

## CUBE-Formel: Personalwebsites deutscher Medienunternehmen

### – Gesamtranking –

Rang	Unternehmen	Content	Usability	Branding	Emotion	Summe
1.	ProSiebenSat.1	18,75%	20,16%	21,88%	18,42%	79,21%
2.	Bertelsmann	20,83%	17,94%	20,83%	15,13%	74,73%
3.	Ravensburger	11,29%	15,93%	16,41%	15,13%	58,76%
4.	NDR	6,42%	14,92%	18,75%	17,11%	57,20%
5.	Weltbild	11,11%	19,15%	15,89%	10,86%	57,01%
6.	ZDF	9,38%	13,51%	15,89%	18,09%	56,87%
7.	Hubert Burda	8,86%	16,94%	17,19%	13,82%	56,81%
8.	BR	6,60%	15,93%	15,63%	18,42%	56,58%
9.	Springer SBM	13,20%	20,36%	13,54%	9,21%	56,31%
10.	Gruener und Jahr	11,11%	19,76%	16,67%	7,90%	55,44%
11.	WDR	5,90%	17,14%	15,63%	15,79%	54,46%
12.	Bauer	11,29%	17,94%	15,63%	7,90%	52,76%
13.	Axel Springer	13,89%	17,74%	14,58%	5,59%	51,80%
14.	DuMont	5,73%	18,15%	15,37%	12,17%	51,42%
15.	Schlott Gruppe	12,15%	15,93%	16,67%	6,58%	51,33%
16.	SWR	10,42%	15,53%	15,89%	8,22%	50,06%
17.	RBB	7,99%	18,35%	14,85%	9,21%	50,04%
18.	HR	8,16%	20,36%	12,76%	7,90%	49,18%
19.	RTL	10,42%	16,33%	13,02%	9,21%	48,98%
20.	Cornelsen	7,99%	15,73%	17,19%	7,57%	48,48%
21.	Mair Gruppe	8,33%	19,76%	13,02%	6,91%	48,02%
22.	Vogel Medien	11,11%	17,14%	10,94%	8,55%	47,74%
23.	MDR	7,99%	18,03%	13,80%	7,90%	47,72%
24.	Holtzbrinck	10,59%	17,14%	11,98%	7,90%	47,61%
25.	QVC	9,55%	16,53%	13,80%	7,57%	47,45%
26.	Premiere	10,76%	16,94%	13,54%	5,92%	47,16%
27.	Mittelrhein-Verl.	9,20%	19,76%	14,85%	2,96%	46,77%
28.	Madsack	9,20%	18,03%	12,24%	7,24%	46,71%
29.	Rheinisch-Berg.	8,51%	17,14%	12,50%	7,90%	46,05%
30.	Sparkassen Verl.	8,33%	19,15%	9,90%	7,57%	44,95%
31.	Motor-Presse	9,20%	15,12%	17,45%	2,96%	44,73%
32.	Süddeutscher	11,80%	16,33%	13,80%	2,63%	44,56%
33.	Langenscheidt	9,20%	18,95%	10,42%	5,26%	43,83%
34.	Klett	6,77%	18,95%	11,72%	5,92%	43,36%
35.	Spiegel	9,72%	18,75%	11,46%	2,96%	42,89%
36.	Arte	7,12%	15,73%	13,02%	6,25%	42,12%
37.	AWK	5,73%	18,03%	9,90%	7,90%	41,56%
38.	Vox	7,81%	12,70%	9,90%	10,86%	41,27%
39.	Ströer	9,20%	15,32%	13,54%	2,96%	41,02%
40.	RTL 2	5,21%	12,90%	11,72%	10,53%	40,36%
41.	HSE 24	4,34%	17,14%	13,54%	3,62%	38,64%
42.	Medien Union	3,13%	14,92%	11,20%	3,62%	32,87%
43.	DSM	0,87%	12,30%	8,86%	3,62%	25,65%
44.	WAZ	2,26%	10,28%	6,25%	2,30%	21,09%
Ø		9,03%	16,93%	13,95%	8,55%	48,46%