

# 2011 MAMA AWARDS

## MARKETING REPORT



# MNET FACEBOOK PAGE

FanManager was hired in Fall of 2011 by MNET, the premier Asian music television network in the United States to handle marketing for the MAMA awards.

The MAMA awards are the Asian Grammys, watched by over 1 billion viewers world wide.

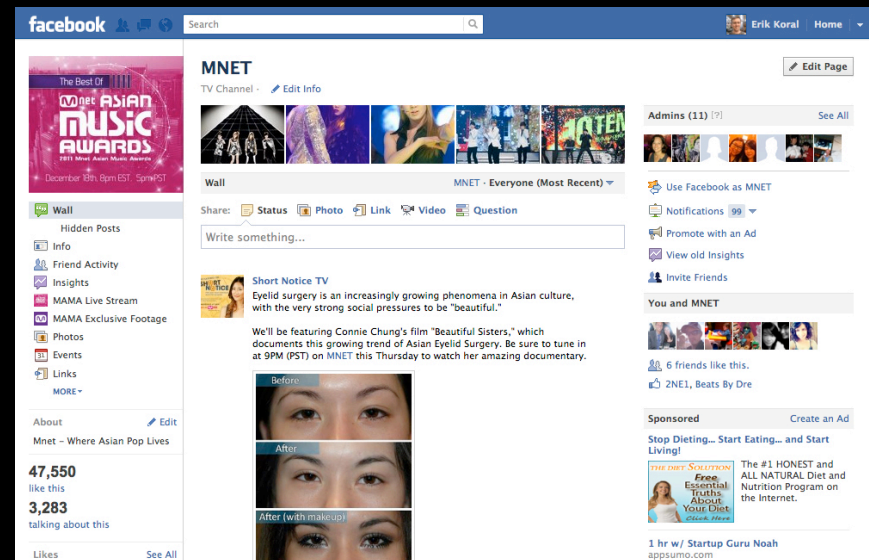
FanManager was given the challenge of

- Raising awareness about the television and web broadcasts of the event
- Growing MNET's Facebook presence.

## RESULTS

We began at 16,000 Friends and in just 6 weeks time raised that number to 48,000.

Growth of over 300%.



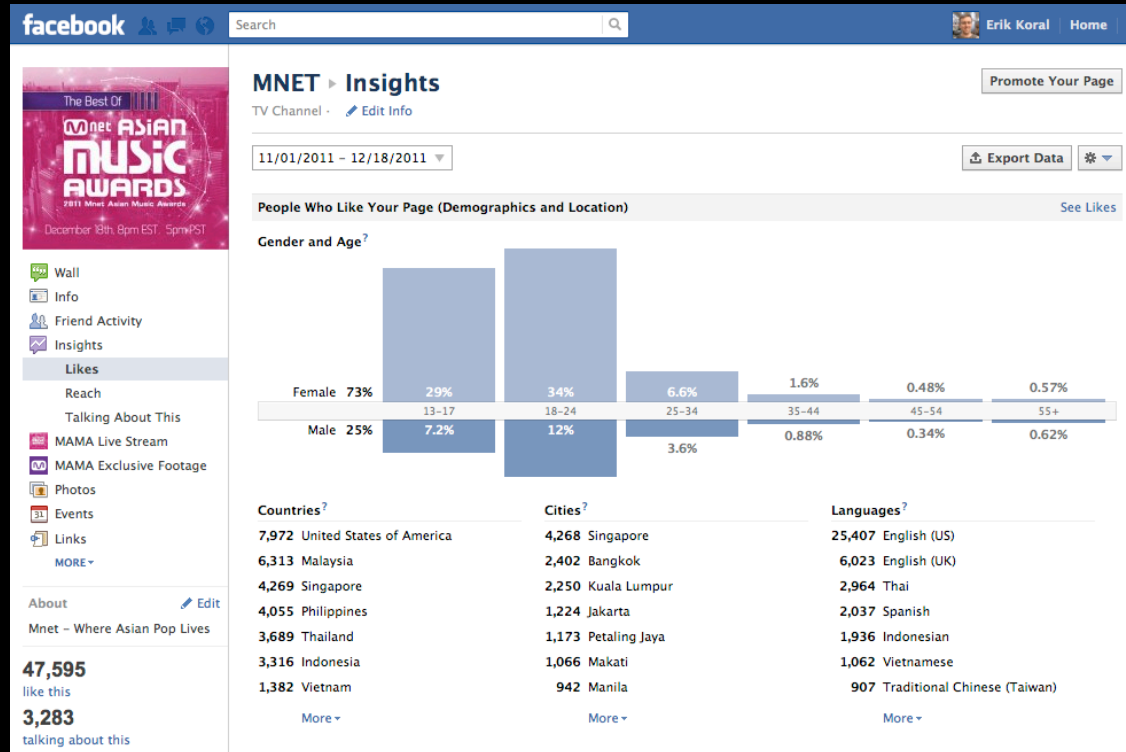
The screenshot shows the MNET Facebook page interface. The page header includes the Facebook logo, a search bar, and the user's name 'Erik Koral'. The main content area features a post from MNET, a TV Channel, with a 'Write something...' text box and sharing options for Status, Photo, Link, Video, and Question. The post is titled 'Short Notice TV' and discusses eye surgery, accompanied by a 'Before/After' photo showing a woman's eyes before and after surgery. The post has 47,550 likes and 3,283 people talking about it. The right sidebar shows the page's admin list, a 'Use Facebook as MNET' button, and a sponsored advertisement for 'The #1 HONEST and ALL NATURAL Diet and Nutrition Program on the Internet'.

