



# *TRUE DIGITAL MEDIA MONITORING*

## *CASE STUDY*

*IIHF World Championship 2019 - 6 Highlights Videos*

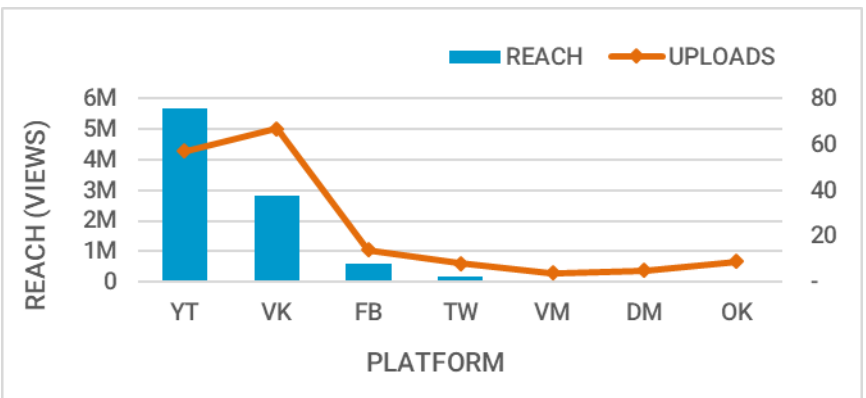
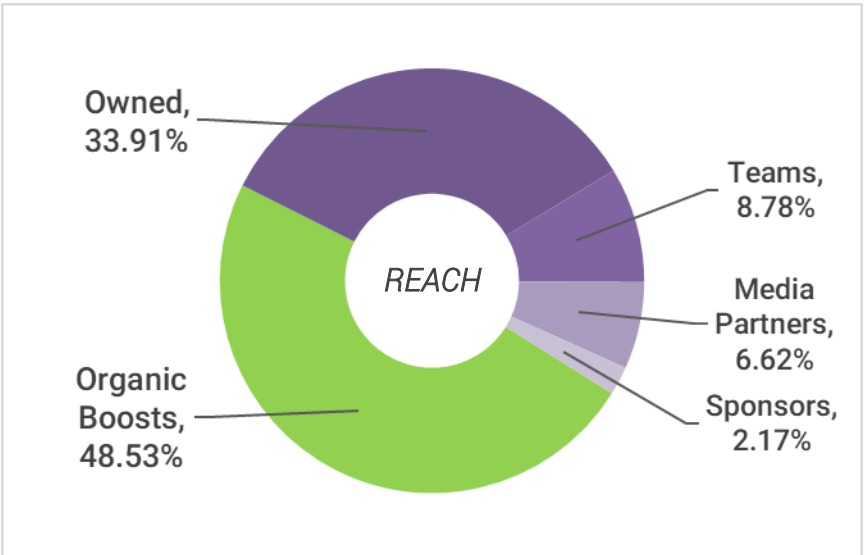
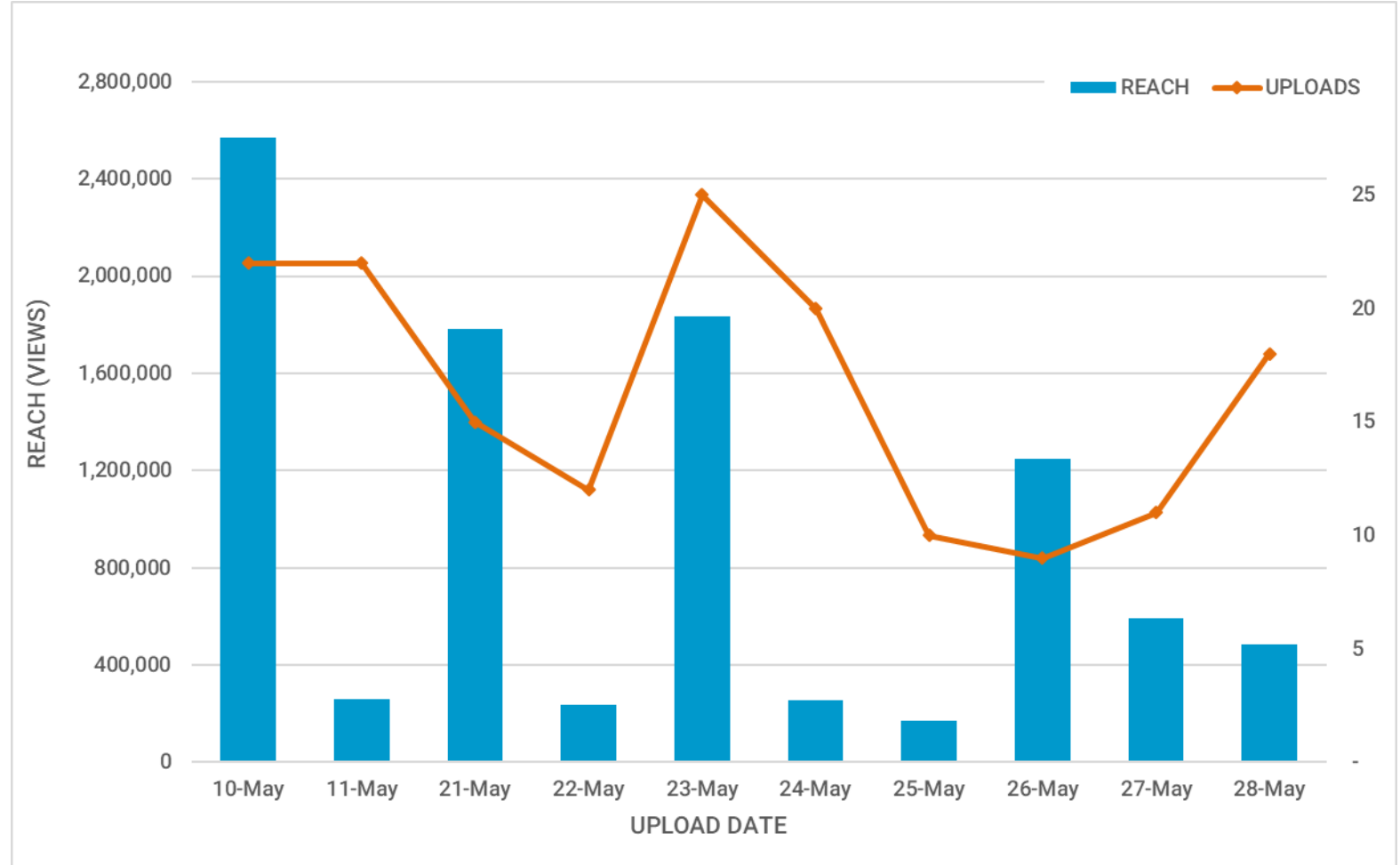


