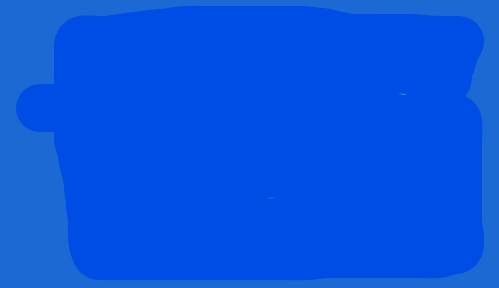


8th MARCH, 2024



# Broadway's Baayork Lee Directs City Springs Theatre Company's March of Disney's Beauty and the Beast

Press Release  
Performance report

Total Pickup 579+  
Potential Outreach 4,799,546,700+

Presented to  
**LESLEY**

# Table of Contents

Editorial Pickup Summary and Statistics

Total Pickups

Total Read Statistics

Total Trackable clicks

Email Outreach Reach

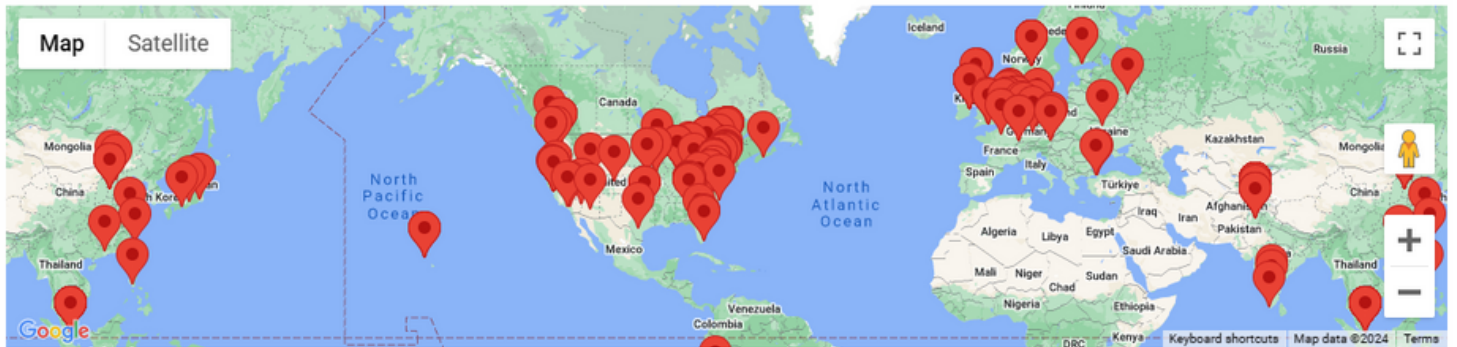
Social media campaign statistics

# Editorial Performance Statistics

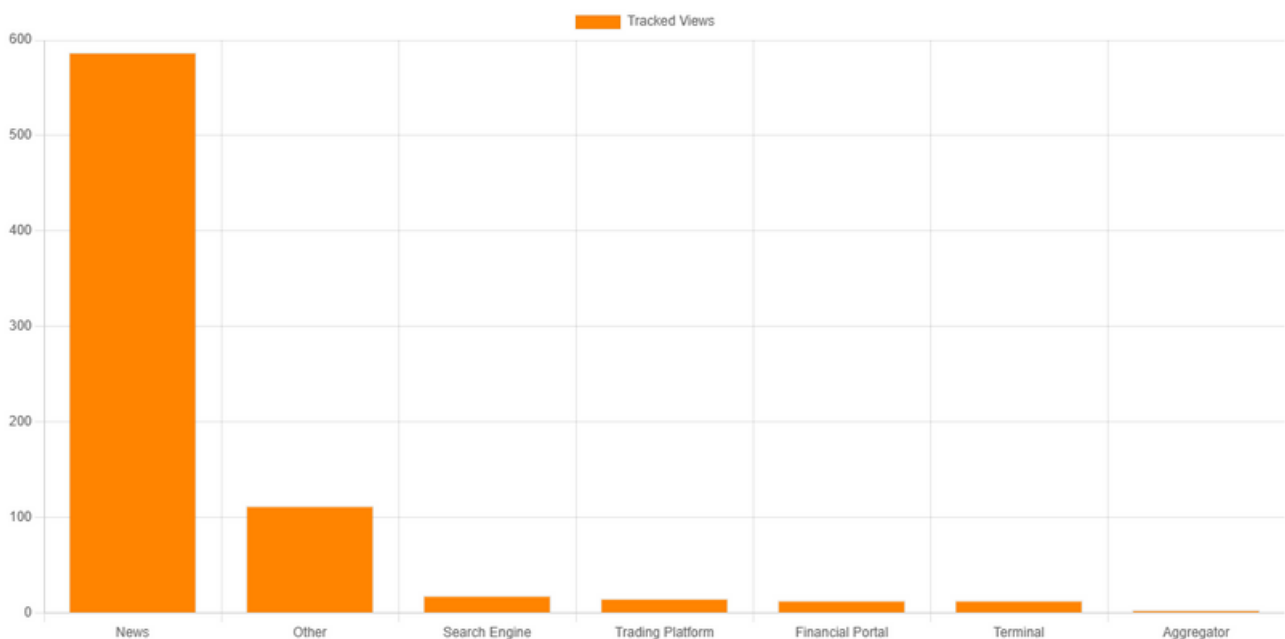
Tracked Views

767



