



Impact assessment report: LIFE DIME: circular economy applied to the steel sector and metal surface treatment industries

Press release published on 09/12/2020

1.- Impact Assessment Report Summary:

Sending and distribution:

Data related to sending and distribution operations carried out

Total number of items sent:	106,221 items	Tweets:	105,219 items
Emails:	942 items	RSS items:	60 items

Hits:

Data related to the visual impact of the press release in distribution channels.

Hits:	51,584 hits	Media Hits:	3,034 hits per day
Hits today:	32 hits	Hits during the past week:	308 hits

Mentions

Compiling of data on the number of mentions of the press release in digital media.

Total mentions:	106 mentions	Estimated audience:	1,652,329 users
Mentions today:	0 mentions	Mentions during the past week:	0 mentions
AVE obtained:	€ 45,474.69		

Impact:

Analysis of the final impact of the press release and amplification (ECHO) achieved through distribution.

Total Impact:	1,703,913 users	ECHO:	X33.03
Impact of hits:	3.03 %	Impact of mentions:	96.97 %

Hits, Audience Mentions and Total Impact:



2.- Sending and distribution

Sending and distribution

Data related to sending and distribution operations carried out

Total number of items sent:	106,221 items	Tweets:	105,219 items
Emails:	942 items	RSS items:	60 items

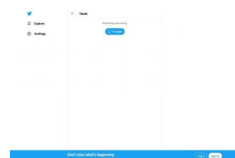
Items sent by category

Number of recipients of the press release by category via email and RSS.

National:	269 items sent	Construction-Architecture:	188 items sent	Ecology:	235 items
Technology:	307 items sent	General Science:	220 items sent	Industry and energy:	365 items sent

Social Media

Total Social Media: 105,219 items sent



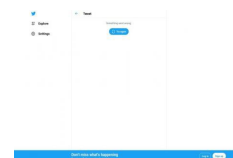
@ndp_economia
Followers: 5,675



@ndp_ciencia_tec
Followers: 43,298



@ndp_actualidad
Followers: 3,633



@ndp_economia
Followers: 5,674



@ndp_ciencia_tec
Followers: 43,305



@ndp_actualidad
Followers: 3,634

3.- Hits (SeedRelease Distribution):

This section shows the data related to visual hits of the press release in distribution channels. Each display of the news item is considered a “hit”.