| <b>MAMA &amp; BEST OF MAMA TOTAL STATS</b> |                             |                        |                              |                          |                                |
|--|-----------------------------|------------------------|------------------------------|--------------------------|--------------------------------|
| <b>Date</b>                                | <b>Lifetime Total Likes</b> | <b>Daily New Likes</b> | <b>Daily Friends of Fans</b> | <b>Daily Total Reach</b> | <b>Daily Total Impressions</b> |
| 11/1/11                                    | 16786                       | 274                    | 5860016                      | 4910                     | 14414                          |
| 11/2/11                                    | 17019                       | 242                    | 5954840                      | 5518                     | 33045                          |
| 11/3/11                                    | 17281                       | 269                    | 6020376                      | 5688                     | 26712                          |
| 11/4/11                                    | 17573                       | 298                    | 6125351                      | 4351                     | 12175                          |
| 11/5/11                                    | 17804                       | 239                    | 6239145                      | 4818                     | 13635                          |
| 11/6/11                                    | 17993                       | 200                    | 6311754                      | 5096                     | 13953                          |
| 11/7/11                                    | 18151                       | 160                    | 6385046                      | 5191                     | 23040                          |
| 11/8/11                                    | 18296                       | 151                    | 6512272                      | 4815                     | 17920                          |
| 11/9/11                                    | 18451                       | 163                    | 6489397                      | 5224                     | 34561                          |
| 11/10/11                                   | 18637                       | 207                    | 6544228                      | 5631                     | 39161                          |
| 11/11/11                                   | 18832                       | 200                    | 6607666                      | 4764                     | 20918                          |
| 11/12/11                                   | 19069                       | 246                    | 6679121                      | 2372                     | 6450                           |
| 11/13/11                                   | 19275                       | 212                    | 6750869                      | 2129                     | 5366                           |
| 11/14/11                                   | 19521                       | 250                    | 6832978                      | 6905                     | 56050                          |
| 11/15/11                                   | 22392                       | 2892                   | 6905423                      | 23860                    | 99791                          |
| 11/16/11                                   | 23221                       | 844                    | 7924521                      | 17849                    | 66553                          |
| 11/17/11                                   | 23818                       | 610                    | 8180102                      | 13733                    | 42059                          |
| 11/18/11                                   | 24343                       | 542                    | 8343671                      | 59086                    | 265233                         |
| 11/19/11                                   | 24842                       | 504                    | 8511086                      | 65974                    | 185100                         |
| 11/20/11                                   | 25293                       | 459                    | 8664102                      | 17152                    | 44783                          |
| 11/21/11                                   | 25708                       | 424                    | 8819317                      | 70514                    | 356485                         |
| 11/22/11                                   | 26113                       | 419                    | 8943054                      | 74555                    | 511256                         |
| 11/23/11                                   | 26570                       | 473                    | 9092540                      | 57674                    | 493994                         |
| 11/24/11                                   | 27046                       | 480                    | 9237328                      | 55547                    | 438112                         |
| 11/25/11                                   | 27459                       | 420                    | 9388997                      | 64097                    | 472101                         |
| 11/26/11                                   | 27950                       | 497                    | 9530511                      | 70173                    | 480078                         |
| 11/27/11                                   | 29106                       | 1175                   | 9701503                      | 78457                    | 497728                         |
| 11/28/11                                   | 33434                       | 4383                   | 10079684                     | 102362                   | 684422                         |
| 11/29/11                                   | 40638                       | 7488                   | 11320556                     | 170410                   | 1377662                        |
| 11/30/11                                   | 41434                       | 851                    | 13628781                     | 40518                    | 141887                         |
| 12/1/11                                    | 41828                       | 424                    | 13923673                     | 27986                    | 85363                          |
| 12/2/11                                    | 42190                       | 377                    | 14093525                     | 23728                    | 59330                          |
| 12/3/11                                    | 42550                       | 374                    | 14230968                     | 16453                    | 38244                          |
| 12/4/11                                    | 42848                       | 308                    | 14362624                     | 14635                    | 32502                          |
| 12/5/11                                    | 43108                       | 286                    | 14488013                     | 17281                    | 83711                          |
| 12/6/11                                    | 43288                       | 202                    | 14583786                     | 14094                    | 36587                          |
| 12/7/11                                    | 43477                       | 200                    | 14676234                     | 13956                    | 36190                          |
| 12/8/11                                    | 43649                       | 185                    | 14743486                     | 14604                    | 43997                          |
| 12/9/11                                    | 43841                       | 220                    | 14754756                     | 13324                    | 55213                          |
| 12/10/11                                   | 44228                       | 399                    | 14873603                     | 9065                     | 22486                          |
| 12/11/11                                   | 44538                       | 326                    | 14994966                     | 11982                    | 30798                          |
| 12/12/11                                   | 44762                       | 248                    | 15086648                     | 15922                    | 98028                          |
| 12/13/11                                   | 44952                       | 201                    | 15166211                     | 11680                    | 36305                          |
| 12/14/11                                   | 45184                       | 247                    | 15233571                     | 14612                    | 56193                          |
| 12/15/11                                   | 45336                       | 251                    | 15301193                     | 11092                    | 39993                          |
| 12/16/11                                   | 45688                       | 251                    | 15369900                     | 11004                    | 38431                          |
| 12/17/11                                   | 46061                       | 387                    | 15450132                     | 6338                     | 16274                          |
| 12/18/11                                   | 46803                       | 786                    | 15556798                     | 16961                    | 117017                         |
| 12/19/11                                   | 47048                       | 273                    |                              |                          |                                |

