

Figure 11. Participation of consumers on Facebook in 2014

Note: The numbers consist of the total amount of comments, “likes” and shares

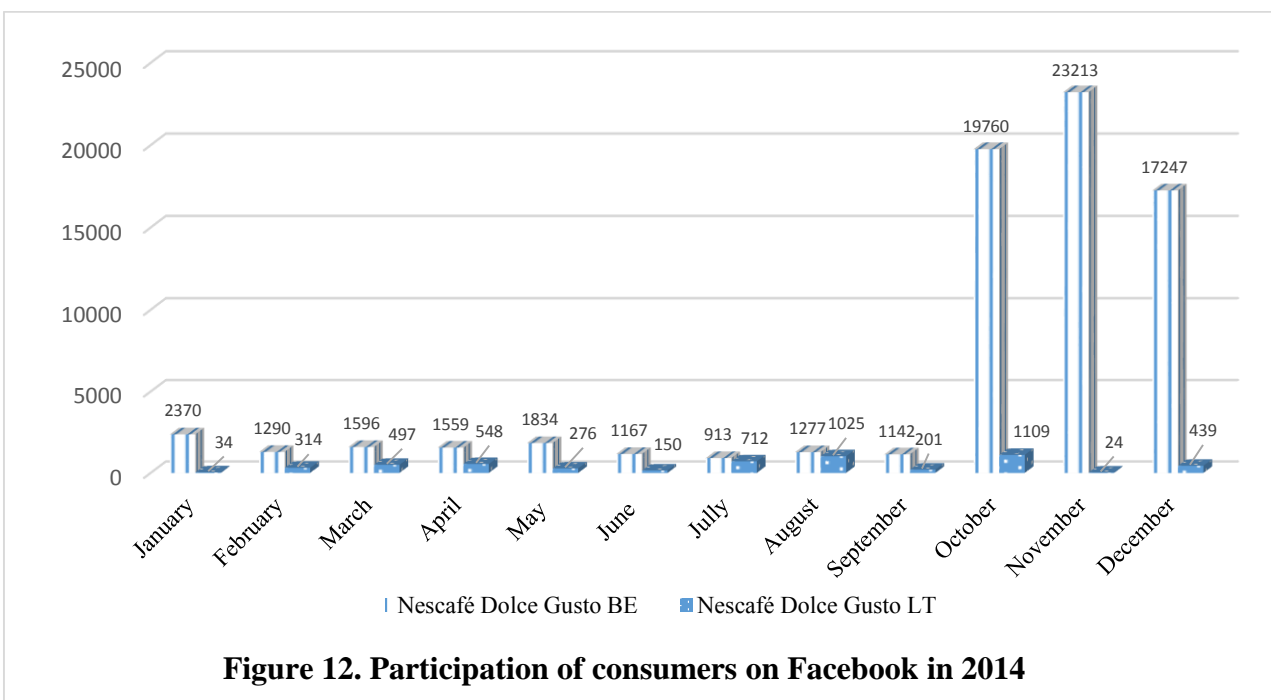


Figure 12. Participation of consumers on Facebook in 2014

Note: The numbers consist of the total amount of comments, “likes” and shares