

TOP 10 ONLINE BRANDS, JAN-JUNE 2013

Brands ranked by frequency of ad occurrences

Rank 2013	Brand/Manufacturer	% of all occurrences
1	Xarelto (Johnson & Johnson)	5.3%
2	Invokana (Johnson & Johnson)	2.8%
3	Cymbalta (Eli Lilly)	2.7%
4	Brilinta (AstraZeneca)	2.6%
5	Tradjenta (BI/Lilly)	2.6%
6	Latuda (Sunovion)	2.6%
7	Dymista (Meda)	2.4%
8	Halaven (Eisai)	2.4%
9	Jentaduetto (BI/Lilly)	2.3%
10	Proair HFA (Teva)	2.2%

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TOP 10 ONLINE BRANDS, JAN-JUNE 2012

Brands ranked by quantity of sites used

Rank 2013	Brand/Manufacturer	# of sites used
1	Invokana (Johnson & Johnson)	30
2	Belviq (Eisai)	25
3	Xarelto (Johnson & Johnson)	25
4	Brilinta (AstraZeneca)	24
5	Provenge (Dendreon)	22
6	Lunesta (Sunovion)	21
7	Tradjenta (BI/Lilly)	19
8	Jentaduetto (BI/Lilly)	19
9	Bydureon (BMS/AZ)	18
10	Levemir FlexPen (Novo Nordisk)	17

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