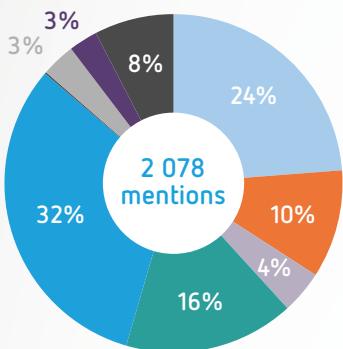
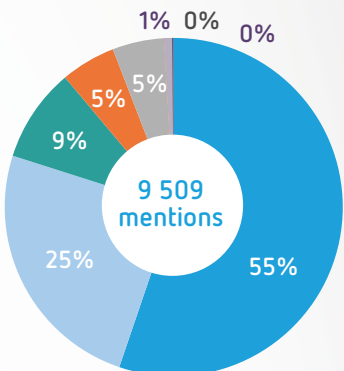


ANTIVIRUS SOFTWARE BRANDS
In traditional and social media

Traditional media



Social media



- Eset
- Microsoft
- Norton
- Avg
- Avast
- Norman
- McAfee
- 360 security
- Clean Master
- Space Cleaner

11 587 / mentions in 7 months

The most discussed brands

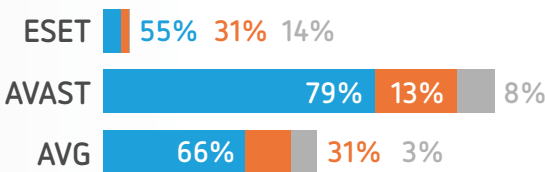


Note

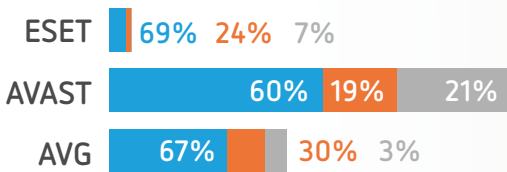
The topic of antivirus protection is discussed more often in connection with mobile phones than in connection with PCs.

Which one is the most popular?

Traditional media

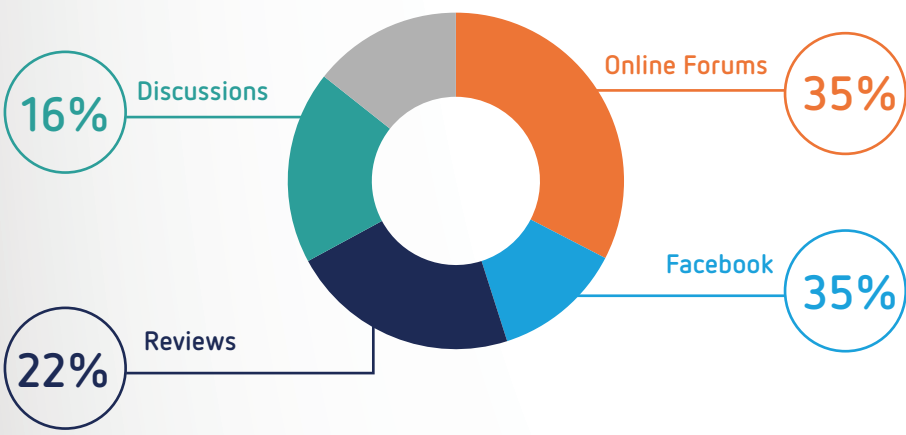


Social media



positive mentions negative mentions neutral mentions

Where do people talk about these brands?



The most popular online forums

1. svethardware.cz
2. pc-help.cnews.cz
3. forum.viry.cz
4. pc.poradna.net

Key finding

Even though there was quite a high number of mentions found on Facebook, the most influential debate about antivirus software brands was led on online forums. This applied to Avast (40 % of all mentions), Eset (50 % of mentions) and AVG (55 % of mentions).

Interesting facts



Only 7 % of Avast mentions were found on Facebook. The rest was found on online forums and in discussion below online articles.

About 20 % of mentions of Eset in traditional media were connected to its technical director Miroslav Dvořák, who appeared in various media as an expert on cyber security or cryptocurrencies.

The most discussed topic in traditional media was Avast's acquisition of AVG two years ago.