## *SECTION 1*

### *REACH AND ENGAGEMENT REPORTS*

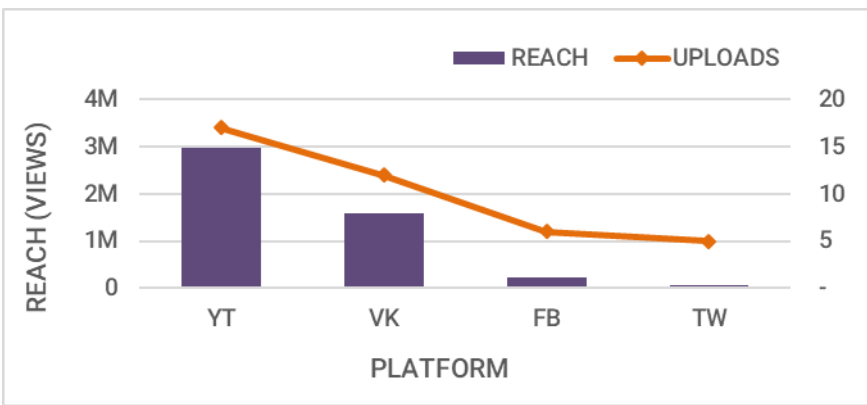
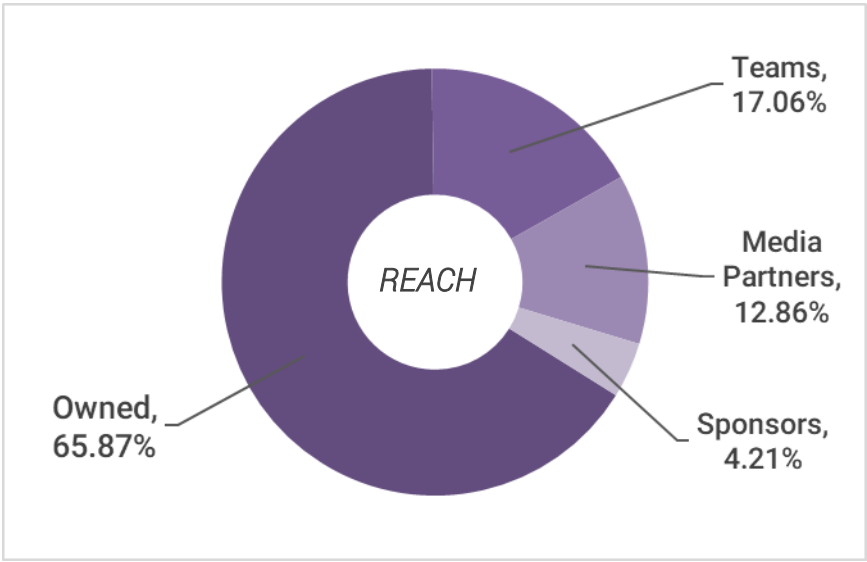
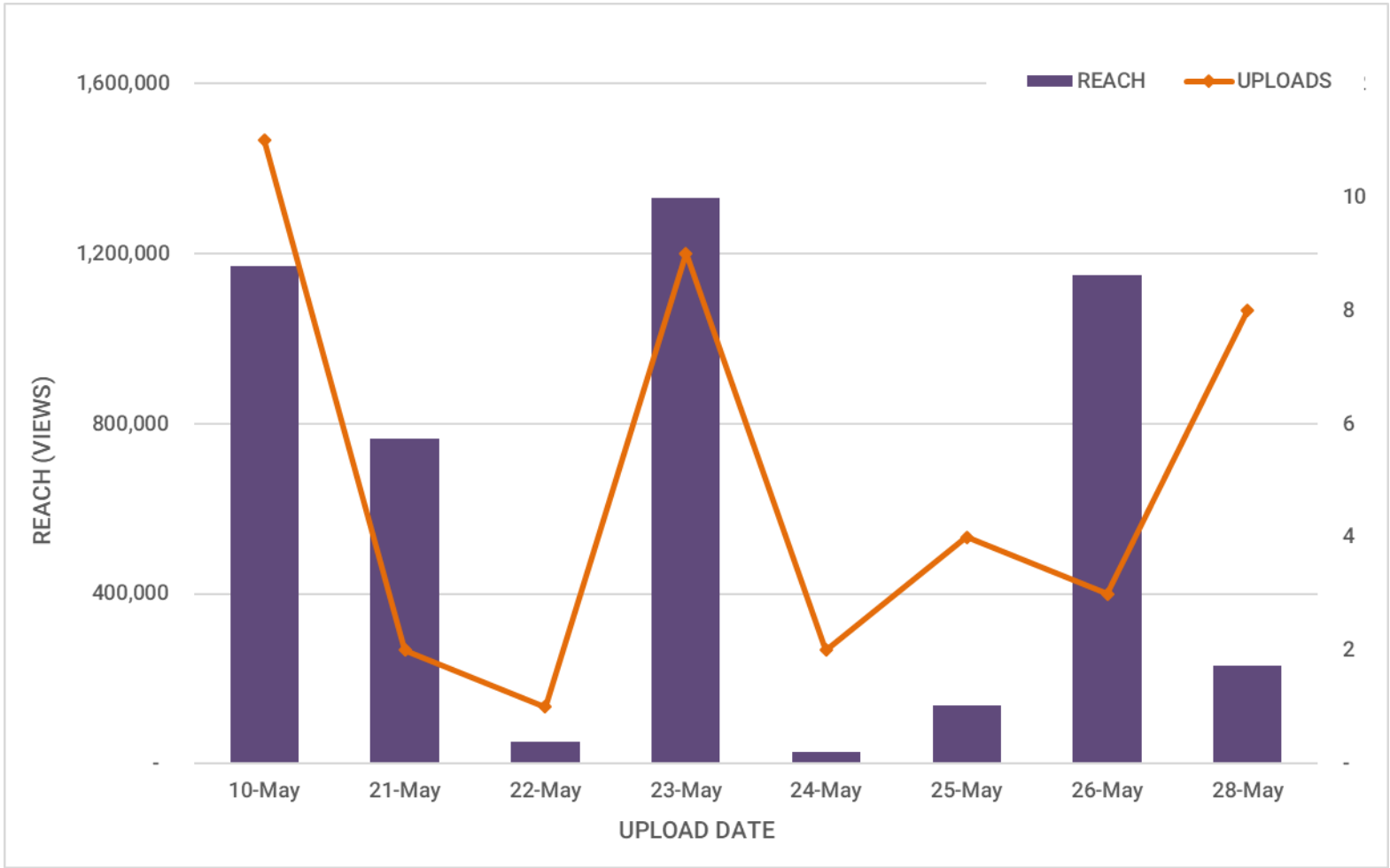
## OVERVIEW