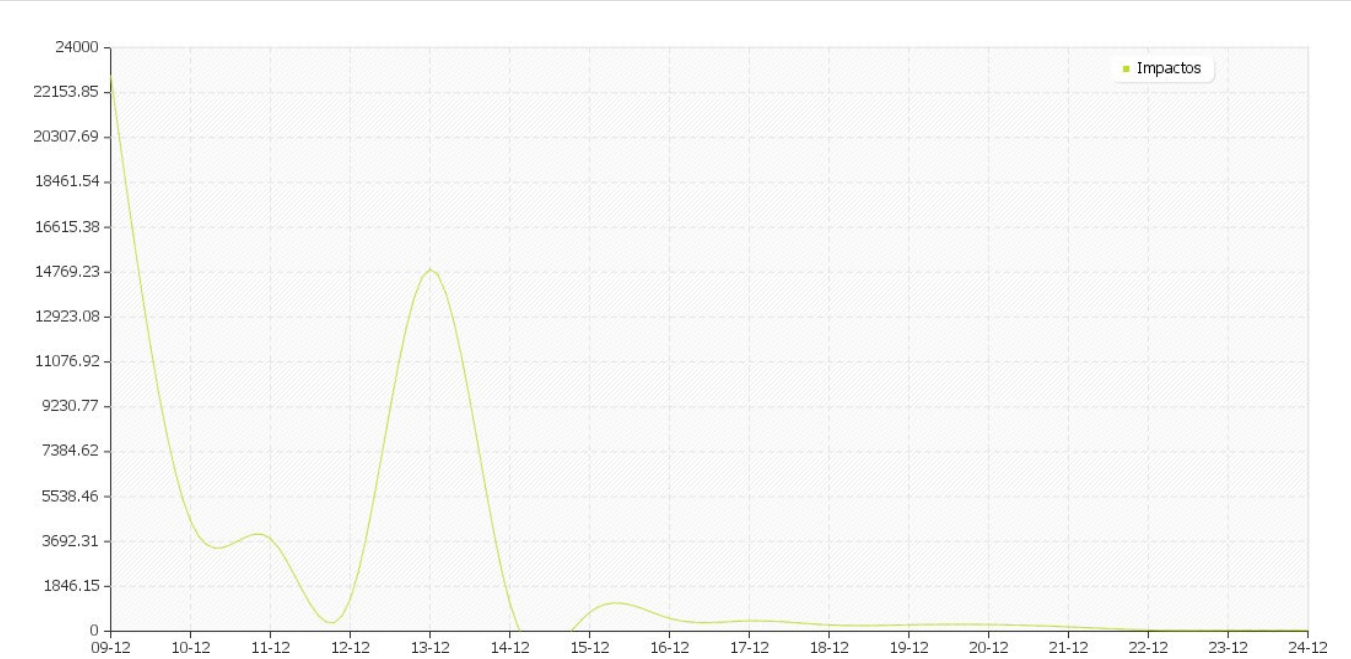
Hits: 51,584 hits

Media Hits: 3,034 hits per day

Hits today: 32 hits

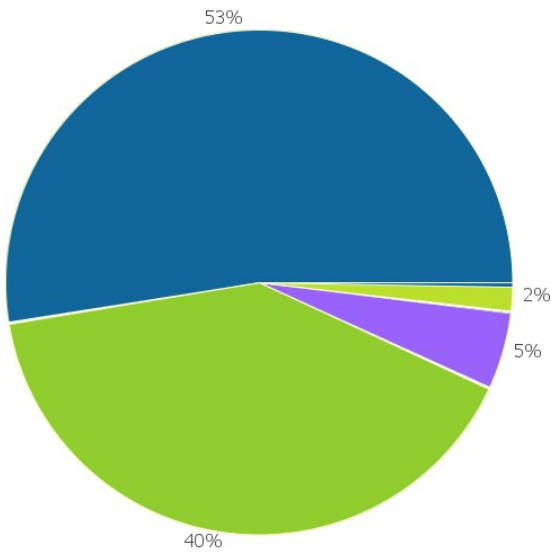
Hits during the past week: 308 hits

Distribution of the Hits during the duration of the report



Distribution of the Hits by distribution channel

	Channel	Hits
	Email	937
	RSS	2,510
	Website	20,870
	Social media	27,267
	Total	51,584



4.- Mentions clipping:

Compiling of data on the number of mentions of the press release in digital media. These data include information on the mention, the medium in which it was published and an estimate of the audience obtained.

