

32%

of Companies
RELEASE CONTENT

DAILY or
HOURLY



CONTENT FREQUENCY TRENDS



Industries that Publish
the **MOST CONTENT**

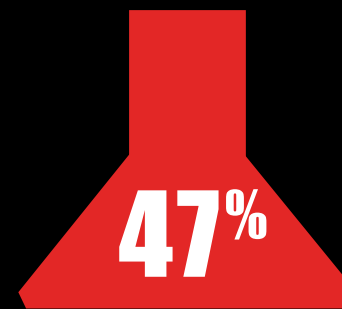
...HOURLY

...DAILY



EDUCATION

62% PUBLISH
2-5 TIMES A WEEK



PHARMA

49% PUBLISH
1-4 TIMES A WEEK

65%



of Companies have
INCREASED their
NEW CONTENT
BUDGETS

IN JUNE 2017, 10FOLD sponsored a *Dimensional Research* survey that focused on how organizations will manage their content programs in the coming year. The survey reveals budgets, frequency, types, development and measurement strategies.

For the complete survey go to:

<http://10fold.com/tech-marketing-content-survey-download>

