

SIMPLYNEW

 GRAMMY® LIVE



<<CLIENT>>



THE RECORDING ACADEMY®

<<THE CHALLENGE>>

THE GRAMMY ACADEMY ASKED US TO PRODUCE AND DIRECT A 72-HR LIVE PARTICIPATORY BROADCAST OF THE 52ND ANNUAL GRAMMY AWARDS.

<<THE CLIENT'S OBJECTIVE>>

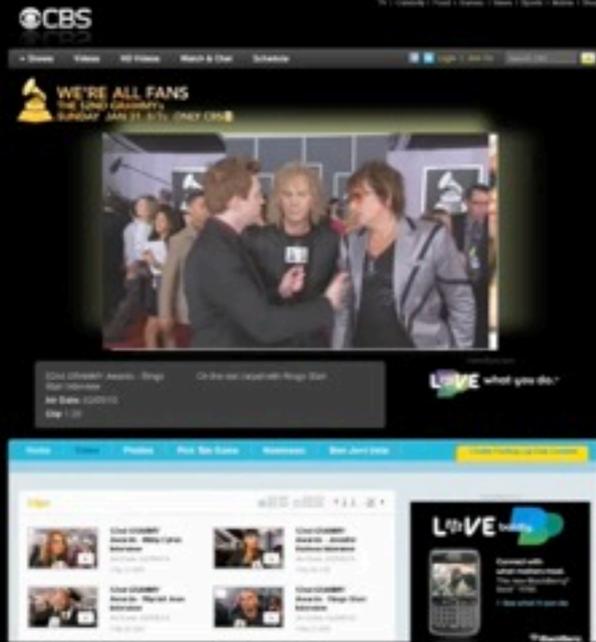
TO FULLY ENGAGE THE GRAMMY AUDIENCE LEADING UP TO, DURING AND AFTER THE AWARDS BROADCAST.

TO PROVIDE FULL ACCESS TO ALL OF THE EVENTS SURROUNDING GRAMMY WEEK, NOT JUST THE AWARDS SHOW ITSELF.

<<STRATEGY>>

WE DEVELOPED A COMPREHENSIVE MULTI-PLATFORM/MULTI-FORMAT APPROACH TO PROGRAMMING THE LIVE BROADCAST.

SIMULTANEOUSLY STREAMING ON...



CBS.COM



GRAMMY.COM



MYSFACE.COM

CB2.COM

CKWWX.COM

WAZVCE.COM

<<DELIVERY>>

72 HOURS OF STREAMING LIVE COVERAGE AND CONTENT

- Red Carpet coverage
- The CNN Social Media RockStar Summit
- MusiCares Person of the Year event honoring Neil Young
- The Pre-GRAMMY Gala and Salute to industry icon Doug Morris
- The pre-telecast awards (including Taylor Swift's first-ever GRAMMY)
- GRAMMY awards red carpet coverage
- GRAMMY awards behind-the-scenes
- The Official GRAMMY After-Party



<<TECHNOLOGY DELIVERY>>

MULTI-PLATFORM VOD SYNDICATION: FACEBOOK, YOUTUBE, GRAMMY.COM IN NEAR REAL TIME



- Segments, award speeches, one-on-one interviews and press conferences on YouTube, Facebook and GRAMMY.com in near real time.
- All content from broadcast available on VOD within 15 minutes.

<<SOCIAL DELIVERY>>

A TRULY PARTICIPATORY FAN EXPERIENCE



VLOGGER HOSTS | DUAL SCREEN | LIVE TWEETS FROM WINNERS AND FANS | CHATS ON GRAMMY.COM | IPHONE/ANDROID APP | REAL TIME FACEBOOK POSTS



<<RESULTS>> BIG NUMBERS IN 72 HOURS

- **3.8 million** unique visitors to GRAMMY.com
- **6+ million** views on GRAMMY YouTube page
- **3+ million** plays of Livestream and VOD clips
- **1.5 million** plays across GRAMMY.com and its syndication partners
- **328,000** combined live and VOD views of the pre-telecast coverage
- **140,000+** hours of content watched over the 72-hour broadcast
- **125,760** Facebook fans
- **48,776** Twitter followers
- **#TheGrammys** was a trending topic on Twitter for more than 4 days
- **180,000+** downloads of the GRAMMY iPhone/iPod Touch app

<<PRESS>>

MAJOR OUTLETS TOOK NOTICE

7/2/12

Grammy Ratings Surge; Did Social Media Play a Role?

