

Table A1. Reach and Twitter statistics by German media outlet

Type	Brand	TW usernames	Online Audience Reach	Followers
Mid-Market/Tabloid Newspaper	Bild, BILD-am-SONNTAG	bild, bild_News, BildamSonntag	12.72	1,857,350
Weekly Newspapers / News Magazine	Focus, Focus-Online	focusonline, focuspolitik	11.40	521,029
Weekly Newspapers / News Magazine	Spiegel	Spiegelonline, Spiegel_Politik	9.86	2,499,857
Up-market newspaper	Welt	Welt, Welt_Politik	8.50	1,326,833
Weekly Newspapers / News Magazine	Die Zeit	zeitonline_pol, zeitonline	5.29	2,069,176
Weekly Newspapers / News Magazine	Stern	sternde	5.21	1,297,835
Up-market newspaper	Süddeutsche Zeitung	SZ, SZ_Politik	4.85	1,444,329
Digital-Born, Domestic	T-Online	tonline_news	4.65	1,848
Public service media organisation	ZDF	ZDFheute, heuteplus, heutejournal	4.42	657,444
TV	N-TV	ntvde, ntvde_Politik	4.39	604,722
Up-market newspaper	FAZ	FAZ_Politik, faznet	4.05	533,993
Regional Newspaper	Rheinische Post	rponline	3.37	196,531
Digital-Born International	Huffington, Post Huffington Post Deutschland	HuffPostDE	3.07	69,274
TV	RTL	RTLde, rtl_aktuell	2.91	643,194
Public service media organisation	WDR	WDR	2.85	307,111
Public service media organisation	Die Tagesschau / ARD	tagesschau, tagesschau_eil, tagesschau24	2.68	2,508,202
Business Newspaper	Handelsblatt Global	handelsblatt, hb_politik, HandelsblattGE	2.16	305,689
Regional Newspaper	Der Westen	derwesten	2.01	24
Public service media organisation	MDR	mdrde, MDRAktuell	1.96	53,251
Regional Newspaper	Augsburger Allgemeine	AZ_Augsburg	1.93	23,681
Regional Newspaper	Der Tagesspiegel	tagesspiegel	1.92	330,679
Regional Newspaper	EXPRESS	express24	1.91	136,398
Regional Newspaper	Tz	tzmunenchen	1.88	62,954
Regional Newspaper	Der Merkur	merkur_de	1.78	23,566
TV	SAT1	sat1	1.78	570,947
Public service media organisation	Südwestrundfunk SWR	SWRAktuell	1.62	36,381
Digital-Born, Domestic	bento.de	bento_de	1.62	15,970
TV	ProSieben	ProSieben	1.60	1,969,324
Regional Newspaper	Kölner Stadt-Anzeiger	kstade	1.39	2,430
Regional Newspaper	Kölner Stadt-Anzeiger	ksta_koeln	1.39	115,767
Digital-Born, Domestic	NEWS.DE	news_de	1.32	3,517
Regional Newspaper	Berliner Morgenpost	morgenpost, Berline_Ticker	1.16	252,531
Magazine	Manager Magazin	manager_magazin	1.08	106,619
Regional Newspaper	Hamburger Morgenpost	mopo	1.06	219,737
Regional Newspaper	Südwest Presse	SWPde	1.04	9,326
Business Newspaper	Wirtschaftswoche	wiwo	1.03	231,386
Regional Newspaper	Stuttgarter Zeitung	StZ_NEWS	1.03	111,013
Regional Newspaper	Hamburger Abendblatt	abendblatt	1.02	100,307
Digital-Born, Domestic	Lokalkompass	lokalkompass_de	0.98	3,259
Digital-Born International	BuzzFeed	BuzzFeedNewsDE, BuzzFeedGermany	0.97	11,632
Up-market newspaper	Die Tageszeitung	tazgezwitscher, taz_news	0.95	587,691

Digital-Born and Legacy News Media on Twitter during the German Federal Election: Appendix