Certain recipients allow us to track the number of times your news release was viewed on their web site or delivery system. Given only a portion of recipients allow tracking, the number of tracked views captured here is conservative when considering your story's total readership. Tracked views captured allow for the presentation of the map below, illustrating where your readers are in the world. Additional options allow for the partitioning of tracked views by recipient, country, browser, device type, hour, day, and provider (ISP).



Tracked Views by Recipient Type  
*Types of recipient sites where viewers found your story*

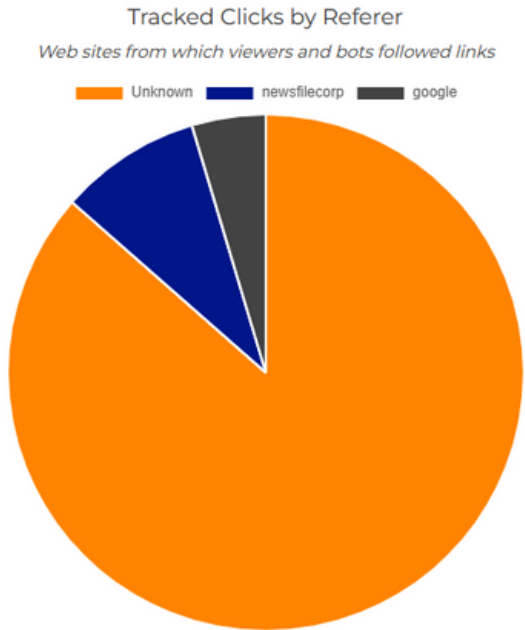
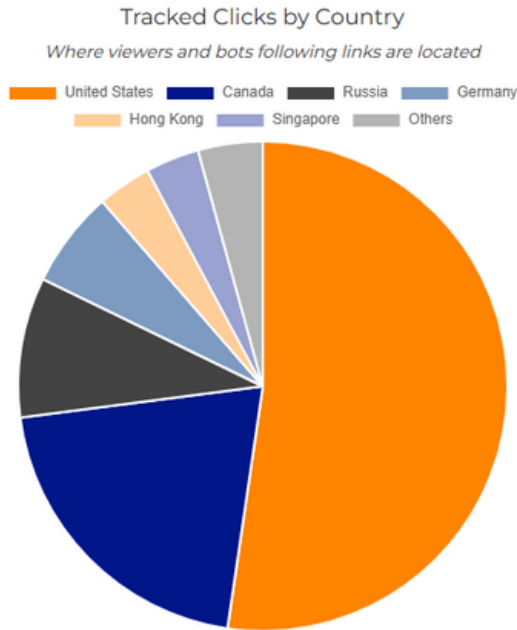


