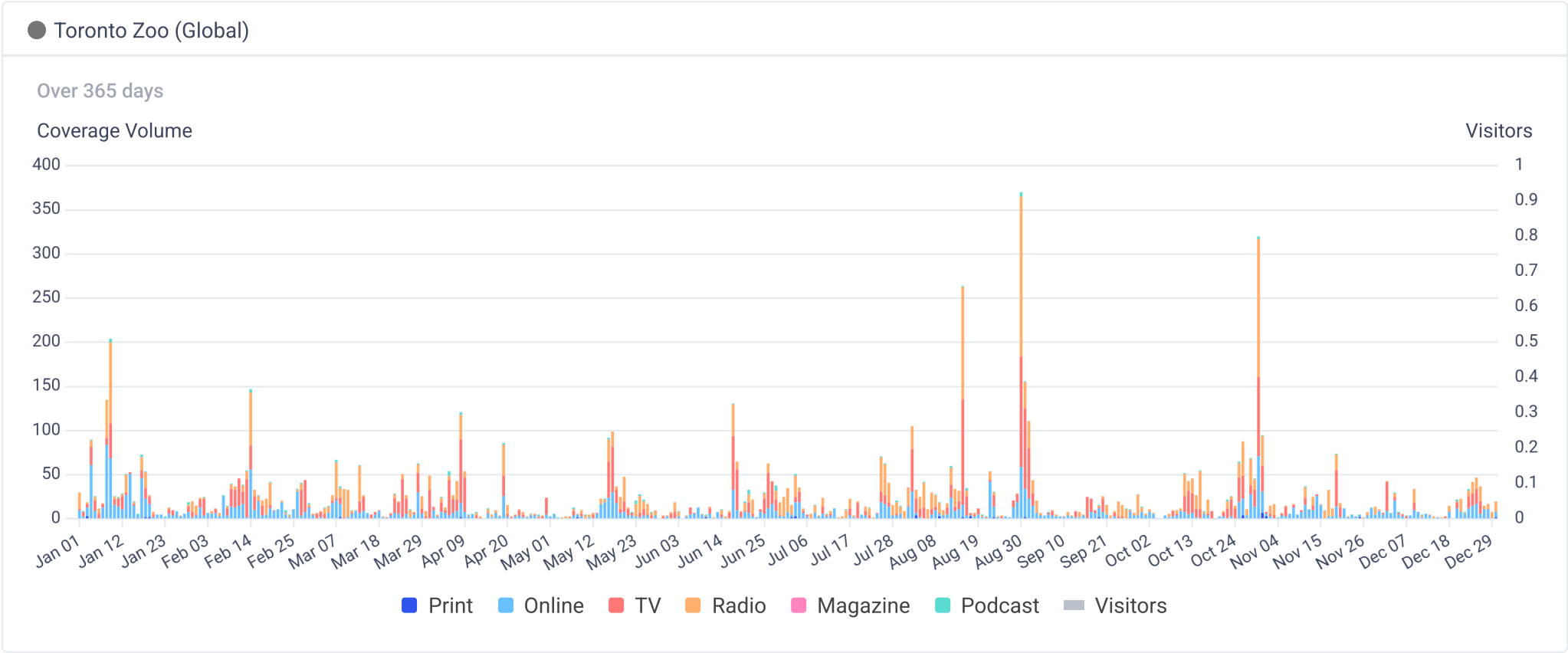
A breakdown of mentions by media type with cumulative potential audience over the selected coverage period.



