

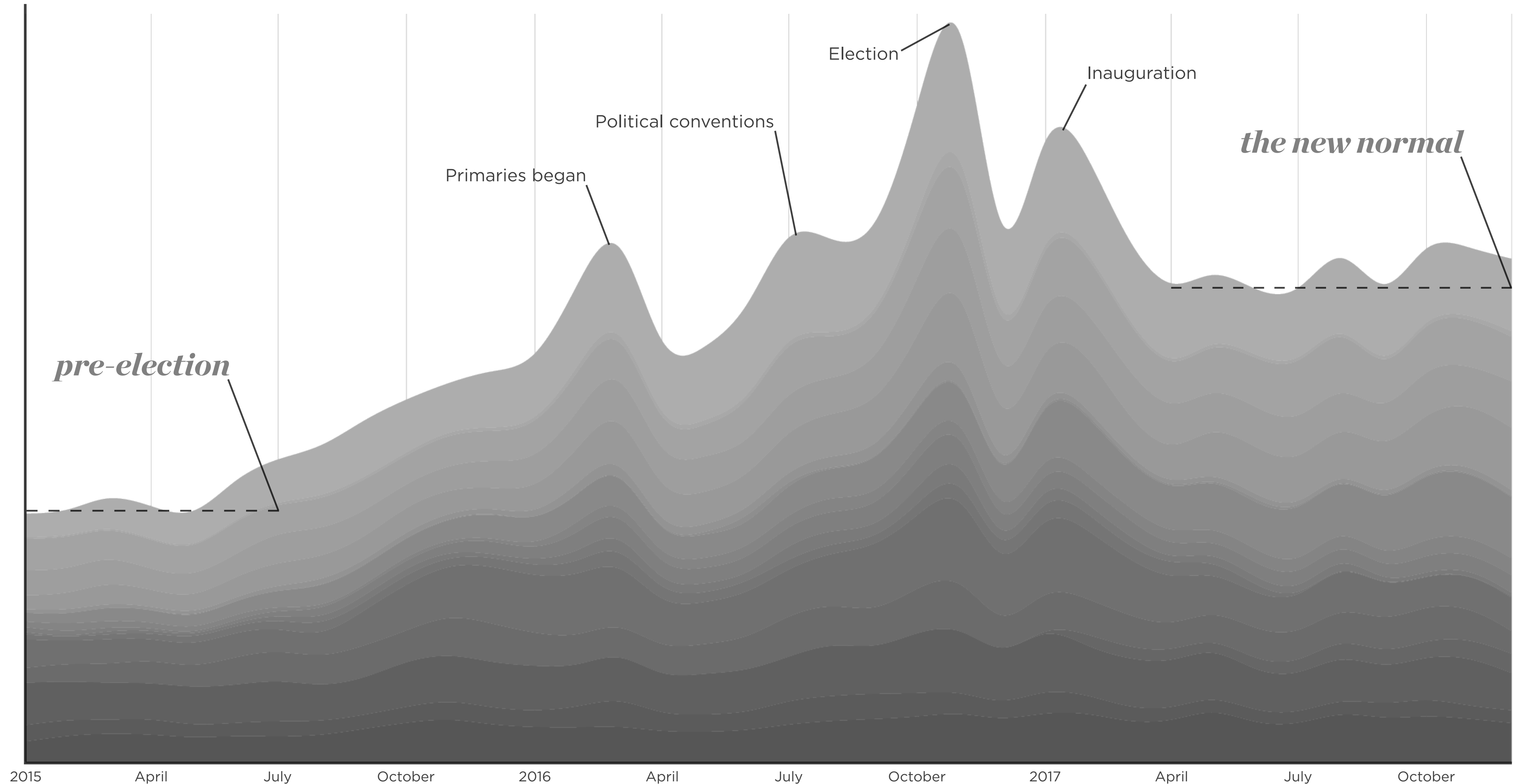


THE HILL

I WISH
THIS WERE
FAKE NEWS.