# Tracked Views Break Down

| Recipient                 | Description   | Importance  | Type             | Estimated Reach      | Tracked Views |
|---------------------------|---|---|------------------|----------------------|---------------|
| PostMedia                 |    |    | News             | 100,000,000          | 289           |
| American Media Sites      |    |    | News             | 300,000,000          | 111           |
| StreetInsider             |    |    | Other            | 345,000              | 111           |
| Newsfile                  |    |    | News             | 150,000              | 51            |
| Business Insider          |    |    | News             | 88,000,000           | 45            |
| Yahoo                     |    |    | News             | 70,000,000           | 29            |
| Google Newsstand / Google |    |    | Search Engine    | 4,000,000,000        | 18            |
| TeleTrader                |    |    | Trading Platform | 361,460              | 15            |
| Barchart & Globeinvestor  |    |    | News             | 8,356,000            | 15            |
| CentralCharts             |    |    | Financial Portal | 200,000              | 12            |
| Kalkine Media             |    |    | News             | 100,000              | 11            |
| Thomson Reuters           |  |  | Terminal         | 360,000              | 11            |
| DigitalMediaOnline        |  |  | News             | 5,700                | 10            |
| Unknown                   |   |   |                  | 0                    | 7             |
| Newsfile Media List       |  |  | News             | 30,000               | 5             |
| Benzinga                  |  |  | News             | 1,540,000            | 5             |
| Digital Journal           |  |  | News             | 925,000              | 5             |
| Ceo.ca                    |  |  | News             | 900,000              | 4             |
| QuoteMedia                |  |  | Aggregator       | 100,000,000          | 3             |
| Bloomberg                 |  |  | Terminal         | 28,235,000           | 2             |
| StockNewsFeed             |   |   | News             | 0                    | 2             |
| qikspa.com                |  |  | News             | 50,000               | 2             |
| SingaporeNewsBlog.com     |  |  | News             | 150,000              | 1             |
| INK Research              |  |  | Financial Portal | 80,000               | 1             |
| NewsPronto.com            |   |   | News             | 100,000              | 1             |
| BusinessDailyMedia.com    |   |   | News             | 100,000              | 1             |
| Apple News                |  |  | News             | 100,000,000          | 0             |
| <b>Totals</b>             |   |   |                  | <b>4,799,988,160</b> | <b>767</b>    |

# Trackable Clicks

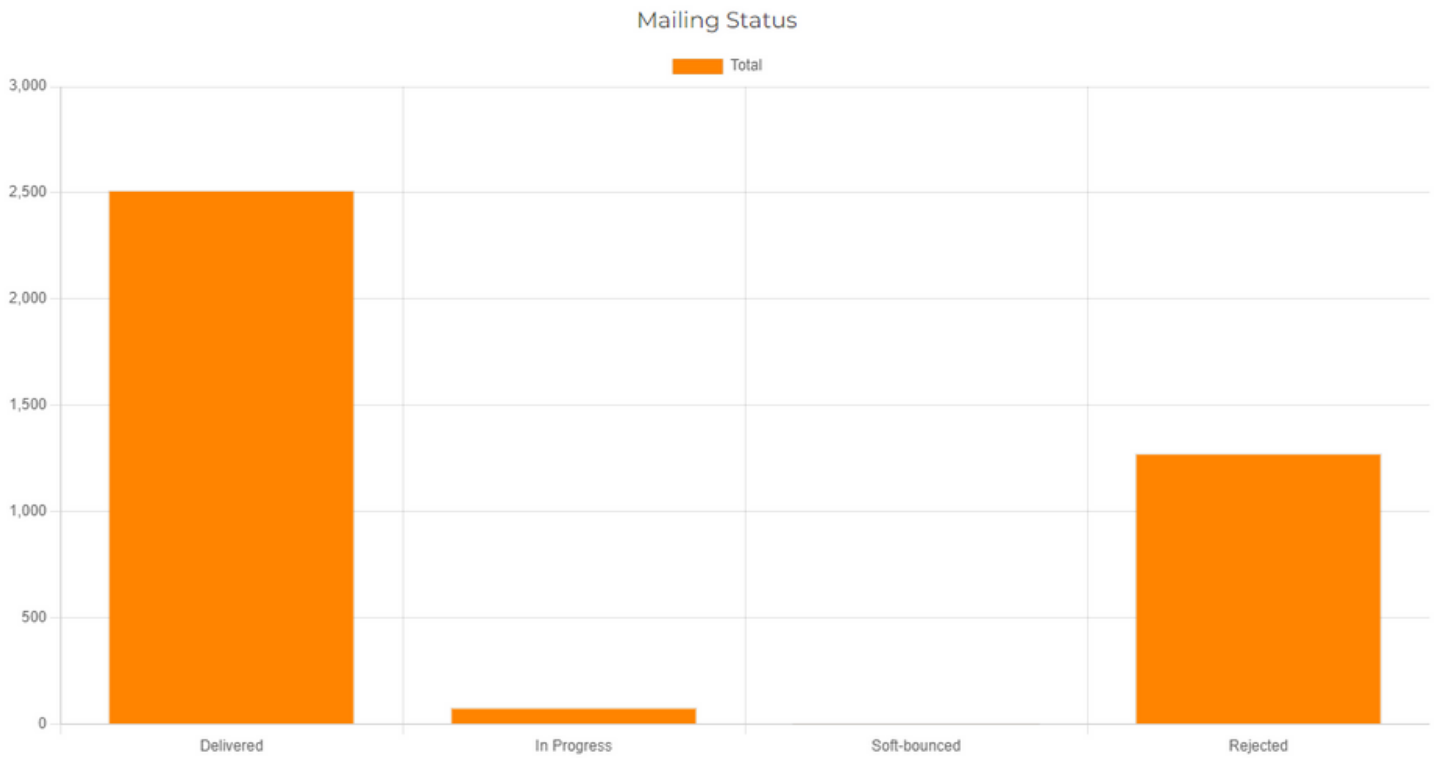
We track the number of times links in your news release were clicked by a viewer, or followed (indexed) automatically by a bot. If this release was sent to an email list (via Newsfile or otherwise), click counts may be triggered by the recipient's receiving email software automatically as part of security scanning.