Mentions & Website Traffic Timeline

From 1 January 2024 - 31 December 2024

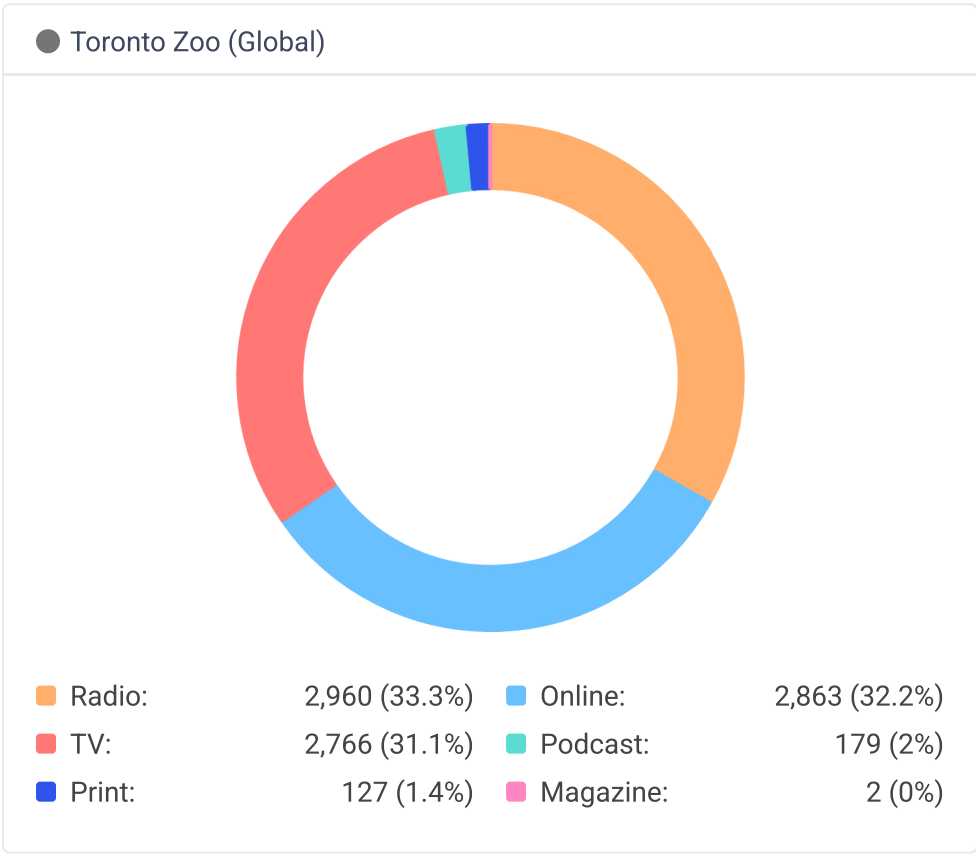
Hourly or Daily mentions, broken down by social platform and the Users metric from Google Analytics.



Coverage by Media Type

From 1 January 2024 - 31 December 2024

Total mentions by media type over the selected coverage period.



Advertising Value Equivalency

From 1 January 2024 - 31 December 2024

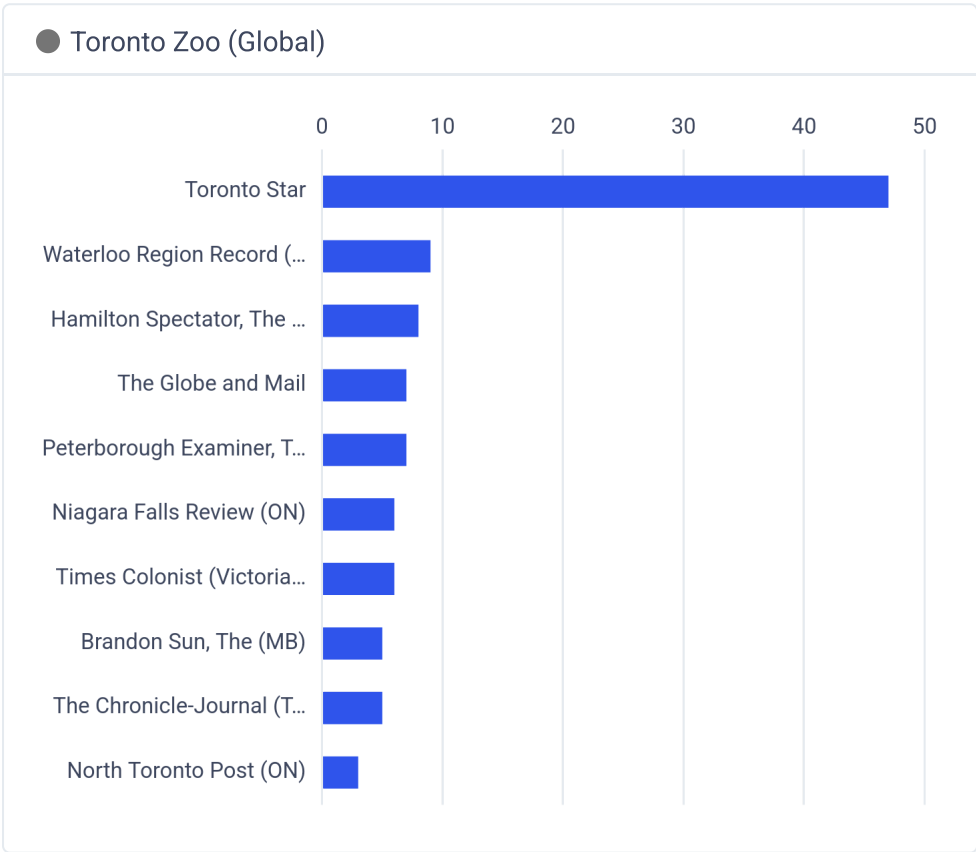
Cumulative Advertising Value Equivalency by media type for the selected coverage period.



