

TOP 10s EDITION 2016
62 TOP 10 LISTS EXPLAINING CONSUMER BEHAVIOR IN THE DIGITAL AGE

STRONGEST BRANDS IN SWITZERLAND 2015
1. GOOGLE
2. MICROSOFT
3. REBA
4. LEGO
5. TOBLERONE
6. SCHWEIZERISCHES ROTES KREUZ
7. WIKIPEDIA
8. VICTORINOX
9. DIE POST
10. RIVELLA

SPORTS LEAGUES THAT ATTRACTED THE MOST SPECTATORS TO THE STADIUM IN 2015 (PER GAME)
1. NFL (AMERICAN FOOTBALL)
2. BUNDESLIGA (SOCCER)
3. PREMIER LEAGUE (SOCCER)
4. AFL (AUSTRALIAN FOOTBALL)
5. MLB (BASEBALL)
6. IPL/INDIA CRICKET
7. PRIMERA DIVISION (SOCCER)
8. NPB/JAPAN (BASEBALL)
9. CFL (CANADIAN FOOTBALL)
10. SERIE A (SOCCER)

SPORTS LEAGUES THAT ATTRACTED THE MOST SPECTATORS TO THE STADIUM IN 2015 (PER GAME)
1. NFL (AMERICAN FOOTBALL)
2. BUNDESLIGA (SOCCER)
3. PREMIER LEAGUE (SOCCER)
4. AFL (AUSTRALIAN FOOTBALL)
5. MLB (BASEBALL)
6. IPL/INDIA CRICKET
7. PRIMERA DIVISION (SOCCER)
8. NPB/JAPAN (BASEBALL)
9. CFL (CANADIAN FOOTBALL)
10. SERIE A (SOCCER)

STRONGEST BRANDS FOR DIGITAL IMMIGRANTS IN SWITZERLAND 2015
1. GOOGLE
2. MICROSOFT
3. REBA
4. LEGO
5. TOBLERONE
6. SCHWEIZERISCHES ROTES KREUZ
7. WIKIPEDIA
8. VICTORINOX
9. DIE POST
10. RIVELLA

STRONGEST BRANDS FOR DIGITAL IMMIGRANTS IN SWITZERLAND 2015
1. GOOGLE
2. MICROSOFT
3. REBA
4. LEGO
5. TOBLERONE
6. SCHWEIZERISCHES ROTES KREUZ
7. WIKIPEDIA
8. VICTORINOX
9. DIE POST
10. RIVELLA

STRONGEST BRANDS FOR SILVER SURFERS IN SWITZERLAND 2015
1. REBA
2. SCHWEIZERISCHES ROTES KREUZ
3. DIE POST
4. MICROSOFT
5. VICTORINOX
6. TOBLERONE
7. SBB
8. GRUYERE
9. LEGO
10. SBB HALBTAX

STRONGEST BRANDS FOR SILVER SURFERS IN SWITZERLAND 2015
1. REBA
2. SCHWEIZERISCHES ROTES KREUZ
3. DIE POST
4. MICROSOFT
5. VICTORINOX
6. TOBLERONE
7. SBB
8. GRUYERE
9. LEGO
10. SBB HALBTAX

STRONGEST DIGITAL BRANDS IN SWITZERLAND 2015
1. GOOGLE
2. WIKIPEDIA
3. WHATSAPP
4. YOUTUBE
5. DODDLE
6. LOCAL.CH
7. SKYPE
8. SEARCH.CH
9. FACEBOOK
10. COMPARI

STRONGEST DIGITAL BRANDS IN SWITZERLAND 2015
1. GOOGLE
2. WIKIPEDIA
3. WHATSAPP
4. YOUTUBE
5. DODDLE
6. LOCAL.CH
7. SKYPE
8. SEARCH.CH
9. FACEBOOK
10. COMPARI