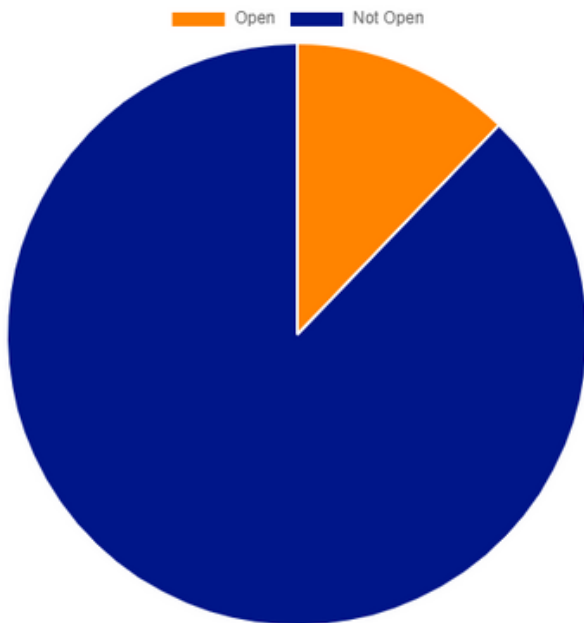
# Trackable Clicks

| Anchor  | Link  | Clicks     | Clicks (%)  |
|---|---|------------|-------------|
| City Springs Theatre Company  | <a href="https://www.cityspringstheatre.com/">https://www.cityspringstheatre.com/</a>                                   | 45         | 16.01%      |
| City Springs Theatre/beauty   | <a href="https://www.cityspringstheatre.com/beaut&amp;hellip;">https://www.cityspringstheatre.com/beaut&amp;hellip;</a> | 41         | 14.59%      |
| City Springs Theatre Company (CSTC)   | <a href="https://www.cityspringstheatre.com/educa&amp;hellip;">https://www.cityspringstheatre.com/educa&amp;hellip;</a> | 40         | 14.23%      |
| www.CitySpringsTheatre.com  | <a href="https://www.cityspringstheatre.com/">https://www.cityspringstheatre.com/</a>                                   | 40         | 14.23%      |
| www.CitySpringsTheatre.com  | <a href="http://www.CitySpringsTheatre.com">http://www.CitySpringsTheatre.com</a>                                       | 39         | 13.88%      |
| CitySpringsTheatre.com  | <a href="http://CitySpringsTheatre.com">http://CitySpringsTheatre.com</a>   | 38         | 13.52%      |
| <a href="https://www.newsfilecorp.com/release/199023">https://www.newsfilecorp.com/release/199023</a> | <a href="https://www.newsfilecorp.com/release/199&amp;hellip;">https://www.newsfilecorp.com/release/199&amp;hellip;</a> | 38         | 13.52%      |
| City Springs Theatre Company  | <a href="https://www.cityspringstheatre.com/">https://www.cityspringstheatre.com/</a>                                   | 0          | 0.00%       |
| City Springs Theatre/beauty   | <a href="https://www.cityspringstheatre.com/beaut&amp;hellip;">https://www.cityspringstheatre.com/beaut&amp;hellip;</a> | 0          | 0.00%       |
| www.CitySpringsTheatre.com  | <a href="http://www.CitySpringsTheatre.com">http://www.CitySpringsTheatre.com</a>                                       | 0          | 0.00%       |
| <b>Totals</b>   |   | <b>281</b> | <b>100%</b> |