Leading Print Sources

From 1 January 2024 - 31 December 2024

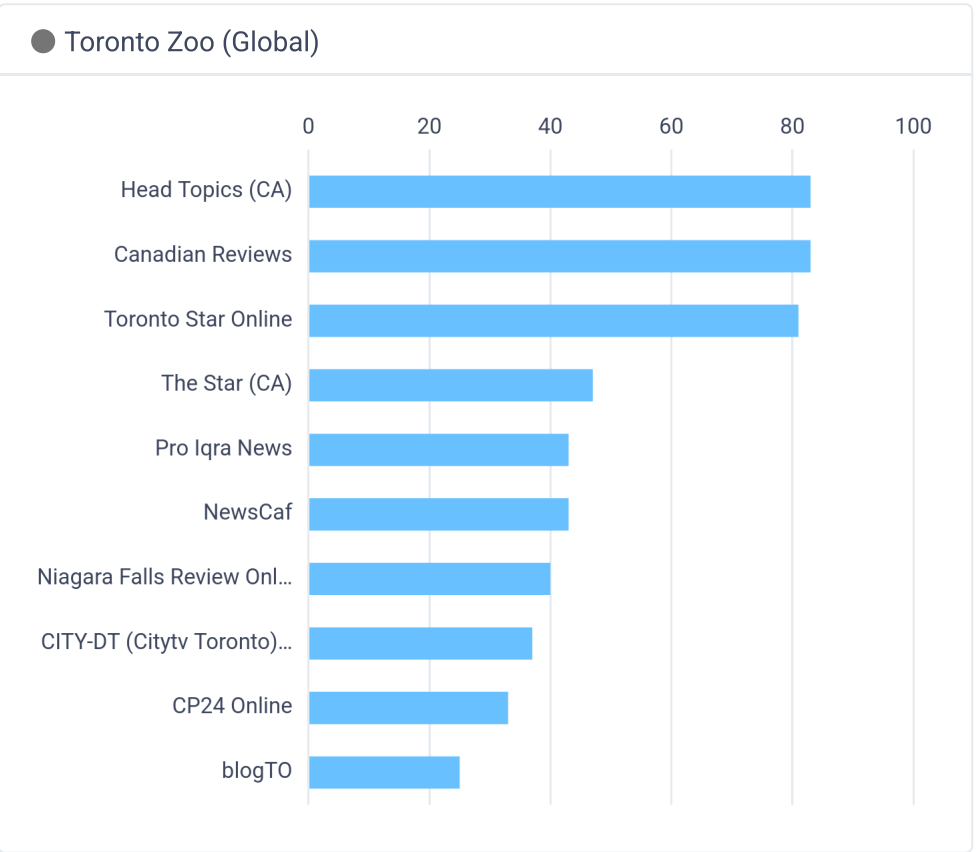
Top 10 Print sources ranked by volume of mentions.