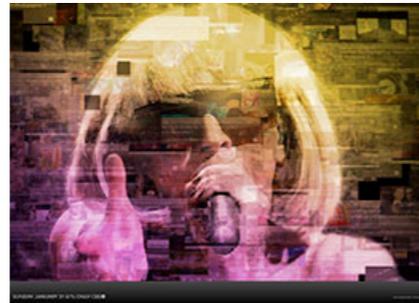
[Grammy Ratings Surge; Did Social Media Play a Role?](#)



February 1, 2010 by [Christina Warren 155](#)

Update: We've added some social media statistics related to the Grammys at the end of this post.

The 52nd Annual Grammy Awards aired last night and [the ratings were up](#). Big time. Maybe it was [Stephen Colbert's iPad presentation](#), maybe it was Taylor Swift's [viral-video inspired live performance](#). Regardless, 26.6 million viewers tuned into CBS last night, a 35% increase over the 2009 event. In fact, these were the best numbers the Grammys have had since 2004.



Award shows in general are [on the decline](#) in terms of viewership (although the 2009 Grammys did have more viewers than the 2008 awards), so managing to score consistent ratings is an accomplishment. To see the sort of increase that the Grammy Awards saw suggests that the overall marketing campaign, [including the social media component](#), really resonated with potential viewers.

Although it's too soon to speak to social media's role in these increased numbers, one thing is for certain, #Grammy was a hot topic on [Twitter](#) last night and even into this morning. This brings up an interesting observation: Does Twitter increase the importance of viewing live events "live"?

Twitter as the New Water Cooler

Historically, popular shows get people talking. In the past, people talked the next day at work, hence the term "water cooler chatter." In the age of social media, however, it's less about talking about events that happen today *tomorrow* and more about talking about them *as they are happening*. In this regard, live events become that much more important to watch live, if only because that's what the social web is collectively discussing.

If this is true — and looking at the ratings for the last few major award shows, this might be a trend (ratings for the [Golden Globes were up 10%](#)) — then live events like award shows and sporting events that rely less on narrative and more on actions (like who won what or what play was made) could really stand to benefit from an increased social awareness and increased collective engagement.

Grammy Social Media Stats

We've managed to get some stats from the social media aspect of the "We're All Fans" campaign. Here's the breakdown:

125,760 Facebook Fans

48,776 Twitter Followers

1,505,838 combined views on YouTube for the "We're All Fans" campaign videos

2,050,699 combined views on Grammy.com for the "We're All Fans" campaign videos

The Grammys were a trending topic on Twitter for more than four days

Before the actual awards, the Grammy's also held a Social Media Summit panel, which featured Mashable's own

mashable.com/2010/02/01/grammy-awards-ratings/

1/2

"26.6 million viewers tuned into CBS last night,...the best numbers the Grammy's have had since 2004."