Total mentions: 106 mentions

Estimated audience: 1,652,329 users

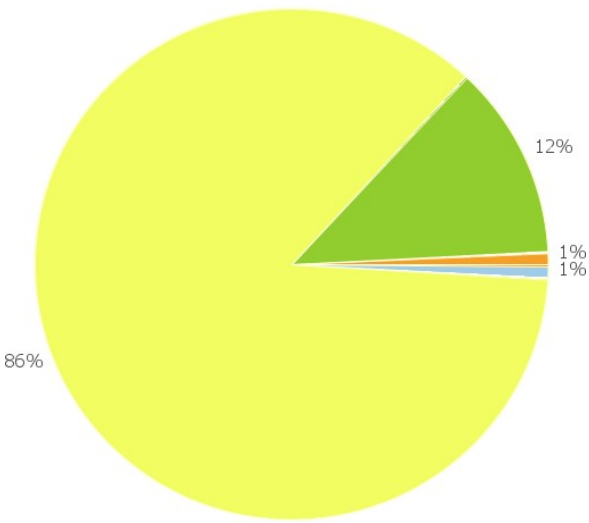
Mentions today: 0 mentions

Mentions during the past week: 0 mentions

AVE obtained: € 45,474.69

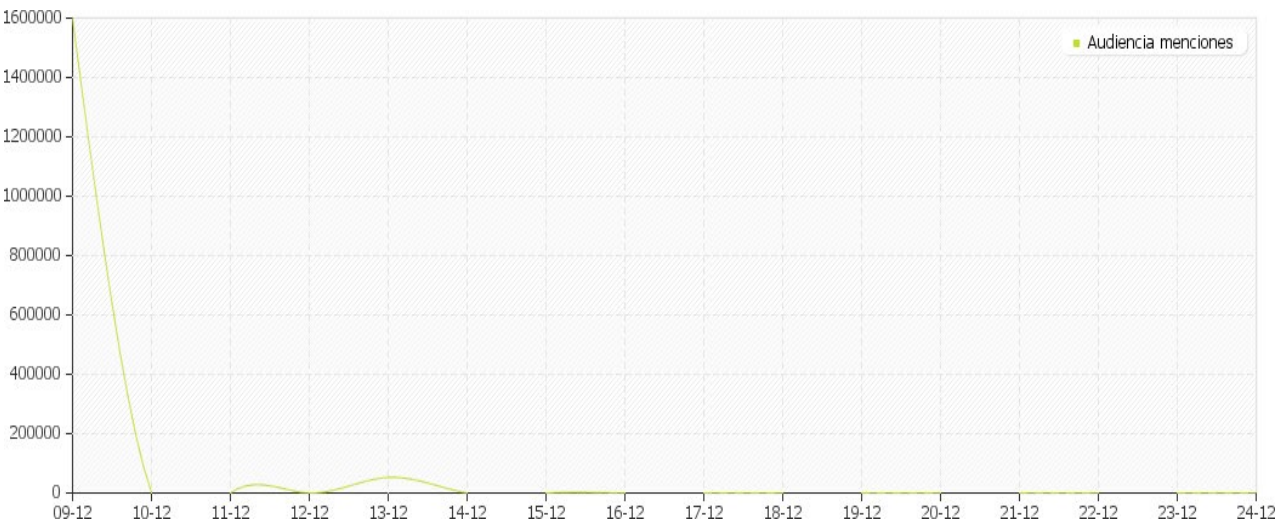
Mentions by type of source

	Type of source	Mentions
	Other	1
	News	91
	Social Media	13
	Other	1
	Total	106



Estimated audience per day

Based on the mentions found and on some network indicators, an approximate estimation is made of the audience obtained by the press release through its diffusion on the Internet.



Press release mentions

All the references linked by our monitoring to the press release are set out below. Each one shows detailed data on the medium and its relevance on the Internet.

Date	Medium	URL Mention	Type of Medium	Estimated audience	AVE
09-12-2020	Spain News	https://spain.shafaqna.com/ES/AL/4863248	Other	323,420	€ 9,545.75
09-12-2020	Venezuela News	http://venezuela.shafaqna.com/ES/AL/2466535	News	323,420	€ 9,606.34
09-12-2020	Latin America News	https://latinamerica.shafaqna.com/ES/AL/1109824	News	323,420	€ 9,605.01
09-12-2020	europa press	https://m.europapress.es/comunicados/sociedad-00909/noticia-comunicado-life-dime-economia-circular-aplicada-sector-acero-tratamiento-superficies-metalicas-20201209095037.html	News	55,856	€ 1,192.40
09-12-2020	europa press	https://www.europapress.es/comunicados/sociedad-00909/noticia-comunicado-life-dime-economia-circular-aplicada-sector-acero-tratamiento-superficies-metalicas-20201209095037.html	News	55,223	€ 1,168.37
09-12-2020	europa press	https://www.europapress.es/economia/noticia-comunicado-life-dime-economia-circular-aplicada-sector-acero-tratamiento-superficies-metalicas-20201209095036.html	News	55,223	€ 1,225.95

Date	Medium	URL Mention	Type of Medium	Estimated audience	AVE
09-12-2020		https://www.efe.com/efe/espana/comunicados/life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-superficies-metalicas/10004010-MULTIMEDIAE_4414747	News	35,986	€ 745.21
09-12-2020		https://www.bolsamania.com/nota-de-prensa/empresas/life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas--7741240.html	News	11,122	€ 477.20
09-12-2020		https://autonomico.elconfidencialdigital.com/articulo/ultima-hora/comunicado-life-dime-economia-circular-aplicada-sector-acero-tratamiento-superficies-metalicas/20201209085119058387.html	News	5,615	€ 213.53
09-12-2020		https://monarquia.elconfidencialdigital.com/articulo/ultima-hora/comunicado-life-dime-economia-circular-aplicada-sector-acero-tratamiento-superficies-metalicas/20201209085120054290.html	News	5,597	€ 212.87
09-12-2020		https://www.notimerica.com/comunicados/noticia-comunicado-life-dime-economia-circular-aplicada-sector-acero-tratamiento-superficies-metalicas-20201209095038.html	News	5,579	€ 210.32
09-12-2020		https://www.elconfidencialdigital.com/articulo/comunicados/life-dime-economia-circular-aplicada-sector-acero-tratamiento-superficies-metalicas/20201209064112194125.html	News	5,574	€ 219.10
09-12-2020		https://www.ecobolsa.com/notas-prensa/life-dime-economia-circular-aplicada-al-sector-1220363.html	News	2,266	€ 177.64
09-12-2020		https://www.estrelladigital.es/articulo/comunicados/life-dime-economia-circular-aplicada-sector-acero-tratamiento-superficies-metalicas/20201209095937440750.html	News	470	€ 99.76