Leading Online Sources

From 1 January 2024 - 31 December 2024

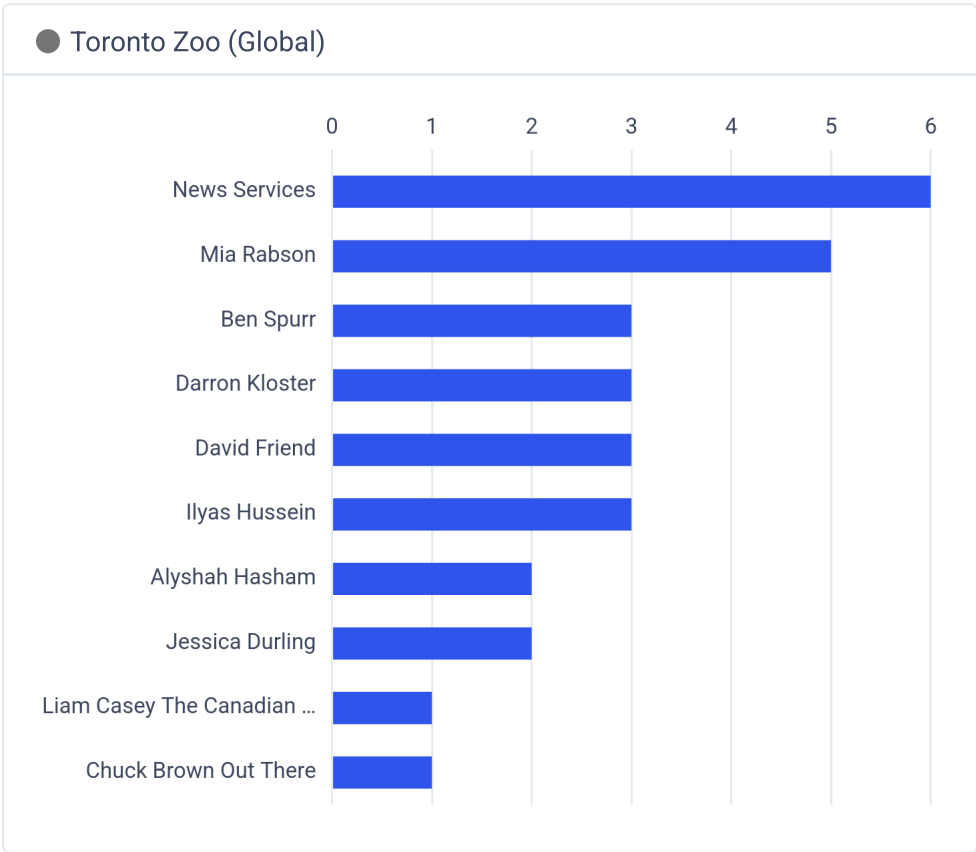
Top 10 Online sources ranked by volume of mentions.



Leading Print Journalists

From 1 January 2024 - 31 December 2024

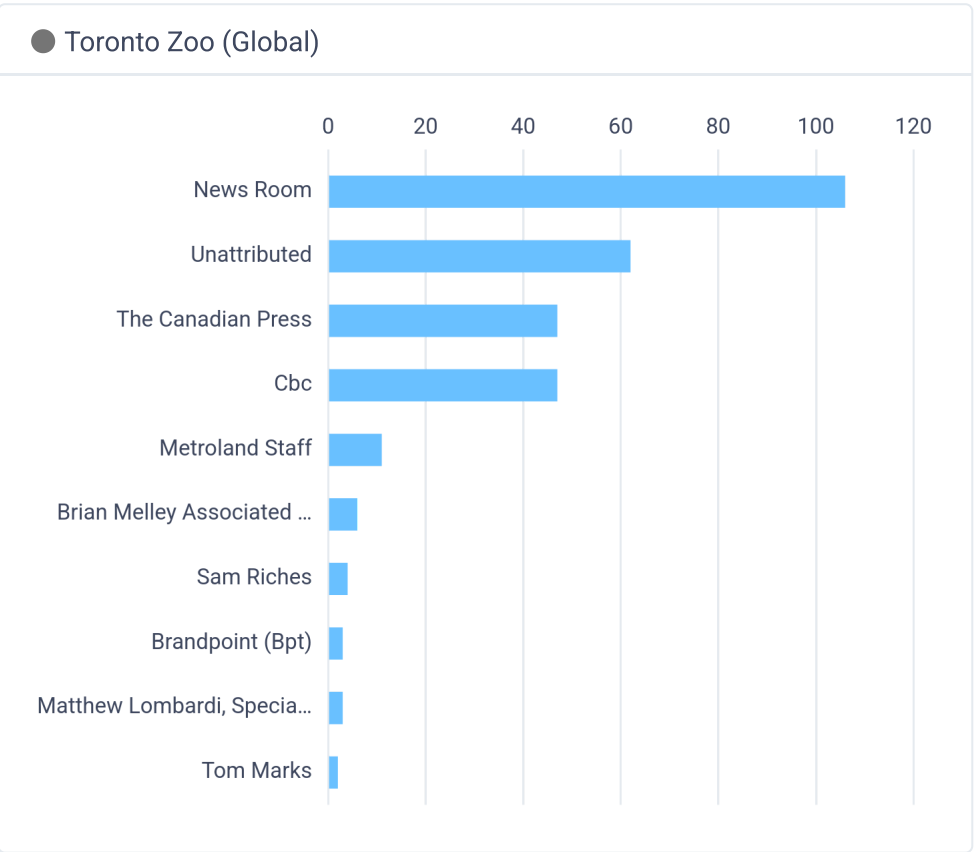
Top 10 Print journalists ranked by volume of content published.