POLITICAL NEWS CONSUMPTION (2015-2017)



Source: Internal Analysis of Comscore Data for The Hill's Competitive Set

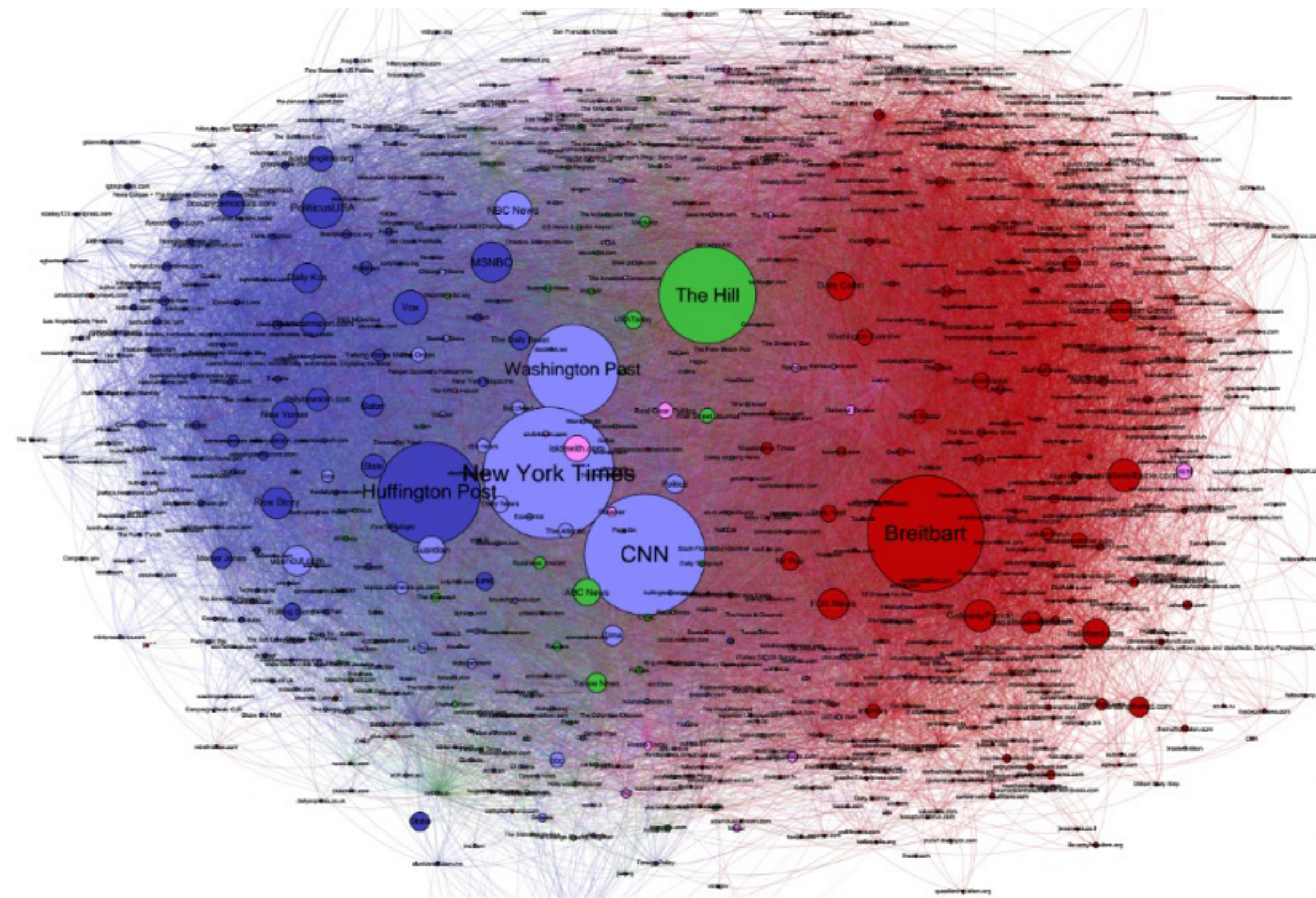


fig. 01

MEDIA SOURCES SHARED ON FACEBOOK

Nodes are sized according to how often they were shared on Facebook

Locations are determined by extent of overlapping audiences

Colors reflect the attention patterns of the site audience, with green representing equal attention from Clinton and Trump followers