Date	Medium	URL Mention	Type of Medium	Estimated audience	AVE
09-12-2020	 DIARIO SIGLO XXI Periódico independiente, plural y abierto	http://www.diariosigloxxi.com/texto-diario/mostrar/2192791/life-dime-economia-circular-aplicada-sector-acero-tratamiento-superficies-metalicas	News	439	€ 95.80
09-12-2020	 EL MUNDO FINANCIERO .COM	http://www.elmundofinanciero.com/seccion/46/Negocios/?notaid=life-dime-economia-circular-aplicada-al-sector&sid=mundofinancierocom	News	437	€ 109.65
09-12-2020	 elBoletín	https://www.elboletin.com/notas-de-empresa?notaid=life-dime-economia-circular-aplicada-al-sector&sid=comunicae	News	308	€ 48.88
09-12-2020	 Comunicae	https://www.comunicae.es/nota/life-dime-economia-circular-aplicada-al-sector-1220363/	News	276	€ 39.84
10-12-2020	 economiadehoy.es	https://www.economiadehoy.es/life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas	News	150	€ 31.60
09-12-2020	 murcia.com	https://www.murcia.com/empresas/noticias/2020/12/09-life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas.asp	News	128	€ 36.37
09-12-2020	 Capital	https://www.capital.es/2020/12/09/life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas/	News	75	€ 34.85
09-12-2020	 FINANCIALRED RED DE BLOGS ESPECIALIZADOS EN ECONOMÍA BOLSA Y FINANZAS	http://financialred.com/comunicae/nota-de-prensa/empresas/life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas--7741241.html	News	58	€ 30.50

Date	Medium	URL Mention	Type of Medium	Estimated audience	AVE
09-12-2020		https://sticknoticias.com/life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas/	News	57	€ 23.46
09-12-2020		https://www.gironanoticias.com/comunicado/142810-life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas.htm	News	47	€ 24.18
09-12-2020		https://www.hechosdehoy.com/empresas/1220363/life-dime-economia-circular-aplicada-al-sector.html	News	38	€ 40.60
09-12-2020		https://tecnobitt.com/life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas/	News	36	€ 37.11
09-12-2020		http://madridbusiness.es/life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas/	News	31	€ 33.28
09-12-2020		https://www.extremaduradigital24horas.com/life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas/?utm_source=rss&utm_medium=rss&utm_campaign=life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas	News	22	€ 17.38
09-12-2020		https://www.cantabriaeconomica.com/informacion-al-dia/life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas/	News	19	€ 35.78
09-12-2020		https://cuidemoselplaneta.org/life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas/	News	17	€ 35.12

Date	Medium	URL Mention	Type of Medium	Estimated audience	AVE
09-12-2020		https://www.valladoliddigital24horas.com/life-dime-economia-circular-aplicada-al-sector-de-l-aceroy-de-tratamiento-de-superficies-metalicas/?utm_source=rss&utm_medium=rss&utm_campaign=life-dime-economia-circular-aplicada-al-sector-del-aceroy-de-tratamiento-de-superficies-metalicas	News	16	€ 12.51
09-12-2020		http://www.notasdeprensa.es/1220363/life-dime-economia-circular-aplicada-al-sector	News	16	€ 36.06
09-12-2020		https://www.parquempresarial.info/life-dime-economia-circular-aplicada-al-sector-del-aceroy-de-tratamiento-de-superficies-metalicas/	News	12	€ 11.73
09-12-2020		https://informadrid.com/life-dime-economia-circular-aplicada-al-sector-del-aceroy-de-tratamiento-de-superficies-metalicas/	News	10	€ 9.97
09-12-2020		https://iniciativaempresarial.es/life-dime-economia-circular-aplicada-al-sector-del-aceroy-de-tratamiento-de-superficies-metalicas-2/	News	8	€ 8.82
09-12-2020		https://barcelonadigital24horas.com/life-dime-economia-circular-aplicada-al-sector-del-aceroy-de-tratamiento-de-superficies-metalicas/	News	8	€ 9.13
09-12-2020		https://barcelonadigital24horas.com/life-dime-economia-circular-aplicada-al-sector-del-aceroy-de-tratamiento-de-superficies-metalicas/?utm_source=rss&utm_medium=rss&utm_campaign=life-dime-economia-circular-aplicada-al-sector-del-aceroy-de-tratamiento-de-superficies-metalicas	News	8	€ 6.80