ALL-TIME BEST-SELLING PRODUCTS FROM DIFFERENT CATEGORIES
1. VIDEO GAME CONSOLE: PLAYSTATION
2. PHARMACEUTICAL: LIPIITOR
3. VEHICLE: COROLLA
4. YOUTUBE
5. MOVIES: STAR WARS
6. TABLET: IPAD
7. VIDEO GAME FRANCHISE: MARIO BROS. FRANCHISE
8. ALBUM: MICHAEL JACKSON'S THRILLER
9. BORN: HARRY POTTER
10. SMARTPHONE: IPHONE

ALL-TIME BEST-SELLING PRODUCTS FROM DIFFERENT CATEGORIES
1. VIDEO GAME CONSOLE: PLAYSTATION
2. PHARMACEUTICAL: LIPIITOR
3. VEHICLE: COROLLA
4. YOUTUBE
5. MOVIES: STAR WARS
6. TABLET: IPAD
7. VIDEO GAME FRANCHISE: MARIO BROS. FRANCHISE
8. ALBUM: MICHAEL JACKSON'S THRILLER
9. BORN: HARRY POTTER
10. SMARTPHONE: IPHONE

WORLD'S MOST SOCIAL BRANDS ACCORDING TO THEIR KLOUT SCORES IN 2015
1. MICROSOFT
2. AMAZON
3. MTV
4. FACEBOOK
5. GOOGLE
6. INTEL
7. SONY
8. EBAY
9. FORD
10. McDONALD'S

WORLD'S MOST SOCIAL BRANDS ACCORDING TO THEIR KLOUT SCORES IN 2015
1. MICROSOFT
2. AMAZON
3. MTV
4. FACEBOOK
5. GOOGLE
6. INTEL
7. SONY
8. EBAY
9. FORD
10. McDONALD'S

WORLD'S MOST SOCIAL BRANDS ACCORDING TO THEIR KLOUT SCORES IN 2015
1. MICROSOFT
2. AMAZON
3. MTV
4. FACEBOOK
5. GOOGLE
6. INTEL
7. SONY
8. EBAY
9. FORD
10. McDONALD'S

WORLD'S MOST SOCIAL BRANDS ACCORDING TO THEIR KLOUT SCORES IN 2015
1. MICROSOFT
2. AMAZON
3. MTV
4. FACEBOOK
5. GOOGLE
6. INTEL
7. SONY
8. EBAY
9. FORD
10. McDONALD'S

WORLD'S MOST SOCIAL BRANDS ACCORDING TO THEIR KLOUT SCORES IN 2015
1. MICROSOFT
2. AMAZON
3. MTV
4. FACEBOOK
5. GOOGLE
6. INTEL
7. SONY
8. EBAY
9. FORD
10. McDONALD'S

WORLD'S MOST SOCIAL BRANDS ACCORDING TO THEIR KLOUT SCORES IN 2015
1. MICROSOFT
2. AMAZON
3. MTV
4. FACEBOOK
5. GOOGLE
6. INTEL
7. SONY
8. EBAY
9. FORD
10. McDONALD'S

WORLD'S MOST SOCIAL BRANDS ACCORDING TO THEIR KLOUT SCORES IN 2015
1. MICROSOFT
2. AMAZON
3. MTV
4. FACEBOOK
5. GOOGLE
6. INTEL
7. SONY
8. EBAY
9. FORD
10. McDONALD'S

WORLD'S MOST SOCIAL BRANDS ACCORDING TO THEIR KLOUT SCORES IN 2015
1. MICROSOFT
2. AMAZON
3. MTV
4. FACEBOOK
5. GOOGLE
6. INTEL
7. SONY
8. EBAY
9. FORD
10. McDONALD'S

WORLD'S MOST SOCIAL BRANDS ACCORDING TO THEIR KLOUT SCORES IN 2015
1. MICROSOFT
2. AMAZON
3. MTV
4. FACEBOOK
5. GOOGLE
6. INTEL
7. SONY
8. EBAY
9. FORD
10. McDONALD'S