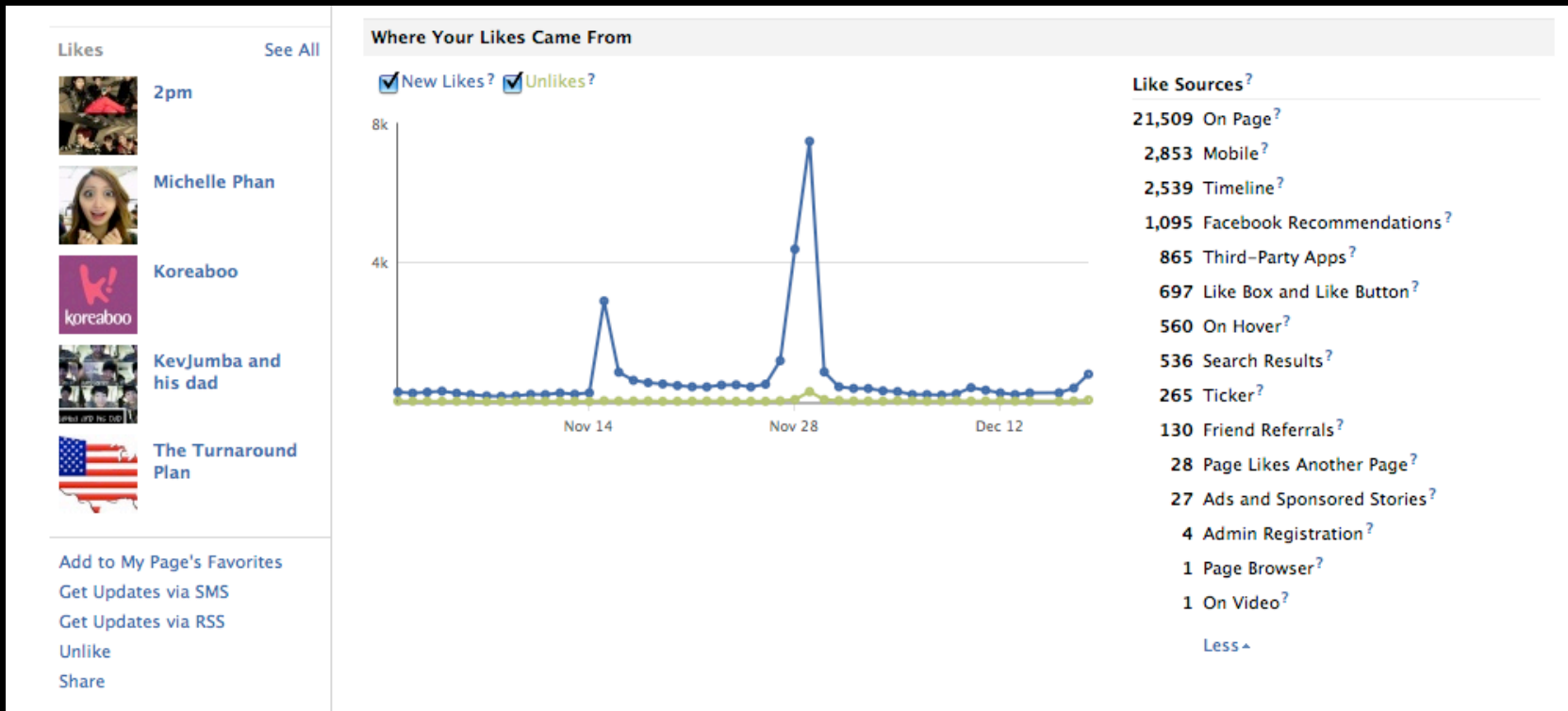
# FACEBOOK TOTALS

- Lifetime likes
- Daily likes
- Daily friends of Fans
- Daily total reach
- Daily impressions

# FACEBOOK STATS – PART 1



# FACEBOOK STATS – PART 2



# MAMA DIGITAL TEAM PAGE



2011.11.29 TUE  
Mnet US FACEBOOK  
LIVE STREAMING PARTY  
5am EST / 2am PST

Mnet ASIAN MUSIC AWARDS  
2011 Mnet Asian Music Awards

SPONSORED BY  
beats by dre

Welcome How To Report Online Tools Share

REPORT YOUR WORK HERE!