Date	Medium	URL Mention	Type of Medium	Estimated audience	AVE
09-12-2020	 Negocios DEL MUNDO	https://www.negociosdelmundo.com/2020/12/life-dime-economia-circular-aplicada-al.html	News	8	€ 16.47
09-12-2020	 ASTURIAS24HORAS	https://asturias24horas.com/life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas/?utm_source=rss&utm_medium=rss&utm_campaign=life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas	News	7	€ 5.76
09-12-2020	 sansebastian24horas grupo24horas	https://www.sansebastian24horas.com/life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas/	News	7	€ 7.79
09-12-2020	 CÓRDOBA24HORAS	https://cordoba24horas.com/life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas/?utm_source=rss&utm_medium=rss&utm_campaign=life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas	News	7	€ 5.88
09-12-2020	 MADRID DIGITAL 24HORAS	https://madriddigital24horas.com/life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas/?utm_source=rss&utm_medium=rss&utm_campaign=life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas	News	6	€ 5.19
09-12-2020	 MÁLAGA24HORAS	https://malaga24horas.com/life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas/?utm_source=rss&utm_medium=rss&utm_campaign=life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas	News	6	€ 4.81
09-12-2020	 sevilla24horas grupo24horas	https://sevilla24horas.com/life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas/?utm_source=rss&utm_medium=rss&utm_campaign=life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas	News	6	€ 9.51

Date	Medium	URL Mention	Type of Medium	Estimated audience	AVE
09-12-2020	AndorraNotícies.com El diari digital d'Andorra	https://andorranoticies.com/comunicado/61438-life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas.htm	News	6	€ 6.67
09-12-2020	sevilla24horas grupo24horas	https://sevilla24horas.com/life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas/	News	6	€ 12.72
09-12-2020	IMPULSO  EMPRESA	https://impulsoempresa.es/life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas-2/	News	6	€ 13.44
09-12-2020	 CamaltecPRESS	https://www.camaltecpress.com/169754/life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas/	News	5	€ 5.39
09-12-2020	BURGOS DIGITAL 24HORAS	https://www.burgosdigital24horas.com/life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas/?utm_source=rss&utm_medium=rss&utm_campaign=life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas	News	5	€ 4.26
09-12-2020	CADIZ24HORAS	https://www.cadiz24horas.com/life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas/?utm_source=rss&utm_medium=rss&utm_campaign=life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas	News	5	€ 12.80
09-12-2020	burgosdigital24horas grupo24horas	https://www.burgosdigital24horas.com/life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas/	News	5	€ 5.69

Date	Medium	URL Mention	Type of Medium	Estimated audience	AVE
09-12-2020		https://canalprensa.com/life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas/	News	4	€ 4.40
09-12-2020		https://bilbaodigital24horas.com/life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas/?utm_source=rss&utm_medium=rss&utm_campaign=life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas	News	4	€ 3.74
09-12-2020		https://www.vitoria24horas.com/life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas/?utm_source=rss&utm_medium=rss&utm_campaign=life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas	News	4	€ 3.67
09-12-2020		https://www.roipress.com/2020/12/life-dime-economia-circular-aplicada-al.html	News	4	€ 4.90
15-12-2020	https://intelligencesurvival.org	https://intelligencesurvival.org/life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas/	News	4	€ 4.40
09-12-2020		https://castillalamancha24horas.com/life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas/?utm_source=rss&utm_medium=rss&utm_campaign=life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas	News	4	€ 6.37
09-12-2020		https://www.forbeslatino.com/2020/12/life-dime-economia-circular-aplicada-al.html	News	4	€ 4.22