Type	Brand	TW usernames	Online Audience Reach	Followers
Regional Newspaper	Westdeutsche Allgemeine Zeitung	WAZ_Redaktion	0.94	233,415
Regional Newspaper	Mitteldeutsche Zeitung	mzwebde	0.92	24,231
Public service media organisation	Deutsche Welle	DeutscheWelle, dw_deutsch	0.91	133,166
Regional Newspaper	Berliner Tageszeitung	bzberlin	0.85	128,732
Regional Newspaper	Abendzeitung München	Abendzeitung	0.82	55,621
Regional Newspaper	Neue Osnabrücker Zeitung/ Osnabrücker Zeitung	noz_de	0.82	13,226
Regional Newspaper	Stuttgarter Nachrichten	StN_News, StN_Redaktion	0.80	38,446
Regional Newspaper	Hannoversche Allgemeine Zeitung	HAZ	0.79	77,161
Regional Newspaper	Nürnberger Nachrichten	NN_online	0.79	54,620
Regional Newspaper	NordBayern	nordbayern	0.79	9,644
Regional Newspaper	Frankfurter Neue Presse	fnp_zeitung	0.77	20,698
Public service media organisation	RBB	rbbinformadio, rbb24	0.75	78,090
Regional Newspaper	Badische Zeitung	badischezeitung	0.74	31,485
Regional Newspaper	Neue Westfälische	nwnews	0.69	47,914
Regional Newspaper	Schleswig-Holsteinischer Zeitungsverlag	shz_de	0.68	11,545
Regional Newspaper	Nordwest-Zeitung	nwzonline	0.67	10,255
TV	Vox	voxde	0.64	267,923
Public TV	Hessischer Rundfunk/Hessenschau	hessenschauDE	0.62	190,300
Digital-Born, Domestic	ze.tt	Zett	0.59	17,394
Regional Newspaper	Ruhr Nachrichten	RuhrNachrichten	0.59	800
Regional Newspaper	Frankfurter Rundschau	fr	0.56	173,355
Regional Newspaper	Leipziger Volkszeitung	LVZ	0.55	64,591
Regional Newspaper	Freie Presse	freie_presse	0.55	8,927
Regional Newspaper	Sächsische Zeitung	szonline	0.52	14,177
Regional Newspaper	Hessische Niedersächsische Allgemeine	HNA_online	0.51	8,760
Regional Newspaper	Das Wochenblatt	wochenblatt_de	0.51	314
Regional Newspaper	Schwarzwälder Bote	schwarzwaelder	0.50	2,862
Regional Newspaper	Westdeutsche Zeitung	wznewsline	0.49	8,818
Regional Newspaper	Südkurier	Suedkurier_News	0.49	7,023
Regional Newspaper	Schwaebische Zeitung	Schwaebische	0.49	6,016
Regional Newspaper	Lausitzer Rundschau	lr_online	0.45	4,480
Regional Newspaper	Kölnische Rundschau	KoelnischeR	0.45	27,229
Regional Newspaper	Passauer Neue Presse	pnp	0.44	5,288
Commercial Radio Station	Antenne Bayern	Antennebayern	0.43	24,239
Regional Newspaper	Mannheimer Morgen	online_MM	0.43	4,093
Regional Newspaper	Volksfreund	VolksfreundNews	0.43	2,676
Regional Newspaper	Allgemeine Zeitung	aznachrichten	0.42	25,247
Regional Newspaper	Main-Post	mainpost	0.40	8,566
Regional Newspaper	Die Rheinpfalz	rheinpfalz	0.39	9,192
Regional Newspaper	Westfalen-Blatt	westfalenblatt	0.37	6,457
Regional Newspaper	Aachener Nachrichten	aachenerzeitung	0.36	5,828
Regional Newspaper	General-Anzeiger Bonn	gabonn	0.36	11,981
Regional Newspaper	Rhein-Zeitung	RheinZeitung	0.35	97,576
Regional Newspaper	Neue Ruhr Zeitung	NRZNiederrhein	0.35	3,378
Regional Newspaper	Onetz	onetz_de	0.35	2,228

Digital-Born and Legacy News Media on Twitter during the German Federal Election: Appendix