UPLOADS <b>164</b>	VIEWS <b>9,440,999</b>	LIKES <b>89,993</b>	SHARES <b>14,758</b>	SUBS <b>8,602,367</b>	ENG RATE <b>1.40%</b>
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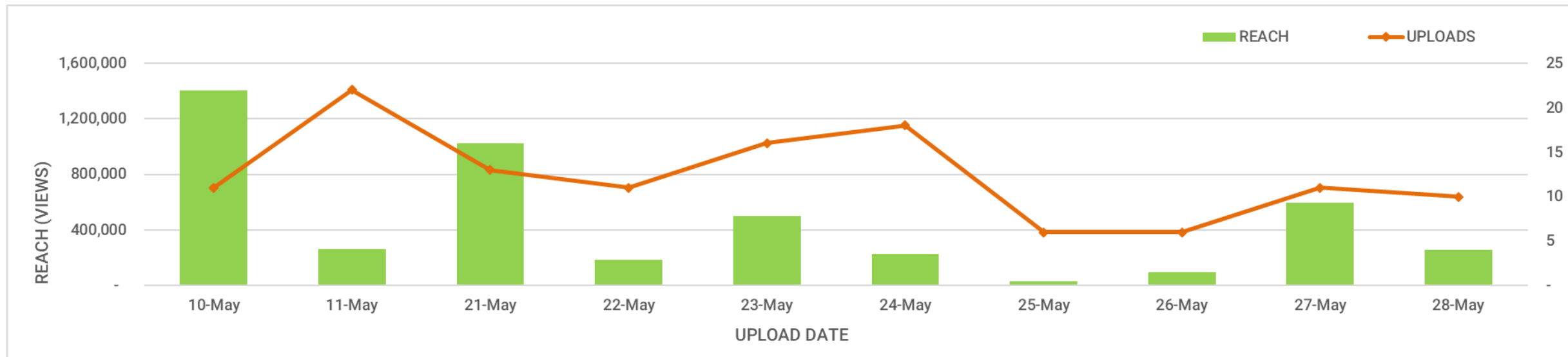
## AFFILIATES (OWNED INCLUDED)