Date	Medium	URL Mention	Type of Medium	Estimated audience	AVE
09-12-2020	palenciadigital24horas grupo24horas	https://www.palenciadigital24horas.com/life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas/	News	4	€ 4.22
09-12-2020	ZARAGOZA24HORAS	https://www.zaragoza24horas.com/life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas/?utm_source=rss&utm_medium=rss&utm_campaign=life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas	News	4	€ 3.18
09-12-2020	CatalunyaNotícies.com El digital de Catalunya	https://catalunyanoticies.com/comunicado/61602-life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas.htm	News	4	€ 4.00
09-12-2020	Madrid-Noticias.com El digital de Madrid	https://madrid-noticias.com/comunicado/70748-life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas.htm	News	4	€ 4.08
09-12-2020	Expansión Negocios 	https://expansionynegocios.com/life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas/	News	4	€ 3.95
09-12-2020	TarragonaNoticias.com	https://tarragonanoticias.com/comunicado/37919-life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas.htm	News	4	€ 4.10
09-12-2020	santanderdigital24horas grupo24horas	https://www.santanderdigital24horas.com/life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas/?utm_source=rss&utm_medium=rss&utm_campaign=life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas	News	4	€ 6.25

Date	Medium	URL Mention	Type of Medium	Estimated audience	AVE
09-12-2020		https://galiciadigital24horas.com/life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas/?utm_source=rss&utm_medium=rss&utm_campaign=life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas	News	4	€ 3.18
09-12-2020		https://granada24horas.com/life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas/?utm_source=rss&utm_medium=rss&utm_campaign=life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas	News	3	€ 2.71
09-12-2020		https://pamplona24horas.com/life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas/?utm_source=rss&utm_medium=rss&utm_campaign=life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas	News	3	€ 2.65
15-12-2020	https://lanoticiadigital.com.do	https://lanoticiadigital.com.do/2020/12/09/life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas/	News	3	€ 6.10
09-12-2020		https://www.islasbalears24horas.com/life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas/?utm_source=rss&utm_medium=rss&utm_campaign=life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas	News	3	€ 2.64
09-12-2020		https://www.forbesnegocios.com/2020/12/life-dime-economia-circular-aplicada-al.html	News	2	€ 5.63
09-12-2020		https://www.notasdeprensagratis.es/46680/life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas/	News	2	€ 5.38

Date	Medium	URL Mention	Type of Medium	Estimated audience	AVE
09-12-2020	La VOZ de la Empresa	https://www.lavozdelaempresa.com/2020/12/life-dime-economia-circular-aplicada-al.html	News	2	€ 2.11
09-12-2020	PORTAL  REFORMAS	https://portalreformas.es/notas-de-prensa/life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas/	News	2	€ 5.15
09-12-2020	LleidaNoticias.com*	https://www.lleidanoticias.com/comunicado/38249-life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas.htm	News	2	€ 8.17
09-12-2020	DINERO y NEGOCIOS	https://www.dineroynegocios.es/2020/12/life-dime-economia-circular-aplicada-al.html	News	2	€ 2.84
09-12-2020	ISLAS CANARIAS 24 HORAS	https://islascanarias24horas.com/life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas/?utm_source=rss&utm_medium=rss&utm_campaign=life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas	News	2	€ 4.24
09-12-2020	CANTABRIA DIGITAL 24 HORAS	https://cantabriadigital24horas.com/life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas/?utm_source=rss&utm_medium=rss&utm_campaign=life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas	News	2	€ 1.57
09-12-2020	VALENCIA 24 HORAS	https://valencia24horas.com/life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas/?utm_source=rss&utm_medium=rss&utm_campaign=life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas	News	2	€ 1.57

Date	Medium	URL Mention	Type of Medium	Estimated audience	AVE
09-12-2020		https://murciadigital24horas.com/life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas/?utm_source=rss&utm_medium=rss&utm_campaign=life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas	News	2	€ 4.16
09-12-2020	El País de los Negocios	https://www.elpaisdelosnegocios.es/2020/12/life-dime-economia-circular-aplicada-al.html	News	2	€ 8.41
09-12-2020		https://comunicare.io/life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas/	News	1	€ 1.31
09-12-2020		https://www.eurolideres.com/2020/12/life-dime-economia-circular-aplicada-al.html	News	1	€ 1.40
09-12-2020		http://www.glonaabot.es/articulos-relacionados/comunicado-life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas	News	1	€ 1.33
09-12-2020		https://wikiweb.tech/life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas/	News	1	€ 1.25
09-12-2020		https://lariojadigital24horas.com/life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas/?utm_source=rss&utm_medium=rss&utm_campaign=life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas	News	1	€ 2.10

