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Europe's most Talked about Cities: Digital Visibility

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EUROPE'S MOST TALKED ABOUT CITIES: DIGITAL VISIBILITY

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Digital visibility is key for cities building a global brand.

ING's new ranking identifies how Europe's Top 40 cities feature on social media and online news. In a context of rapid change and constantly evolving networks, cities are consolidating their leading positions over entirely new, sometimes digital-only conversations, creating powerful new opportunities for place branding by linking digital visibility into a wider communication strategy.

Europe's most talked about cities

Over 300 global city indices benchmark cities on almost every aspect of urban life. These rankings influence investment, where talent clusters and our travel choices. However, there is little comparative research into the impact digital messaging is having on cities as brands.

Responding to this, ING has reordered Europe's Top 40 cities, based on global city indices, by their share of the online conversation and provided some analysis on which cities punch most above their weight and which show the most potential for increasing their digital profiles.

"Visibility matters to cities, influencing investment, where talent concentrates and whether we decide to visit or not. The challenge is to ensure the quality of conversations happening across all forms of media – including digital – helps each city to not just climb the rankings, but also activates its unique story."

Leanne Tritton
Managing Director, ING

ING's Top 40 by online mentions

- London and Paris share almost a third of the online conversation for the Top 40 cities.
- While London leads both city and digital mention rankings, Paris is ahead on total social media mentions.
- More than half of Top 40 cities show a strong correlation between city rankings and online mentions.
- Berlin scores well for digital news coverage, however, comparatively fewer mentions on social

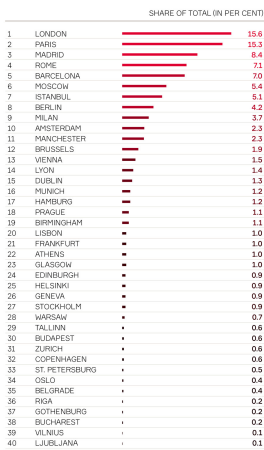
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media reduce its overall ranking. The same pattern exists for many Northern European cities.

- London, Paris, Moscow, and Istanbul lead for Instagram snaps, being captured roughly twice as many times as any other city.
- Cities featured from the UK (5); France (2) and Spain (2) are collectively responsible for over half of all mentions in the Top 40.
- Italy (1 city) generates slightly more traffic than Germany (4), highlighting the unequal distribution of mentions between not only cities, but also countries.



Top 5 cities with the most digital profile potential

Global city rankings highlight these as the cities we should pay attention to, but this doesn't necessarily translate to the digital world, where these cities attract fewer mentions than their peers. Therefore, these cities have the most potential to grow their digital profiles.

- Despite being ranked lower than Oslo, Copenhagen and Zurich by city rankings, Stockholm is generally talked about more on digital media.
- Warsaw shows a strong pairing of culture and liveability (like Rome) with the highest share for both category shares for this group of cities. Copenhagen has a similar profile.
- Zurich's business focus is apparent with the highest shares for business and talent (like Brussels, Dublin and London). However, it also has of the lowest digital conversation shares for culture and liveability.

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