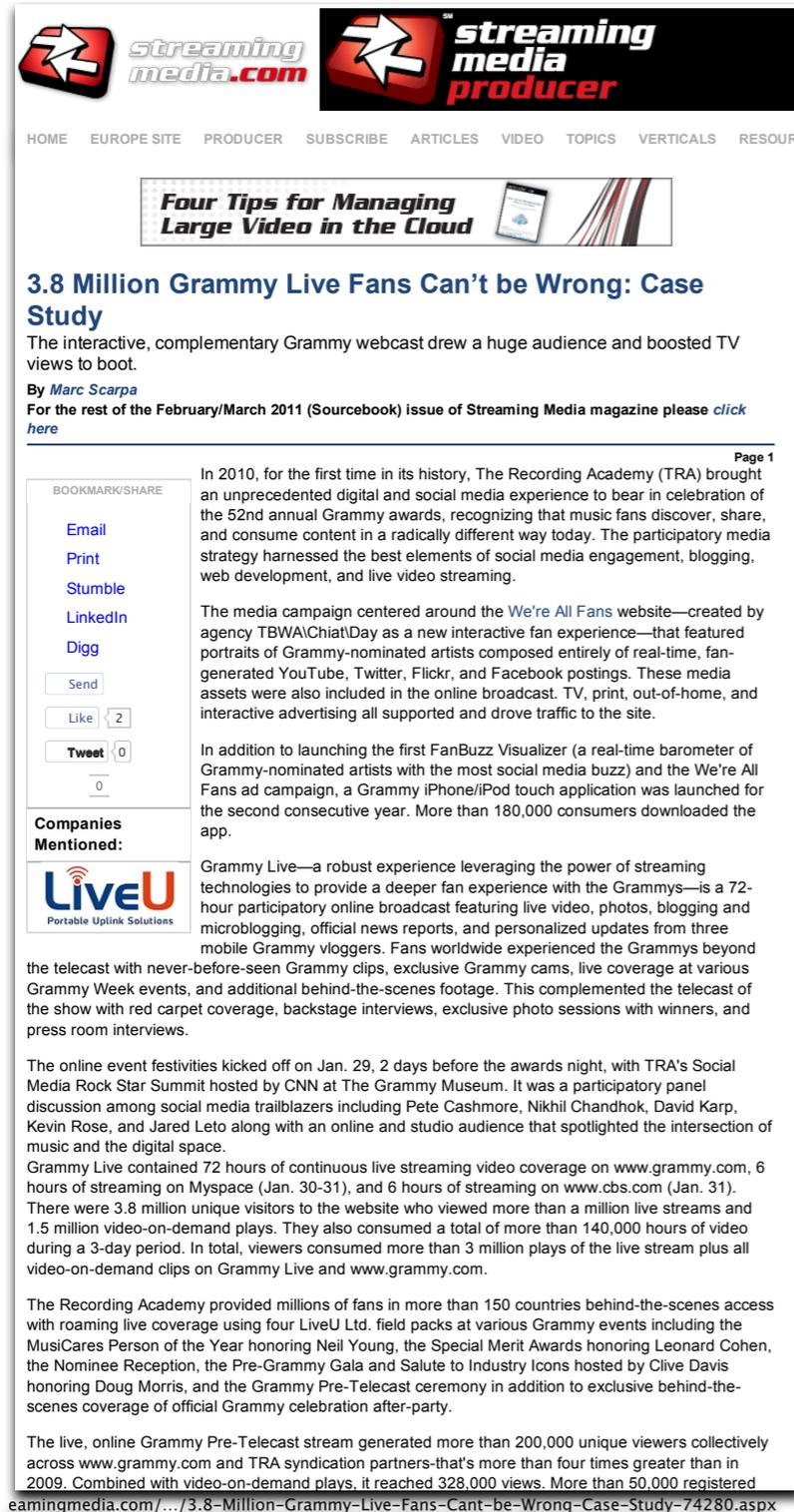
"To see the sort of increase that the Grammy Awards saw...the social media component, really resonated with potential viewers."

Mashable

SIMPLYNEW

<<PRESS>>

MAJOR OUTLETS TOOK NOTICE



The screenshot shows a webpage from Streaming Media Producer. At the top, there are navigation links: HOME, EUROPE SITE, PRODUCER, SUBSCRIBE, ARTICLES, VIDEO, TOPICS, VERTICALS, and RESOURCES. Below the navigation is a featured article titled "Four Tips for Managing Large Video in the Cloud" with a small image of a tablet. The main article is titled "3.8 Million Grammy Live Fans Can't be Wrong: Case Study" by Marc Scarpa. The article text discusses the Recording Academy's (TRA) 52nd annual Grammy awards, highlighting the unprecedented digital and social media experience. It mentions the participatory media strategy, the We're All Fans website, and the Grammy Live telecast. The article also notes that the Grammy Live telecast contained 72 hours of continuous live streaming video coverage on www.grammy.com, 6 hours of streaming on Myspace, and 6 hours of streaming on www.cbs.com. The article concludes by stating that the Recording Academy provided millions of fans in more than 150 countries behind-the-scenes access with roaming live coverage using four LiveU Ltd. field packs at various Grammy events.

streaming media.com
streaming media producer

HOME EUROPE SITE PRODUCER SUBSCRIBE ARTICLES VIDEO TOPICS VERTICALS RESOURCES

Four Tips for Managing Large Video in the Cloud

3.8 Million Grammy Live Fans Can't be Wrong: Case Study

The interactive, complementary Grammy webcast drew a huge audience and boosted TV views to boot.