Date	Medium	URL Mention	Type of Medium	Estimated audience	AVE
09-12-2020		https://www.elcorreoeuropeo.com/2020/12/life-dime-economia-circular-aplicada-al.html	News	1	€ 1.39
09-12-2020	El Correo de la Empresa	https://www.elcorreodelaempresa.es/2020/12/life-dime-economia-circular-aplicada-al.html	News	0	€ 0.70
09-12-2020	Diario EURONEGOCIOS	https://www.diarioeuronegocios.com/2020/12/life-dime-economia-circular-aplicada-al.html	News	0	€ 0.70
09-12-2020	IBEROPRESS	https://iberopress.es/index.php/2020/12/09/life-dime-economia-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas/	News	0	€ 0.00
09-12-2020	BarcelonaNoticias.com	https://www.barcelonanoticias.com/comunicado/207888_life-dime-economia-a-circular-aplicada-al-sector-del-acero-y-de-tratamiento-de-superficies-metalicas.htm	News	485	-
09-12-2020		https://www.norbolsa.es/SesionServlet?PNBORG=E&PNBFMT=html&PNBNOT=2020120995036&PNBVEW=2&PNBIDI=es&PNBINS=9573&PNBSTR=OSTSFR00&PNBPOR=pc1a&PNBMEN=0&PNBOPE=NOTDET00	News	0	-
13-12-2020		http://twitter.com/ndp_ciencia_tec/statuses/1337986407483273218	Social Media	43,303	€ 86.62
09-12-2020		http://twitter.com/ndp_ciencia_tec/statuses/1336536285901676547	Social Media	43,298	€ 86.61

Date	Medium	URL Mention	Type of Medium	Estimated audience	AVE
09-12-2020		http://twitter.com/UrretaJorge/statuses/1336564120917667841	Social Media	8,505	€ 17.02
09-12-2020		http://twitter.com/ndp_economia/statuses/1336536276233834498	Social Media	5,675	€ 11.36
13-12-2020		http://twitter.com/ndp_economia/statuses/1337986396783595520	Social Media	5,674	€ 11.36
13-12-2020		http://twitter.com/ndp_actualidad/statuses/1337986417201393666	Social Media	3,634	€ 7.28
09-12-2020		http://twitter.com/ndp_actualidad/statuses/1336536295355592706	Social Media	3,633	€ 7.28
09-12-2020		http://twitter.com/murcia_com/statuses/1336624362267553792	Social Media	2,250	€ 4.51
10-12-2020		http://twitter.com/Acermetall/statuses/1336966259272015872	Social Media	1,672	€ 3.36
09-12-2020		http://twitter.com/parquempresaria/statuses/1336562714991276032	Social Media	34	€ 0.08

Date	Medium	URL Mention	Type of Medium	Estimated audience	AVE
09-12-2020		http://twitter.com/canaldeprensa/statuses/1336579572033269761	Social Media	28	€ 0.07
09-12-2020		http://twitter.com/_ImpulsoEmpresa/statuses/1336569772985692160	Social Media	20	€ 0.05
09-12-2020		http://twitter.com/iniciativaempre/statuses/1336563307021524992	Social Media	11	€ 0.04
09-12-2020	https://uruguay.shafaqna.com	https://uruguay.shafaqna.com/ES/AL/431768	Other	323,420	€ 9,515.63

5.- Impact:

This section analyses the Final Impact of the press release and the amplification (ECHO) obtained through the distribution.

Total Impact:	1,703,913 users	ECHO: X33.03	
Impact of hits:	3.03 %	Impact of mentions:	96.97 %

Hits, Audience Mentions and Total Impact:



ECHO:

The ECHO is the amplification factor obtained among the persons who have seen the press release thanks to the distribution through SeedRelease (direct audience) and those who have finally seen the press release thanks to the buzz generated by third-party mentions (indirect audience). If the resulting ECHO is high, we can conclude that the news had a great impact, as it would have reached a large audience through a small initial action.

Hits through SeedRelease

51,584 hits



Total Impact

1,703,913 users



ECHO
X33.03