

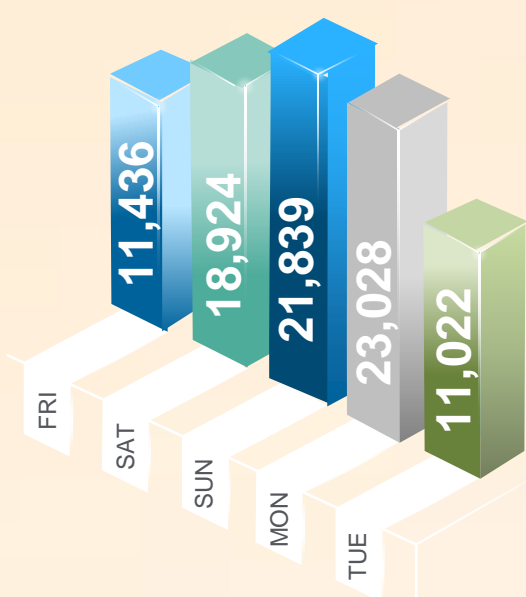


ASCO 2016 TWITTER COVERAGE



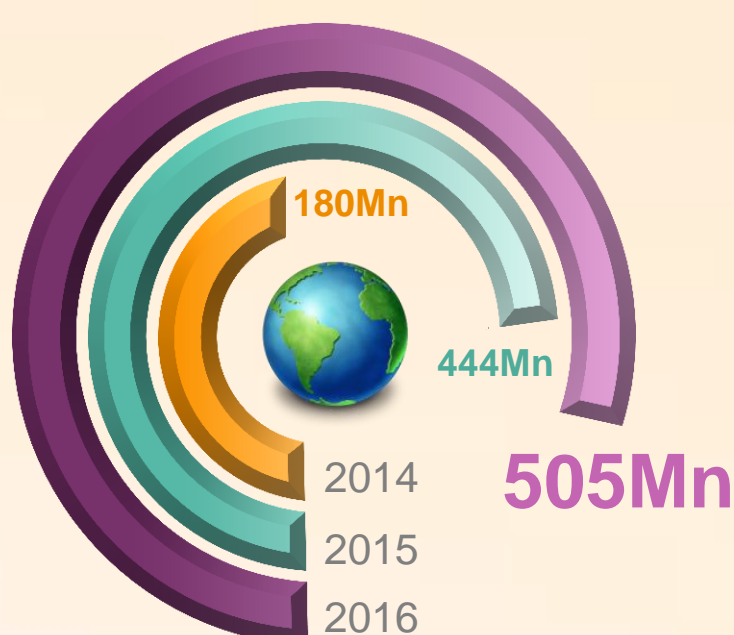
JUNE 3 – JUNE 7, 2016

86,249 TOTAL TWEETS

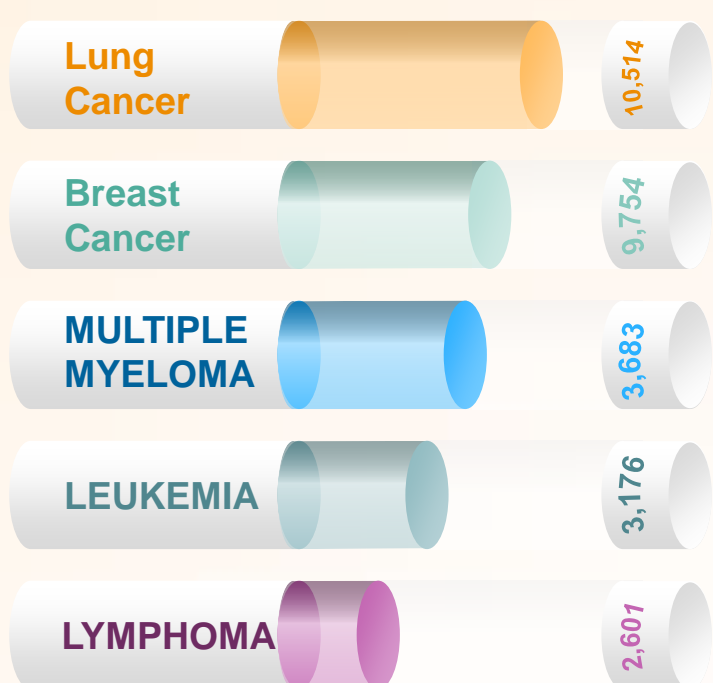


1.5X INCREASE IN TOTAL TWEETS OVER LAST YEAR

WORLD WIDE IMPRESSIONS



TUMOR TYPE MENTIONS

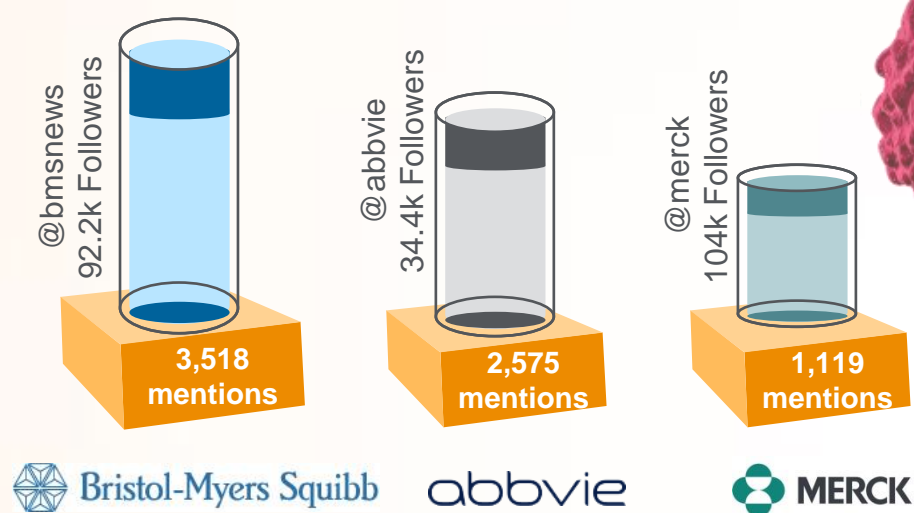


MOST DISCUSSED TOPIC

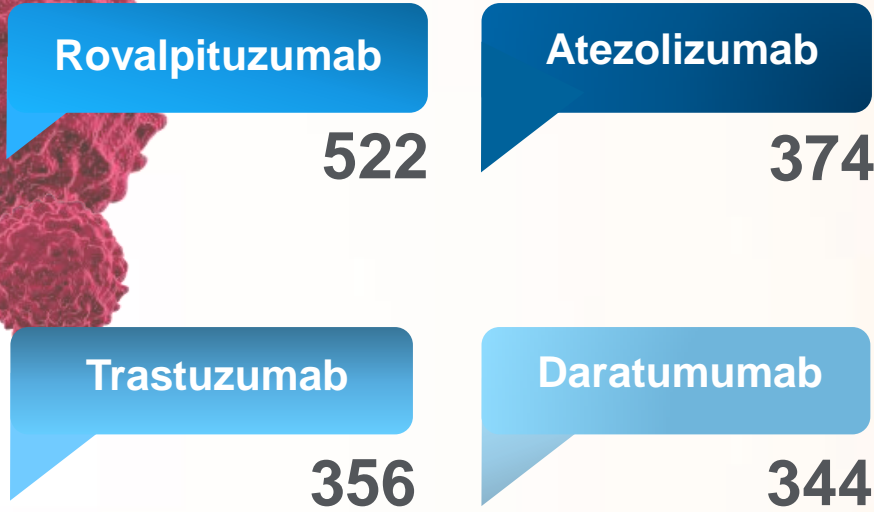
4,366 TOTAL MENTIONS ABOUT JOE BIDEN'S MOONSHOT ADDRESS



PHARMACEUTICAL COMPANIES DRIVING MENTIONS



MOST MENTIONED DRUGS



22% OF THE TWEETS WERE BY HCPs



TWEETS WITH HIGHEST ENGAGEMENT

“ It's the most common cancer in the world. Click to find out: bit.ly/1TLTjLg #LC5M #ASCO16 #BMSatASCO ”

Bristol-Myers Squibb @bmsnews **1,013**

“ Global incidence of #KidneyCancer has increased over time. RT to spread the word. #ASCO16 #BMSatASCO ”

Bristol-Myers Squibb @bmsnews **481**

“ Check out our latest post: bit.ly/1TLW5Ae #ASCO16 #BMSatASCO ”

Bristol-Myers Squibb @bmsnews **419**

“ #DYK Hodgkin #lymphoma can be found almost anywhere in the body? #ASCO16 #BMSatASCO ”

Bristol-Myers Squibb @bmsnews **322**

TOP INFLUENTIAL HCPs FOR ASCO 2016

79.9 ZScore

Mike Thompson
@mtmdphd

77.9 ZScore

Robert S. Miller
@rsm2800

70.3 ZScore

Nathan Pennell
@n8pennell

65.5 ZScore

Wafik El-Deiry
@weldeiry

64.8 ZScore

Deanna Attai
@drattai

ZScore is an engagement index developed by ZS Associates to identify individuals who have made the most impact in a given topic. It measures how many times an individual's content has been retweeted vs how many times that individual has retweeted quality content.