UPLOADS <b>40</b>	VIEWS <b>4,859,032</b>	LIKES <b>51,715</b>	SHARES <b>60,020</b>	SUBS <b>4,044,673</b>	ENG RATE <b>1.42%</b>
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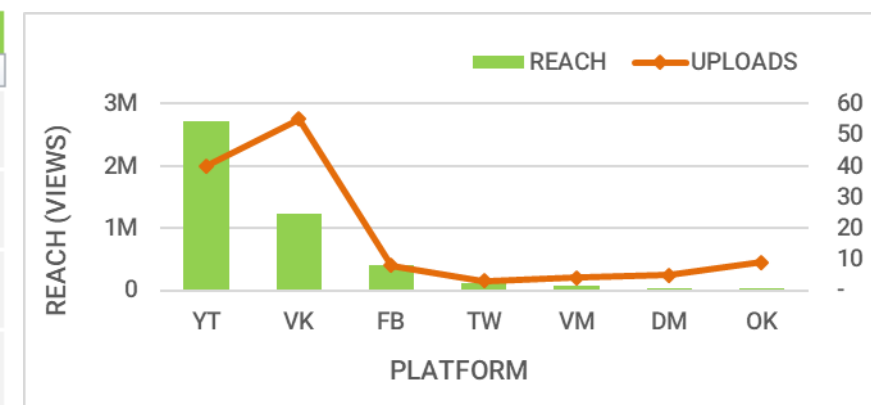


## ORGANIC BOOSTS

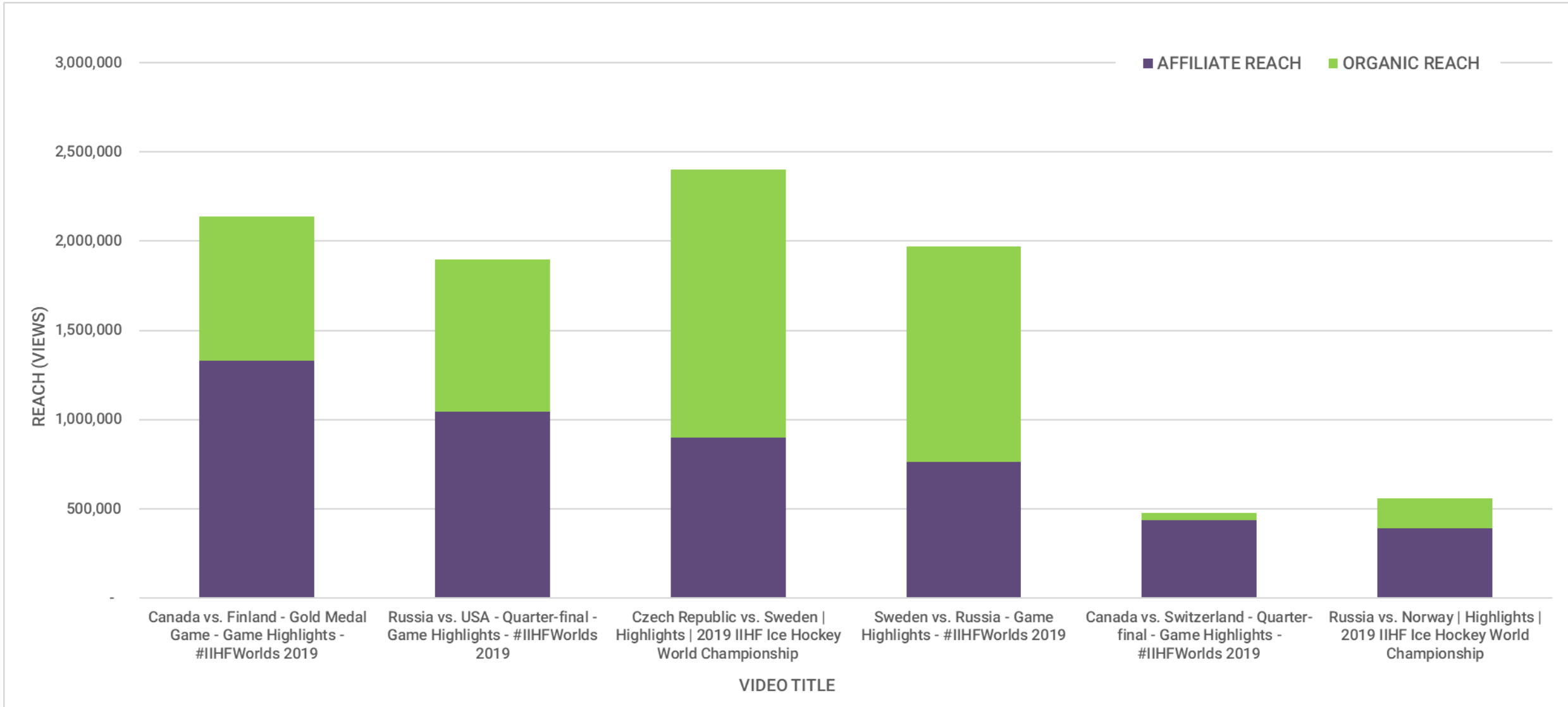
UPLOADS <b>124</b>	VIEWS <b>4,581,402</b>	LIKES <b>38,218</b>	SHARES <b>8,738</b>	SUBS <b>4,557,694</b>	ENG RATE <b>1.37%</b>
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PLATFORM	CHANNEL	TITLE	PUBLISHED	VIEWS	ENG RATE
YT	Матч ТВ	10.05.2019 Чехия – Швеция - 5:2. В	10/05/2019	1,253,446	0.3%
YT	SPORT1	Weltmeister vorgeführt: Schweder	21/05/2019	684,503	1.0%
YT	TV klipit	Jääkiekon MM 2019 (Finaali)   Suon	27/05/2019	376,890	0.5%
FB	Джими Дженаро	Russia Vs USA (IIHF) , The Cold War	23/05/2019	195,400	0.4%