Leading Online Journalists

From 1 January 2024 - 31 December 2024

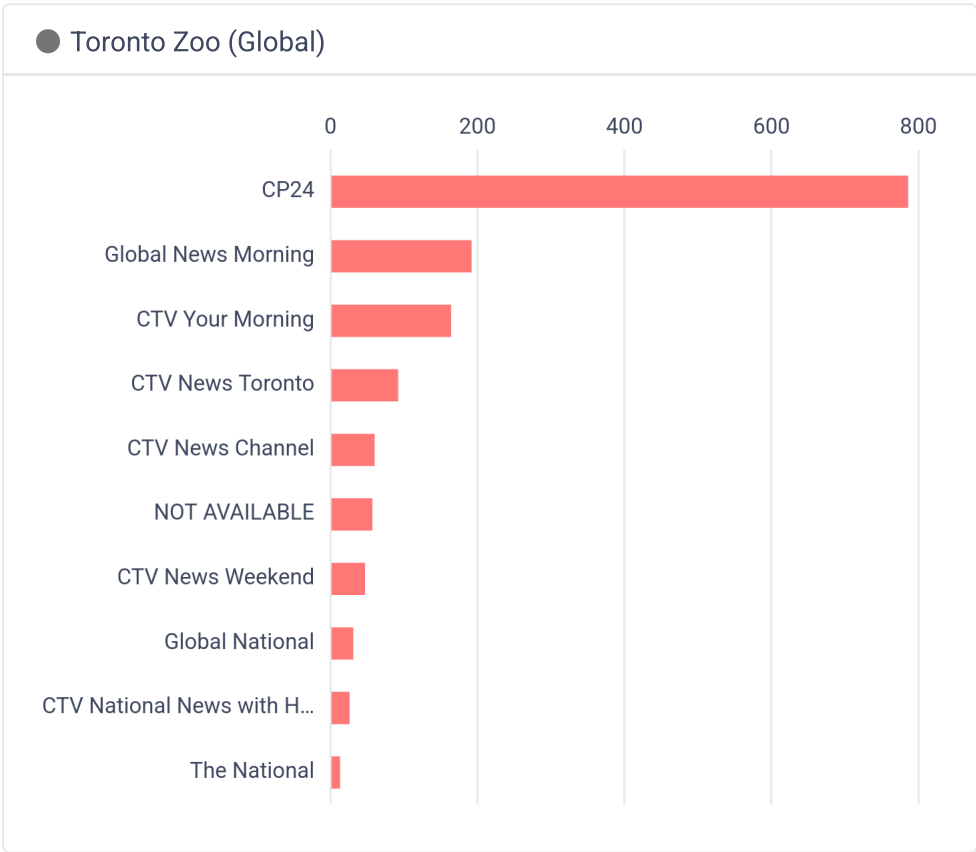
Top 10 Online journalists ranked by volume of content published.



Leading TV Programs

From 1 January 2024 - 31 December 2024

Top 10 TV programs ranked by volume of mentions.