Type	Brand	TW usernames	Online Audience Reach	Followers
Regional Newspaper	Westfälischer Anzeiger	WA_online	0.34	2,776
Regional Newspaper	Volksstimme	Volksstimme	0.34	12,557
Regional Newspaper	Donaukurier	donaukurier	0.34	4,245
Regional Newspaper	Ostsee Zeitung	Ozlive	0.33	18,218
Regional Newspaper	Saarbrücker Zeitung	szaktuell	0.33	10,083
Regional Newspaper	Offenbach-Post	OP_online	0.33	2,711
Regional Newspaper	Osthessen News	osthessennewsde	0.32	3,393
Regional Newspaper	Thüringer Allgemeine	TAOnline	0.31	11,827
Regional Newspaper	Weser Kurier	weserkurier	0.31	48,639
Public TV	Phoenix	phoenix_de	0.29	74,205
Regional Newspaper	Schweriner Volkszeitung	SVZonline	0.29	12,735
Regional Newspaper	Kieler Nachrichten	kn_online	0.29	13,072
Regional Newspaper	Offenburger Tageblatt	mittelbadische	0.27	1,830
Regional Newspaper	Ossthüringer Zeitung	OTZonline	0.26	5,242
Regional Newspaper	Heilbronner Stimme	stimmeonline	0.25	16,503
Blog	Philosophia-Perennis	Aquinate2	0.25	191
Regional Newspaper	Der Nordkurier	Nordkurier	0.24	10,211
Magazine	Compact Magazin	COMPACTMagazin	0.24	9,315
Business Newspaper	Deutsche Wirtschafts-Nachrichten	DWN_de	0.23	5,530
Regional Newspaper	Idowa	idowa	0.23	1,280
Regional Newspaper	Die Kreiszeitung	Kreiszeitung	0.22	11,759
Blog	Jetzt	jetzt	0.22	59,022
Digital-Born, Domestic Regional	Thüringen 24	TH24DeineNews	0.21	1,410
Magazine	Cicero	cicero_online	0.21	168,078
Magazine	Contra Magazin	contra_magazin	0.21	1,927
Regional Newspaper	Darmstädter Echo	Echo_Online	0.21	5,330
Regional Newspaper	Die Glocke	DieGlocke	0.19	2,505
National Newspapers	Neues Deutschland	ndaktuell	0.17	26,642
Blog	Achgut	Achgut_com	0.17	6,291
Regional Newspaper	Karlsruhe News	kanews	0.17	4,915
Public Radio	Deutschlandradio deutschlandfunk	DLF,DLFNachrichten	0.17	199,610
Weekly Newspapers / News Magazine	Junge Freiheit	Junge_Freiheit	0.17	17,939
Regional Newspaper	Schwäbisches Tagblatt	Tagblatt	0.17	3,265
Regional Newspaper	Lübecker Nachrichten	LN_Online	0.16	21,514
Regional Newspaper	Tiroler Tageszeitung	TTNachrichten	0.16	4,813
Regional Newspaper	Merkurist	Merkurist_Mainz, Merkurist_Ffm, Merkurist_WI	0.16	2,690
Regional Newspaper	Potsdamer Neueste Nachrichten	PNN_de	0.15	4,161
Blog	Tichys Einblick	TichysEinblick	0.13	9,190
Regional Newspaper	Mittelhessen	mittelhessende	0.13	3,721
Regional Newspaper	All-in	Allgaeu	0.13	3,032
Regional Newspaper	Badische Neueste Nachrichten	BNN_BaNeuNa	0.11	642
National Newspapers	Junge Welt	jungewelt	0.11	16,551
Digital-Born, Domestic	News38	news38_de	0.11	828
Regional Newspaper	Braunschweiger Zeitung	BS_Zeitung	0.11	4,910
Regional Newspaper	Lippische Landes-Zeitung	lzonline	0.11	2,979
Magazine	Titanic	titanic	0.09	441,948

Digital-Born and Legacy News Media on Twitter during the German Federal Election: Appendix