Welcome to the MNET USA Street Team! We've put together this Street Team Page with everything you need to help promote the 2011 MAMA Awards. Everything that you need to promote online is located under the Online Tools Tab. Keep track of everything you do by taking screen shots of your work. You can upload screen shots to this site by using the report work button above. For more info on reporting and screen shots, please look under the tab 'How To Report' above.

Here's a list of objectives that we need help with:

#### Twitter

- Follow and Re-Tweet anything about MAMA Awards from MnetUS Twitter
- Tweet about your excitement for MAMA
- Tag @MNetUS in all messaging

#### Facebook

- Update your status with MAMA news and content



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# YOUTUBE STATISTICS

YouTube

MAMA 2011 Awards Teaser

mnetusa Subscribe 8 videos

0:02 / 0:30 360p

This video is public.

Like + Add to Share 3,187

Uploaded by mnetusa on Nov 10, 2011

Mnet US Facebook Live Streaming Party <http://www.facebook.com/MnetUSA>

Tuesday November 29th 5am EST / 2am PST

12 likes, 0 dislikes

As Seen On: LP 2 N E 1 // Made b...

Privacy setting for these statistics: **Public** | Private [View more statistics](#)

Total views: **3,187**

Ratings: **12**  
Likes: 12 | Dislikes: 0

Comments: **5**

Favorites: **4**

Significant discovery events

| Date | Event  | Views |
|------|--|-------|
| A    | 11/29/11 First referral from related video - 2011 MAMA Live Streaming PMS-11 (GMT+9)                         | 140   |
| B    | 11/29/11 First referral from related video - [111129] Super Junior - Red Carpet (MAMA 2011 in Singapore)     | 48    |
| C    | 11/26/11 First embedded on - lp2ne1.com  | 447   |
| D    | 11/26/11 First embedded on - mymusicradar.blogspot.com   | 41    |
| E    | 11/19/11 First referral from related video - 111102 SNSD-[HD] Best Dance Female Group NomineeList @ 2011MAMA | 146   |
| F    | 11/14/11 First embedded on - wonderfulegeneration.net  | 702   |
| G    | 11/14/11 First referral from - facebook.com  | 148   |
| H    | 11/14/11 First embedded on - big21fashion.com  | 119   |
| I    | 11/10/11 First view from a mobile device   | 329   |
| J    | 11/10/11 First embedded on - fanmanager.net  | 322   |

Audiences

This video is most popular with:

| Gender | Age   |
|--------|-------|
| Female | 13-17 |
| Female | 18-24 |
| Male   | 45-54 |

This video is most popular in:

# OUTREACH METRICS

## FORUMS / FAN SITES

KPOP – 73

JPOP – 32

ANIME – 22

CROSSOVER - 174

## Facebook

KPOP – 39

JPOP – 32

ANIME - 35

## YAHOOGROUPS

KPOP – 17

ANIME - 22

## BLOGS

KPOP BLOGS – 114

ANIME BLOGS – 37

*Total: 597*



# BLOG BITES - VIEWS PER MONTH

Wonderful Generation – 500,000/month

Absolute MBLAQ – 400,000/month

K-popped – 800,000/month

CNBLUESTORM - 270,000/month

Go K pop – 300,000/month

J pop Asia – 420,000/month

In tuned – 35,000/month

2PM Always – 130,000/month

Let's Play 2NE1 – 250,000/month

SS501-2NE1 – 130,000/month

Big 21 Fashion – 50,000/month

YG Ladies – 30,000/month

Daily K-pop News – 850,000/month

TOTAL READERS REACHED : 4,165,000

# DIGITAL TEAM METRICS

MEMBERS – 550

REPORTS – 6784

SCREEN SHOTS UPLOADED - 48,189

TOP POINT SCORER SO FAR - 71490 POINTS

# CONCLUSION

The MAMA campaign was the most successful digital campaign to date for MNET!

Not only did the facebook page see a “like” increase of over 31,000 new fans, the total viewership was 1.2 billion world wide, including the live stream on YouTube on November 29th