Themes

From 1 January 2024 - 31 December 2024

The most frequently mentioned keywords found within the Mention Stream. Font size indicates the frequency of the keyword by volume.



Leading Organisations

From 1 January 2024 - 31 December 2024

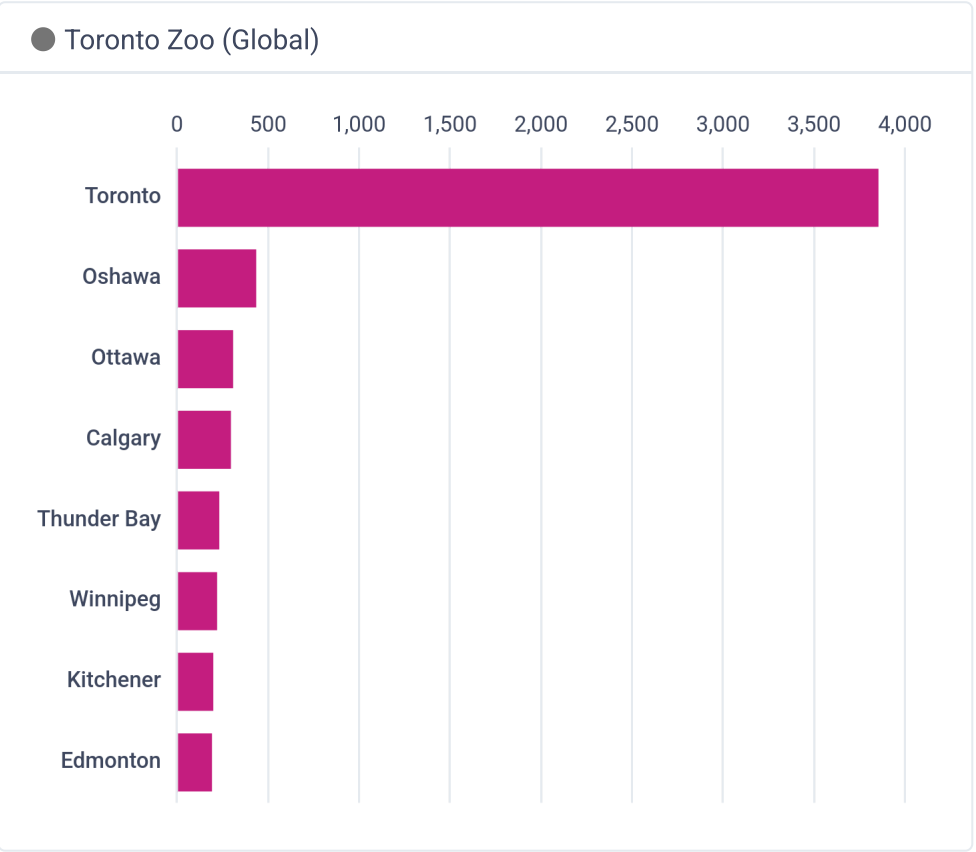
The most frequently mentioned organisations found within the Mention Stream. Font size indicates the frequency of the keyword by volume.



Geographic Spread by City (Chart)