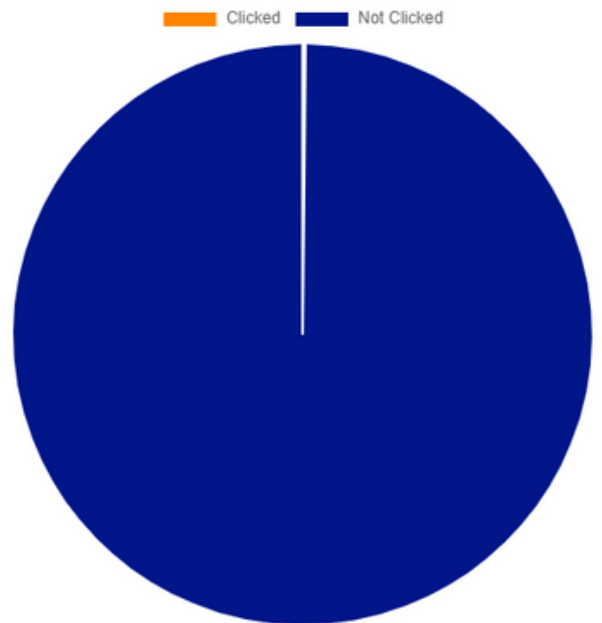
# Emails Reached



Recipients who Opened (of 2512 delivered)



Recipients who Clicked on Link (of 2512 delivered)



# Prominent Pickups

**BUSINESS  
INSIDER**

[View Press Release](#)

**YAHOO!**  
FINANCE

[View Press Release](#)

**MarketWatch**

[View Press Release](#)

**FINANCIAL POST**

[View Press Release](#)

 **canada.com**

[View Press Release](#)

**NATIONAL\*POST**

[View Press Release](#)

**AP**

[View Press Release](#)

**BENZINGA**

[View Press Release](#)

**barchart**

[View Press Release](#)

[Click Link to View All Sites](#)

# Advertisement Campaign

At A Glance

Networks: Google Ads Placements,

## Ad Banner Art





# Screenshots

Read Next: Kristen Stewart's Daring Look at the 'Love Lies Bleeding' Premiere; Jack Black Sho... [SUBSCRIBE](#) [LOG IN](#)

that the streamer wasn't "able to announce a Season 2 for our show." But then he said, "They are able to announce a Season 2 and 3."

The cast also includes Gordon Cormier, Ian Ousley and Kiawentiio. Netflix released a video of the [Zoom call on YouTube](#). It has more than 441,000 views as of Thursday morning.

ADVERTISEMENT

Disney **BEAUTY AND THE BEAST**  
THE BROADWAY MUSICAL  
MARCH 8-24, 2024

"It was a huge moment for all of us because we had spent so much time with each other on the project," Liu said. "After the release of the first season, the only thing we wanted was more seasons."