By *Marc Scarpa*
For the rest of the February/March 2011 (Sourcebook) issue of Streaming Media magazine please [click here](#)

Page 1

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Send

Like 2

Tweet 0

0

Companies Mentioned:

LIVEU
Portable Uplink Solutions

In 2010, for the first time in its history, The Recording Academy (TRA) brought an unprecedented digital and social media experience to bear in celebration of the 52nd annual Grammy awards, recognizing that music fans discover, share, and consume content in a radically different way today. The participatory media strategy harnessed the best elements of social media engagement, blogging, web development, and live video streaming.

The media campaign centered around the *We're All Fans* website—created by agency TBWA\ChiatDay as a new interactive fan experience—that featured portraits of Grammy-nominated artists composed entirely of real-time, fan-generated YouTube, Twitter, Flickr, and Facebook postings. These media assets were also included in the online broadcast. TV, print, out-of-home, and interactive advertising all supported and drove traffic to the site.

In addition to launching the first FanBuzz Visualizer (a real-time barometer of Grammy-nominated artists with the most social media buzz) and the *We're All Fans* ad campaign, a Grammy iPhone/iPod touch application was launched for the second consecutive year. More than 180,000 consumers downloaded the app.

Grammy Live—a robust experience leveraging the power of streaming technologies to provide a deeper fan experience with the Grammys—is a 72-hour participatory online broadcast featuring live video, photos, blogging and microblogging, official news reports, and personalized updates from three mobile Grammy vloggers. Fans worldwide experienced the Grammys beyond the telecast with never-before-seen Grammy clips, exclusive Grammy cams, live coverage at various Grammy Week events, and additional behind-the-scenes footage. This complemented the telecast of the show with red carpet coverage, backstage interviews, exclusive photo sessions with winners, and press room interviews.

The online event festivities kicked off on Jan. 29, 2 days before the awards night, with TRA's Social Media Rock Star Summit hosted by CNN at The Grammy Museum. It was a participatory panel discussion among social media trailblazers including Pete Cashmore, Nikhil Chandhok, David Karp, Kevin Rose, and Jared Leto along with an online and studio audience that spotlighted the intersection of music and the digital space.

Grammy Live contained 72 hours of continuous live streaming video coverage on [www.grammy.com](#), 6 hours of streaming on Myspace (Jan. 30-31), and 6 hours of streaming on [www.cbs.com](#) (Jan. 31). There were 3.8 million unique visitors to the website who viewed more than a million live streams and 1.5 million video-on-demand plays. They also consumed a total of more than 140,000 hours of video during a 3-day period. In total, viewers consumed more than 3 million plays of the live stream plus all video-on-demand clips on Grammy Live and [www.grammy.com](#).

The Recording Academy provided millions of fans in more than 150 countries behind-the-scenes access with roaming live coverage using four LiveU Ltd. field packs at various Grammy events including the MusiCares Person of the Year honoring Neil Young, the Special Merit Awards honoring Leonard Cohen, the Nominee Reception, the Pre-Grammy Gala and Salute to Industry Icons hosted by Clive Davis honoring Doug Morris, and the Grammy Pre-Telecast ceremony in addition to exclusive behind-the-scenes coverage of official Grammy celebration after-party.

The live, online Grammy Pre-Telecast stream generated more than 200,000 unique viewers collectively across [www.grammy.com](#) and TRA syndication partners—that's more than four times greater than in 2009. Combined with video-on-demand plays, it reached 328,000 views. More than 50,000 registered

[eamingmedia.com/.../3.8-Million-Grammy-Live-Fans-Cant-be-Wrong-Case-Study-74280.aspx](#)

"The Recording Academy brought an unprecedented digital and social media experience to bear in the celebration of the 52nd Annual Grammy Awards, recognizing that music fans discover, share and consume content in a radically different way today."



<<AWARDS>>

A HAPPY CLIENT, UNDENIABLE RESULTS AND CONTINUED GROWTH



EVENTS AND LIVE WEBCASTS

- Simplynew pioneered the participatory broadcast format that has been used for every GRAMMY broadcast since 2010.

- The GRAMMY'S online presence has seen continual growth since 2010.



BEST SPECIAL ENTERTAINMENT

- The 2012 GRAMMY's received more than 13 million social media comments, breaking the previous record set by the 2012 Super Bowl.

(Source: Entertainment Close-Up)