From 1 January 2024 - 31 December 2024

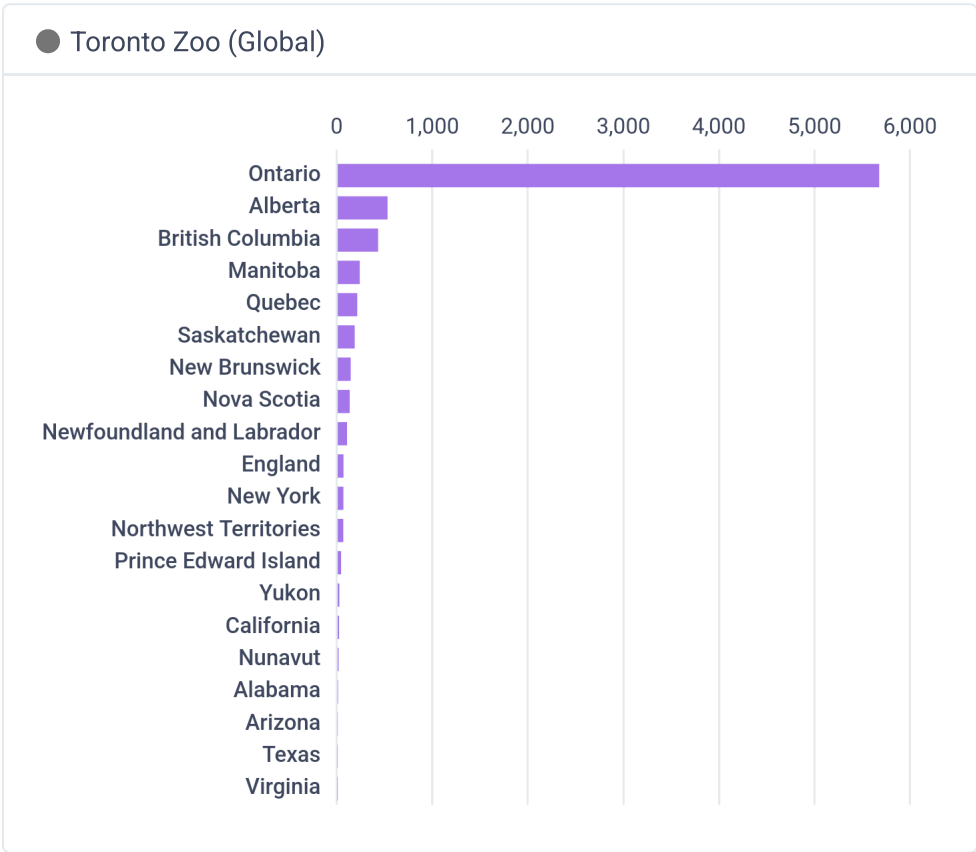
Bar chart indicates the volume of coverage within each city. Data excludes state, national and international content up to 8 cities.



Geographic Spread by State (Chart)

From 1 January 2024 - 31 December 2024

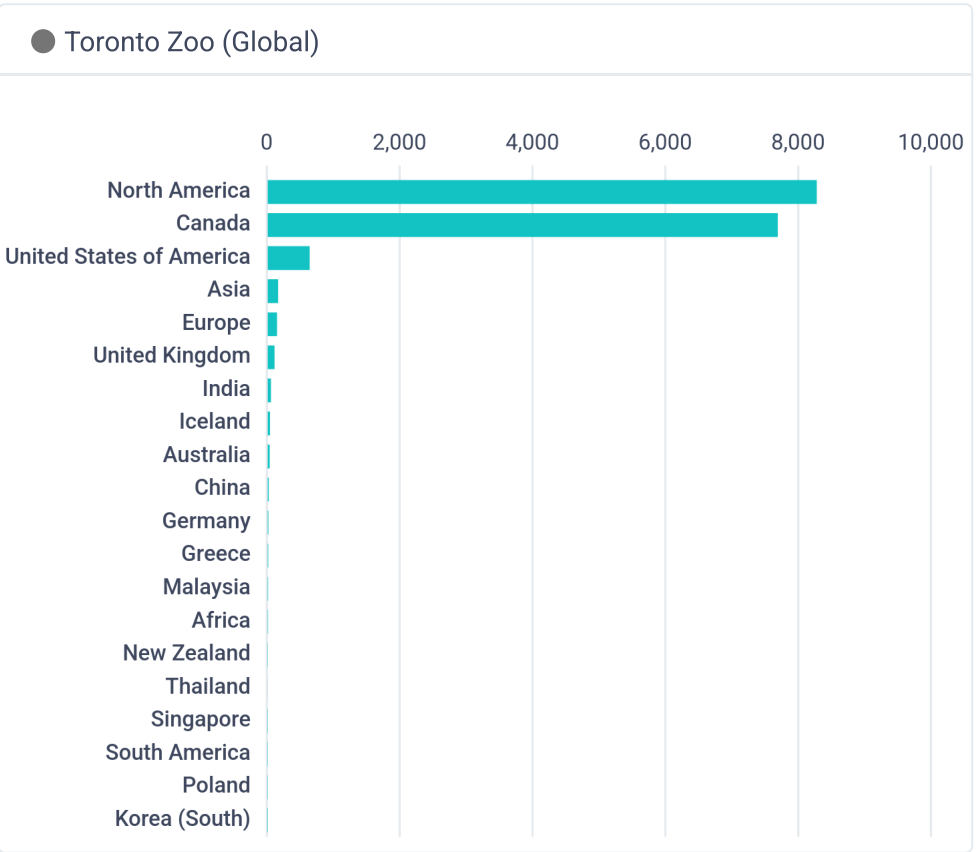
Bar chart indicates the volume of coverage within each region.



