



V I R T U O S O S

www.virtuosos.com

Content

EXECUTIVE SUMMARY

VIRTUSOS 2020 - TV RATINGS

DIGITAL ANALYTICS 1 – FACEBOOK, INSTAGRAM

DIGITAL ANALYTICS 2 – YOUTUBE

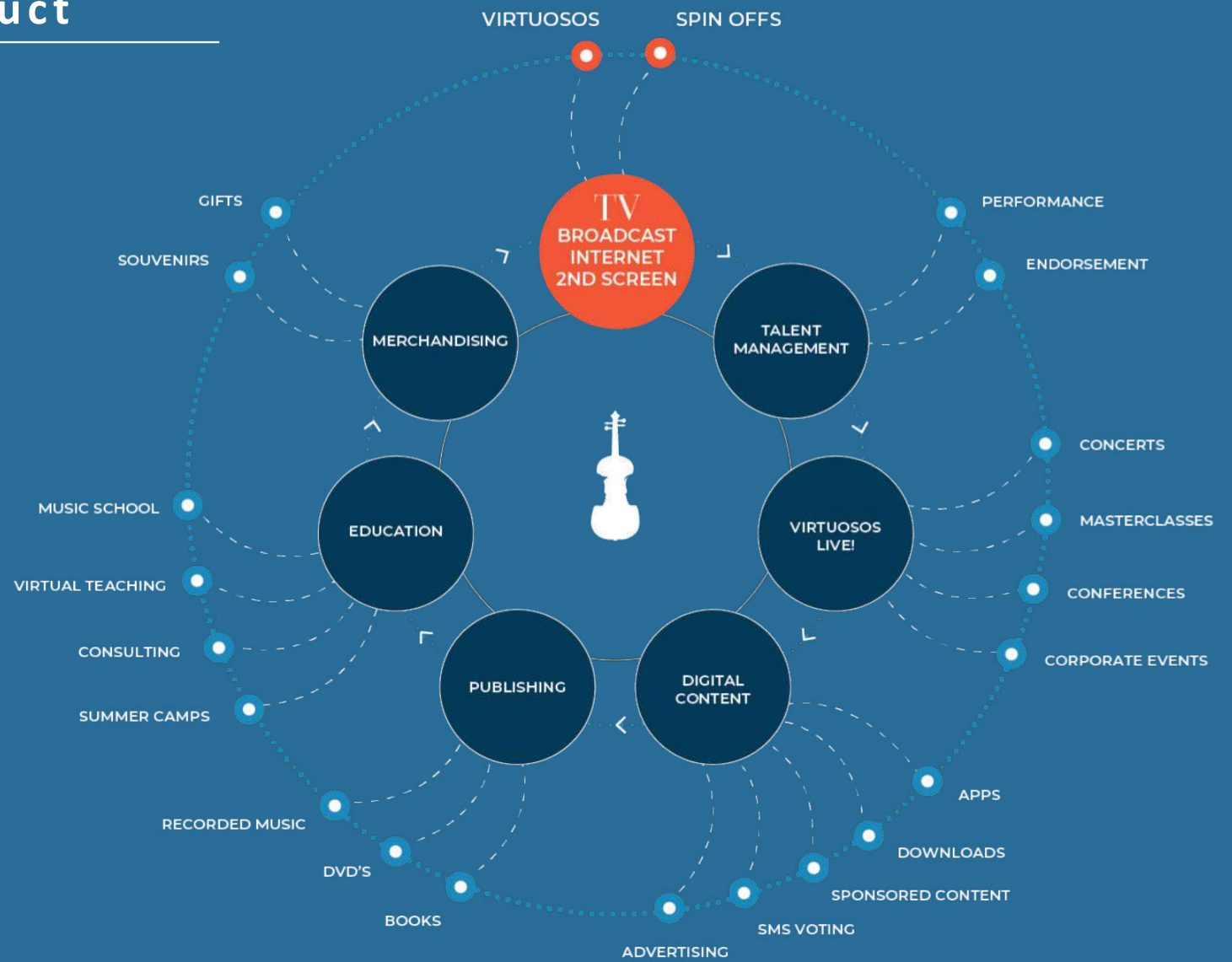
APPENDIX

NRC NETPANEL SURVEY, HUNGARY



Unique Media Product

VIRTUOSOS VALUE CHAIN



Executive Summary



TV TOTAL reach
6.8 million

Google Ads
impressions
33 million

The gender ratio is
close to be equal
(women: 54.9%)

Age distribution
is close to be
uniform

Facebook
impressions
18 million

66 million overall
impressions

Polish channel has
tripled its average
viewer number
during the show
was on air

~ 17 million
overall views

More than 10
years of
watchtime on
Youtube

134 published
Youtube videos

Source: YouTube, Facebook, Google analytics Service
Official data received from the channels

Executive Summary 2

The report is a summary of the tv broadcast data and the digital activities of Virtuosos Seasons 6, consisting of Google Ads, YouTube, Facebook, Instagram, Social Media communications and YouTube Channel Management.

- We reached **6.8 million** TV viewers in 5 countries
- One channel has doubled, one tripled its average viewer numbers during the show was on air
- In Hungary the viewer number has reached 2 million, which is more than one-fifth of the total population

The main aim of the digital campaign was maximizing the views and increase awareness of the program in the new territories

- Altogether we reached **65.8 million impression**, and **16.7 million views** (6.4 million digital, 6.8 TV)
- The gender ratio is close to be equal, with a slight lead towards women (54.9%)
- During the campaign the Virtuosos FB pages **grew by 7304 likes**,
- The most popular Facebook post has reached 1.5 million people
- Virtuosos official YouTube channel published **134 videos** achieving **more than 10 years of watch time** by **1.4 million viewers**, overall **from 86 countries**.
- The total number of impressions on Youtube was **5.8 millions**
- The Superfinal delivered more than 19M impressions, more than 500 000 views and 2.7% view rate.