WORLD'S MOST SOCIAL BRANDS ACCORDING TO THEIR KLOUT SCORES IN 2015
1. MICROSOFT
2. AMAZON
3. MTV
4. FACEBOOK
5. GOOGLE
6. INTEL
7. SONY
8. EBAY
9. FORD
10. McDONALD'S

WORLD'S MOST SOCIAL BRANDS ACCORDING TO THEIR KLOUT SCORES IN 2015
1. MICROSOFT
2. AMAZON
3. MTV
4. FACEBOOK
5. GOOGLE
6. INTEL
7. SONY
8. EBAY
9. FORD
10. McDONALD'S

WORLD'S MOST SOCIAL BRANDS ACCORDING TO THEIR KLOUT SCORES IN 2015
1. MICROSOFT
2. AMAZON
3. MTV
4. FACEBOOK
5. GOOGLE
6. INTEL
7. SONY
8. EBAY
9. FORD
10. McDONALD'S

WORLD'S MOST SOCIAL BRANDS ACCORDING TO THEIR KLOUT SCORES IN 2015
1. MICROSOFT
2. AMAZON
3. MTV
4. FACEBOOK
5. GOOGLE
6. INTEL
7. SONY
8. EBAY
9. FORD
10. McDONALD'S

MOST USED CATEGORIES OF ONLINE SHOPS BY SWISS PEOPLE IN 2015
1. HOLIDAY PROVIDERS
2. TICKET VENDORS
3. BOOKS / MUSIC SITES
4. ONLINE AUCTIONS
5. TRANSPORT TICKET PROVIDERS
6. ONLINE FASHION SHOPS
7. CONSUMER ELECTRONICS PROVIDERS
8. FASHION PROVIDERS
9. PHOTO SERVICE PROVIDERS
10. MUSIC DOWNLOAD PROVIDERS

MOST FUNDED SWISS STARTUPS IN 2015
1. L.E.S.S.A
2. STREET PARADE
3. SEHSELÄUTEN
4. AUTOSALON GENF
5. BASLER FASCHNACHT
6. MONTREUX JAZZ FESTIVAL
7. FANTASY BASEL
8. BASELWORLD
9. OLMA
10. ART BASEL

MOST FUNDED SWISS STARTUPS IN 2015
1. L.E.S.S.A
2. STREET PARADE
3. SEHSELÄUTEN
4. AUTOSALON GENF
5. BASLER FASCHNACHT
6. MONTREUX JAZZ FESTIVAL
7. FANTASY BASEL
8. BASELWORLD
9. OLMA
10. ART BASEL

MOST FUNDED SWISS STARTUPS IN 2015
1. L.E.S.S.A
2. STREET PARADE
3. SEHSELÄUTEN
4. AUTOSALON GENF
5. BASLER FASCHNACHT
6. MONTREUX JAZZ FESTIVAL
7. FANTASY BASEL
8. BASELWORLD
9. OLMA
10. ART BASEL

MOST FUNDED SWISS STARTUPS IN 2015
1. L.E.S.S.A
2. STREET PARADE
3. SEHSELÄUTEN
4. AUTOSALON GENF
5. BASLER FASCHNACHT
6. MONTREUX JAZZ FESTIVAL
7. FANTASY BASEL
8. BASELWORLD
9. OLMA
10. ART BASEL

MOST FUNDED SWISS STARTUPS IN 2015
1. L.E.S.S.A
2. STREET PARADE
3. SEHSELÄUTEN
4. AUTOSALON GENF
5. BASLER FASCHNACHT
6. MONTREUX JAZZ FESTIVAL
7. FANTASY BASEL
8. BASELWORLD
9. OLMA
10. ART BASEL

MOST FUNDED SWISS STARTUPS IN 2015
1. L.E.S.S.A
2. STREET PARADE
3. SEHSELÄUTEN
4. AUTOSALON GENF
5. BASLER FASCHNACHT
6. MONTREUX JAZZ FESTIVAL
7. FANTASY BASEL
8. BASELWORLD
9. OLMA
10. ART BASEL