VARIETY VIP+ & LUMINATE  
**THE DEATH OF PEAK TV**  
GET THE REPORT

ADVERTISEMENT

iC Markets  
**2100+ Stock**

ew.com/jk-rowling-reported-to-police-transphobia-uk-india-willoughby-8605704

Entertainment TV MOVIES MUSIC WHAT TO WATCH BINGE CELEBRITY THE AWARDIST BOOKS THEATER

FULL INTERVIEW WITH INDIA WILLOUGHBY  
JK ROWLING. TRANS IDEOLOGY. TWITTER/X  
Watch on [YouTube](#)

Advertisement

Disney **BEAUTY AND THE BEAST**  
THE BROADWAY MUSICAL  
MARCH 8-24, 2024

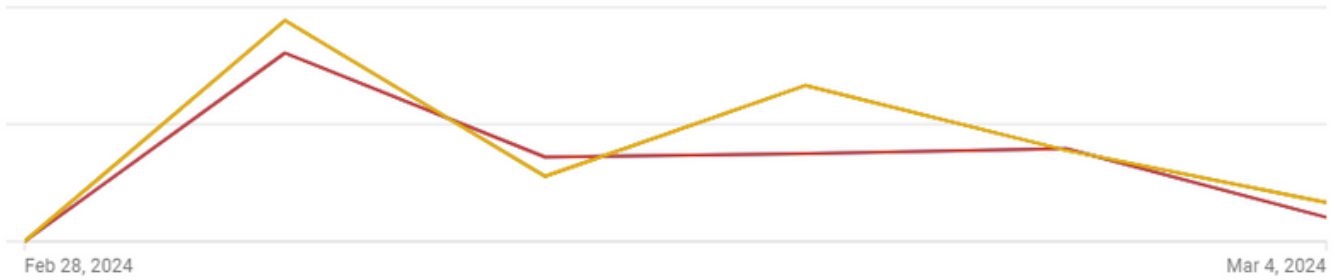
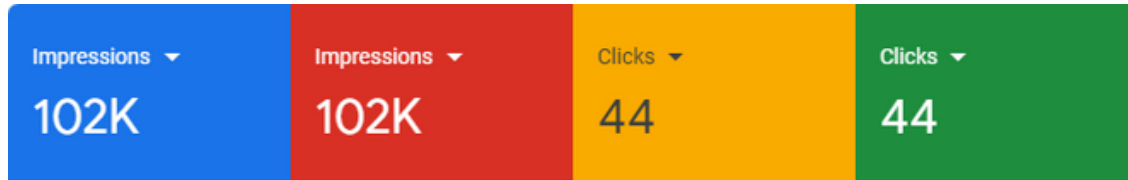
A Northumbria Police spokesperson confirmed to EW that the department received a complaint on March 4 about a social media post but could not reveal the identities of those involved.

"We are currently awaiting to speak to the complainant further," the spokesperson said.

[Rowling tweeted](#) about Willoughby on March 4, writing that the broadcaster "didn't become a woman" and is "cosplaying a misogynistic male fantasy of what a woman is."

Willoughby called the responses under Rowling's posts "putrid" and "some of the worst abuse I've ever seen on social media."