Geographic Spread by Region (Chart)

From 1 January 2024 - 31 December 2024

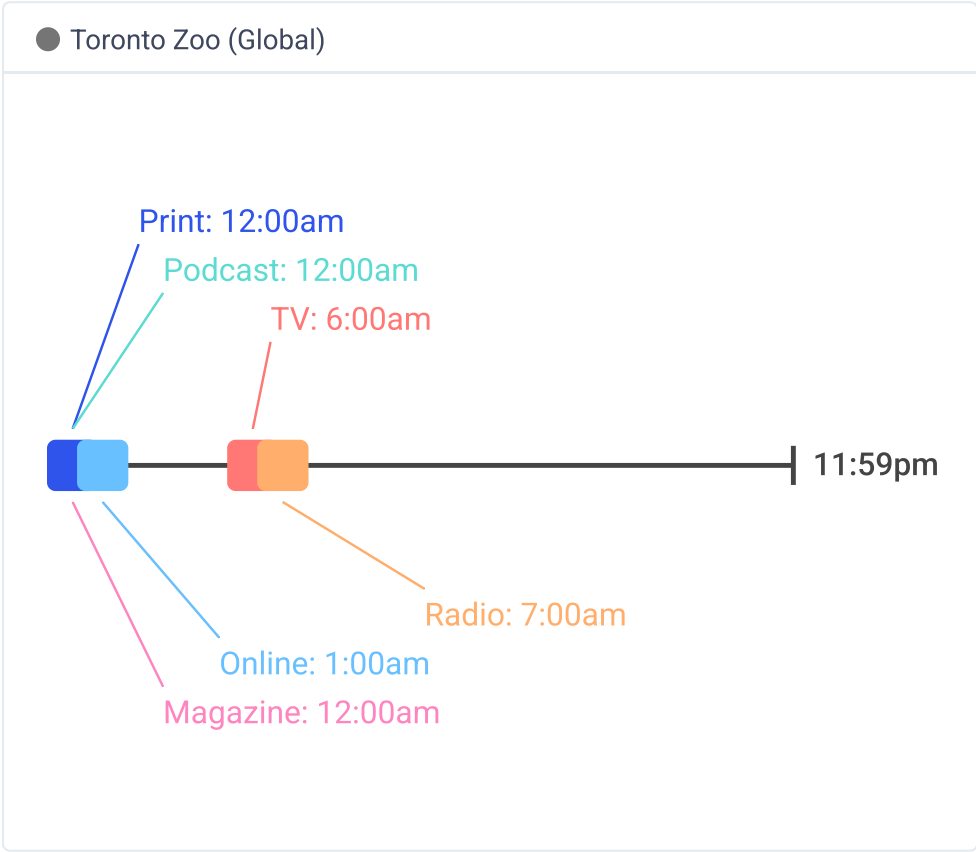
Bar chart indicates the volume of coverage within each region.



Average Broadcast Time by Media Type

From 1 January 2024 - 31 December 2024

Average published or broadcast time by media type over the selected coverage period.



Coverage Volume & Potential Audience Reach (Table)

From 1 January 2024 - 31 December 2024

A breakdown of mentions by media type with cumulative potential audience over the selected coverage period.

● Toronto Zoo (Global)

Over 365 days	Coverage Volume	Potential Audience Reach
Print	127	8,736,904
Online	2,863	13,888,807,520
TV	2,766	381,591,507
Radio	2,960	74,144,978
Magazine	2	126,044

Domain Authority

From 1 January 2024 - 31 December 2024

A breakdown of Online coverage using Domain Authority scores out of 100.
Domain Authority is provided by Moz.