## ORIGINAL VIDEOS TRUE REACH - AFFILATES AND ORGANIC BOOSTS



## RANKING - VIDEOS BY REACH

PLATFORM	CHANNEL	TITLE	PUBLISHED	VIEWS	ENG RATE
YT	Матч ТВ	10.05.2019 Чехия – Швеция - 5:2. Все голы. ЧМ-2019	10/05/2019	1,253,446	0.6%
YT	IIHF Worlds 2019	Canada vs. Finland - Gold Medal Game - Game Highlights - #IIHFWorlds 2019	26/05/2019	942,757	0.3%
YT	SPORT1	Weltmeister vorgeführt: Schweden – Russland 4:7   Highlights   IIHF Eishockey-WM 2	21/05/2019	684,503	1.0%
VK	хоккейная команда россии	1/4 финала. Россия - США - 4:3	23/05/2019	661,897	0.3%
YT	IIHF Worlds 2019	Czech Republic vs. Sweden   Highlights   2019 IIHF Ice Hockey World Championship	10/05/2019	422,986	0.4%
VK	Чемпионат мира по хоккею 2020	Швеция - Россия - 4:7	21/05/2019	387,938	0.5%
YT	TV klipit	Jääkiekon MM 2019 (Finaali)   Suomi - Kanada   Maalikooste	27/05/2019	376,890	0.4%
YT	IIHF Worlds 2019	Sweden vs. Russia - Game Highlights - #IIHFWorlds 2019	21/05/2019	376,263	0.7%
YT	Hockey Today	Top 3 Goals   Day 1   2019 IIHF Ice Hockey World Championship	10/05/2019	288,613	2.2%
YT	IIHF Worlds 2019	Canada vs. Switzerland - Quarter-final - Game Highlights - #IIHFWorlds 2019	23/05/2019	278,720	2.2%
YT	IIHF Worlds 2019	Russia vs. USA - Quarter-final - Game Highlights - #IIHFWorlds 2019	23/05/2019	238,366	0.2%
FB	Джими Дженаро	Russia Vs USA (IIHF) , The Cold War	23/05/2019	195,400	0.5%
VK	Видеообзоры матчей NHL   NHL highlights	Czech Republic vs. Sweden   Highlights   2019 IIHF Ice Hockey World Championship	11/05/2019	182,504	1.6%
VK	Видеообзоры матчей NHL   NHL highlights	Sweden vs. Russia - Game Highlights	22/05/2019	177,009	0.3%



## SECTION 3

### *BRAND VISIBILITY REPORTS*



## BASED ON LOGO DETECTION



## TOP 10 BRANDS EXPOSURE (MINUTES)

VIDEOS  
6

BRANDS  
10

LOGO DETECTIONS  
3,382

BRAND VISIBILITY - AFFILIATES  
97.86 Million

BRAND VISIBILITY - ORGANIC BOOSTS  
99.41 Million