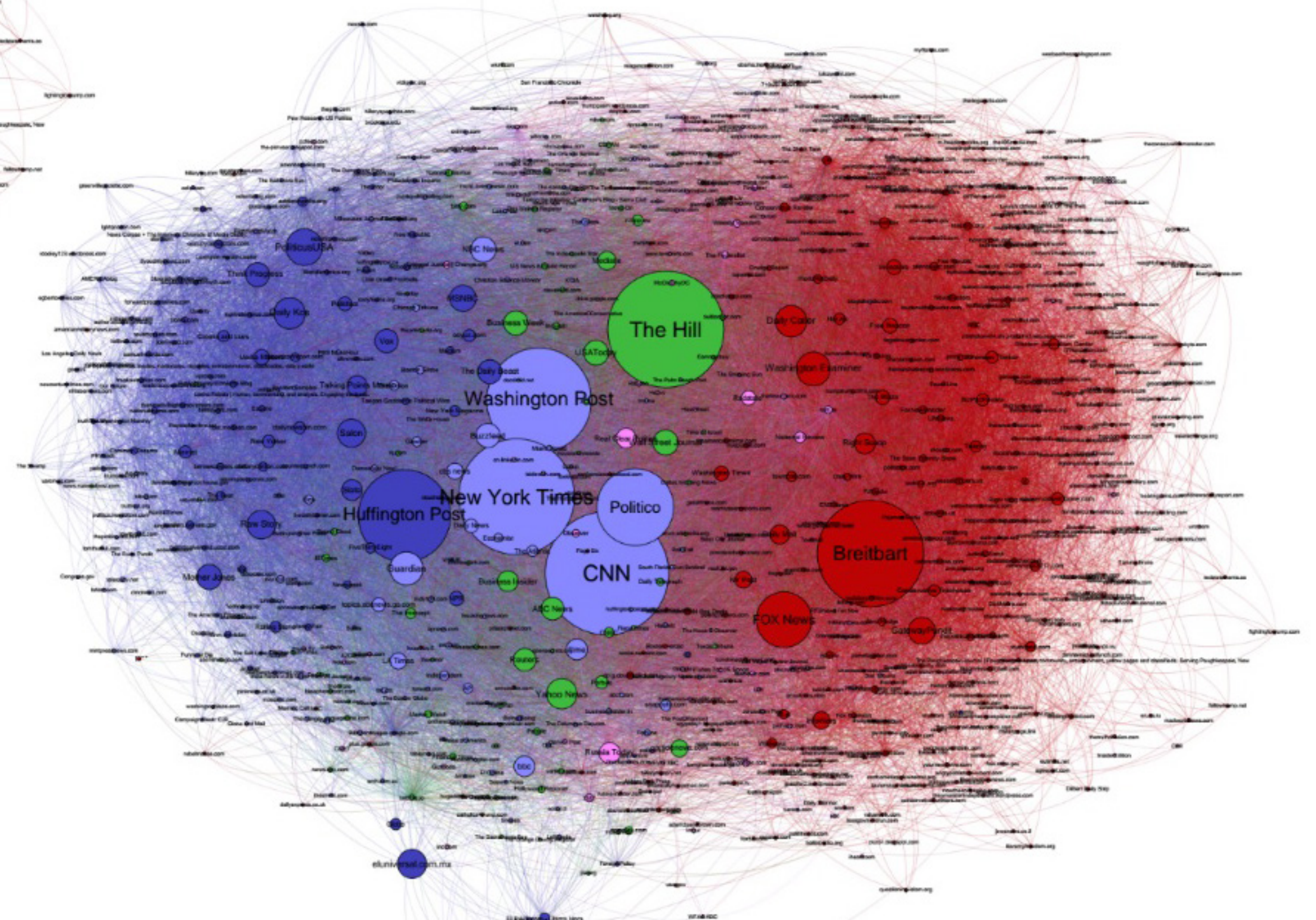


fig. 02

MEDIA SOURCES SHARED ON TWITTER

Nodes are sized according to how often they were shared on Twitter

Locations are determined by extent of overlapping audiences

Colors reflect the attention patterns of the site audience, with green representing equal attention from Clinton and Trump followers

THE HILL

facebook & twitter

THE MOST ENGAGED POLITICAL NEWS
PUBLISHER IN JANUARY 2018

Source: CrowdTangle

twitter

THE MOST FOLLOWED MEDIA ACCOUNT
BY MEMBERS OF CONGRESS ON TWITTER

Source: Rational 360's July 2017 analysis

reddit

THE #1 NEWS SOURCE ON REDDIT POLITICS

Source: October 2017 analysis