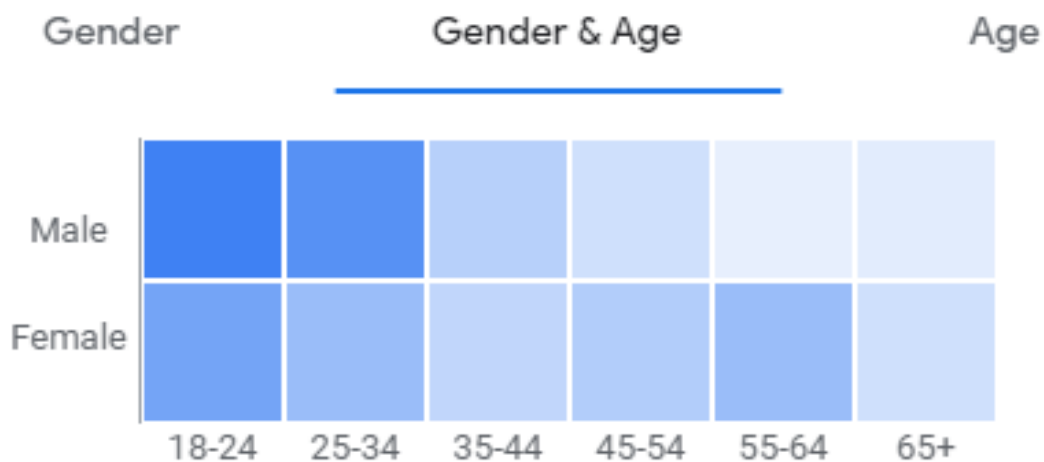
# Ads Summary



## Demographics

Demographics Impressions ▾

Summary of the demographic groups your ads are reaching by age and gender

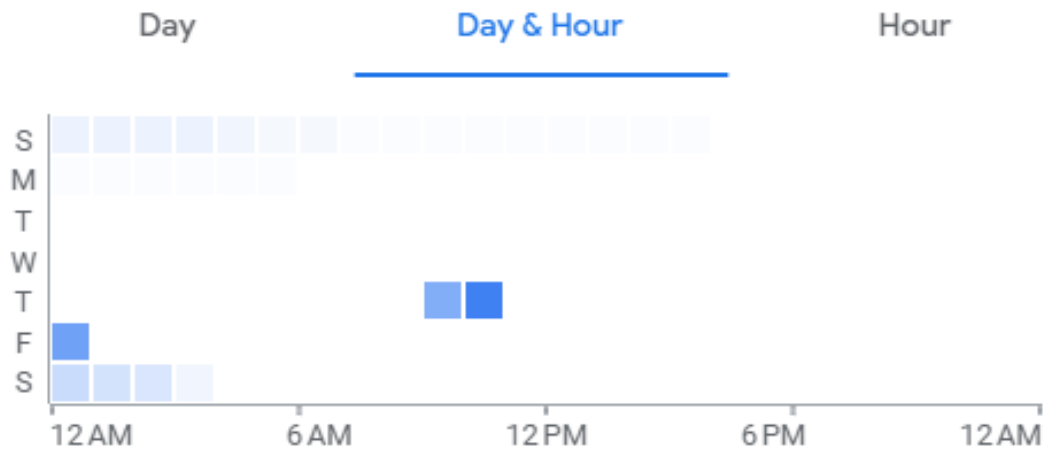


Based on the 70% of your impressions with known gender and age. [?](#)

[Demographics](#)



Your performance by day of week and time of day

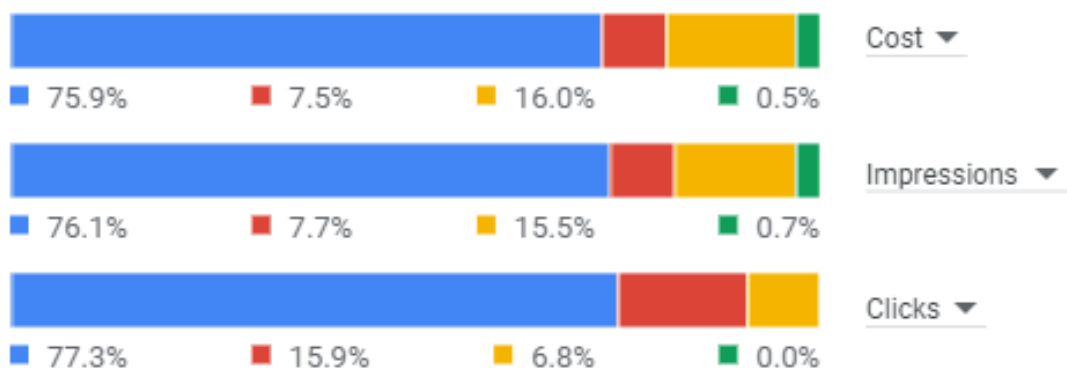


[Ad schedule](#)



Ad performance across devices

Mobile phones
Tablets
Computers
TV screens










Bid adjustments

Mobile phones: —      Computers: —      Tablets: —

[Devices](#)

# Placements Performance Statistics

| WEBSITE   | CLICKS    | IMPRESSIONS (IN K) |
|---|-----------|--------------------|
|     | 3         | 10K                |
|    | 7         | 20k                |
|   | 3         | 11K                |
|  | 7         | 22k                |
|  | 10        | 4K                 |
|  | 10        | 14K                |
|  | 5         | 21k                |
| <b>Total</b>  | <b>44</b> | <b>102k</b>        |