Type	Brand	TW usernames	Online Audience Reach	Followers
Digital-Born, Domestic	Nachdenkseiten	NachDenkSeiten	0.09	18,878
Weekly Newspapers / News Magazine	Der Freitag	derfreitag	0.09	127,468
Blog	Netzpolitik	netzpolitik	0.09	392,042
Regional Newspaper	Pforzheimer Zeitung	pznews	0.08	2,551
Regional Newspaper	Söster Anzeiger	soesteranzeiger	0.07	1,583
Magazine	The European	theuropean	0.07	26,132
Regional Newspaper	Göttinger Tageblatt	goetageblatt	0.06	5,768
Regional Newspaper	Aachener Nachrichten	an_topnews	0.06	6,490
Digital-Born, Domestic	KenFM	TeamKenFM	0.05	19,432
Regional Newspaper	Frankenpost	Frankenpost	0.05	2,768
Public service media organisation	BR	BR24, bayern1	n/a	30,308
Blog	Opposition24	Opposition24de	n/a	5,910
Regional Newspaper	Berliner Zeitung	berlinerzeitung	n/a	216,285
TV	N24	N24	n/a	352,556
Public service media organisation	Saarländischer Rundfunk	SAARTEXT	n/a	5,443
News Agency	Deutsche Presse-Agentur	dpa	n/a	266,719
Blog	Politikstube	politikstube	n/a	1,246
Public service media organisation	NDR	ndr	n/a	98,257
Digital-Born, Domestic	Krautreporter	krautreporter	n/a	58,814
Digital-Born, Domestic	Correctiv	correctiv_org	n/a	30,602
Public service media organisation	Abendschau	rbbabendschau	n/a	80,101
Regional Newspaper	Berliner Kurier	BERLINER_KURIER	n/a	42,973
Regional Newspaper	Thüringische Landeszeitung	TLZnews	n/a	4,305
Public service media organisation	Radio Bremen / buten un binnen	butenunbinnen	n/a	23,780
Regional Newspaper	Grafschafter Nachrichten	GN_Nordhorn	n/a	2,106
Regional Newspaper	Ostfriesen-Zeitung	oz_online_de	n/a	3,486
Regional Newspaper	Esslinger Zeitung	ez_online	n/a	3,004
Digital-Born, Domestic	Reporter 24	Reporter_24	n/a	443

Source for online reach: comScore MMX Key Measures, % reach desktop only, July 2017.

Table A2. Translations of most retweeted Tweets

Type	Brand	Username	Text	RT count	Time	Type of Content
Weekly Newspapers / News Magazine	Die Zeit	zeitonline	On the current situation, let us again give you a friendly advice: Article 3 (3) Basic Law of the Federal Republic of Germany	3,045	24/09/2017 10.36 pm	Image
Weekly Newspapers / News Magazine	Die Zeit	zeitonline	Article 3 (3) Basic Law of the Federal Republic of Germany	1,888	24/09/2017 2.28 am	Image
Public service media organisation	ZDF Heute journal	heutejournal	"The AfD, Mr. Gauland, does not own the country and in particular, the German people", commented the ZDF deputy chief editor.	1,881	24/09/2017 12.18 pm	Image
Public service media organisation	Die Taggeschau / ARD	tagesschau	The level of participation in the elections for more electoral participation	1,808	24/09/2017 4.01 am	Animated Image
Public service media organisation	ZDF Heute	ZDFheute	"The AfD, Mr. Gauland, does not own the country and in particular, the German people", commented the ZDF deputy chief editor.	1,650	24/09/2017 2.17 pm	Video
Public service media organisation	ZDF Heute	ZDFheute	Ströbele recommends not commenting on every "fart" of the AfD	1,164	24/09/2017 1.19 pm	Video
Weekly Newspapers / News Magazine	Der Spiegel Online	SPIEGELONLINE	Angela Merkel responds to AfD's Jörg Meuthen's comment on he couldn't see any Germans in the street any longer: "I can not tell if someone is German without looking at their passport"	1,102	24/09/2017 12.20 pm	Image
Public service media organisation	Die Taggeschau / ARD	tagesschau	These four AfD members were elected to the Bundestag. They attracted attention for their racist and anti-semitic views	1,001	24/09/2017 9.44 pm	Video
Public service media organisation	Die Taggeschau / ARD	tagesschau	Charlotte Knobloch, calls the strong performance of the AfD a "nightmare"	919	24/09/2017 10.50 am	Image
Public service media organisation	Die Taggeschau / ARD	tagesschau	Strong losses for the Union, the SPD continues weak and AfD is third force	917	24/09/2017 9.00 am	Image and Graphic