In detail:

Platform	Impression (million)	Reach (million)	View (million)
YouTube	5.8	4.9	2
Google Ads Hungary	4.4		2
Google Ads International	28.8		1.4
Facebook / Instagram Ad	8.8		1.7
Social Media (organic)	18	11.5	2.8
TV			6.8
Total	65.8	16.4	16.7

*Source: YouTube, Facebook, Google analytics Service
Official data received from the channels*



VIRTUOSOS 2020

Ida
Nowakowska

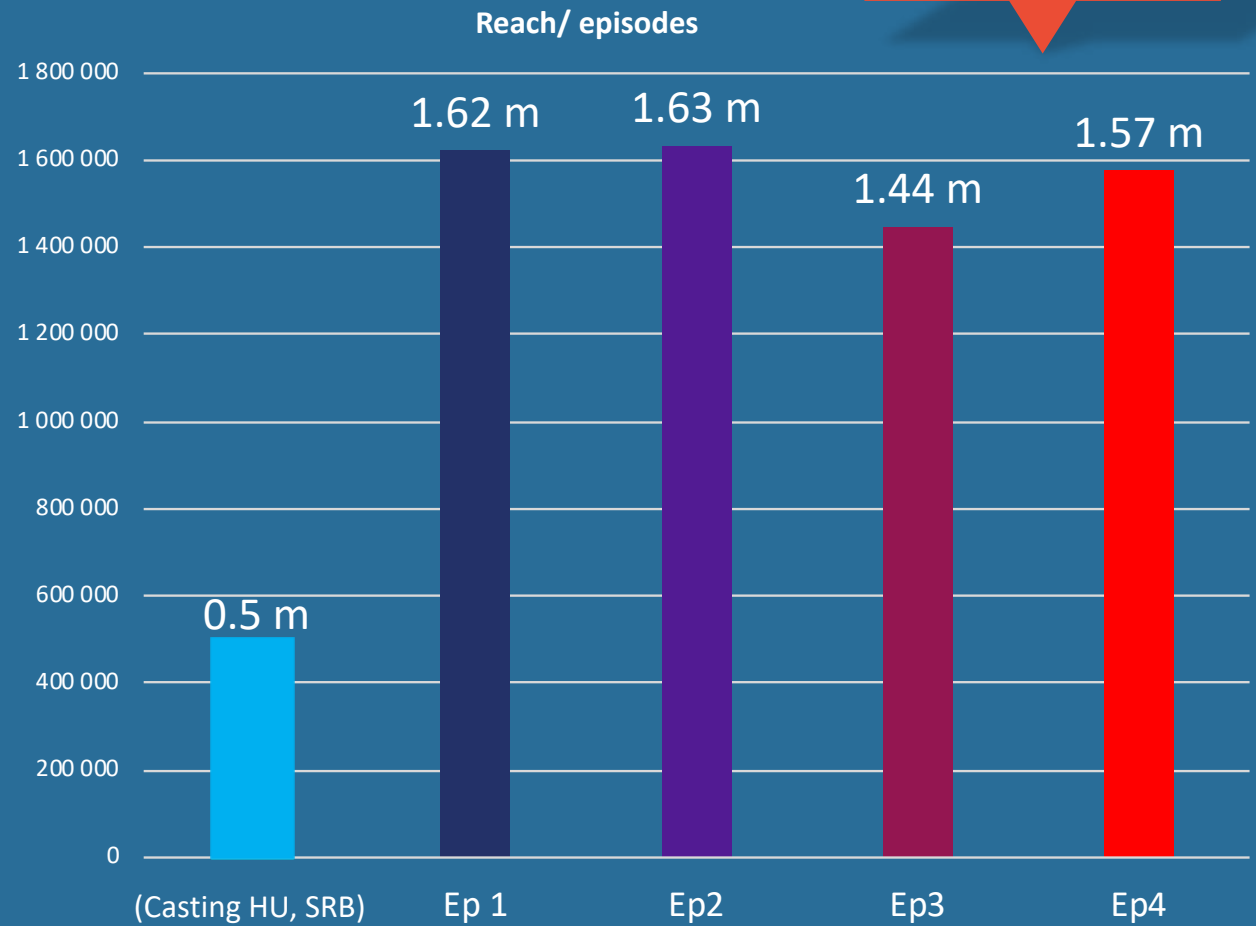
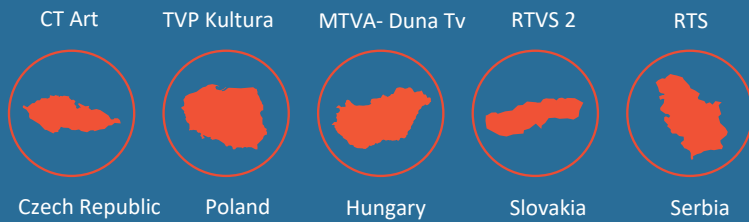
Thomas
Gottschalk

TV RATINGS

TOTAL VIEWS:
6.8 million



ON AIR in:



JUDGES



Gabriela Boháčová



Erika Miklósa



Nemanja Radulović



Alicja Węgorzewska



Peter Valentovič



Silvana Grujić



SUPER JUDGES



Plácido Domingo



Coco König



Maxim Vengerov



Gabriel Prokofiev



SPECIAL GUESTS



Misi Boros



Lang Lang



Soma Balázs-Piri



Digital Analytics 1

Facebook, Instagram



We
play
the
same
language

Social media communication



Main platforms for organic social activities of Virtuosos Seasons 6 are: Facebook & Instagram.

General

During the period **477 post** has been published.

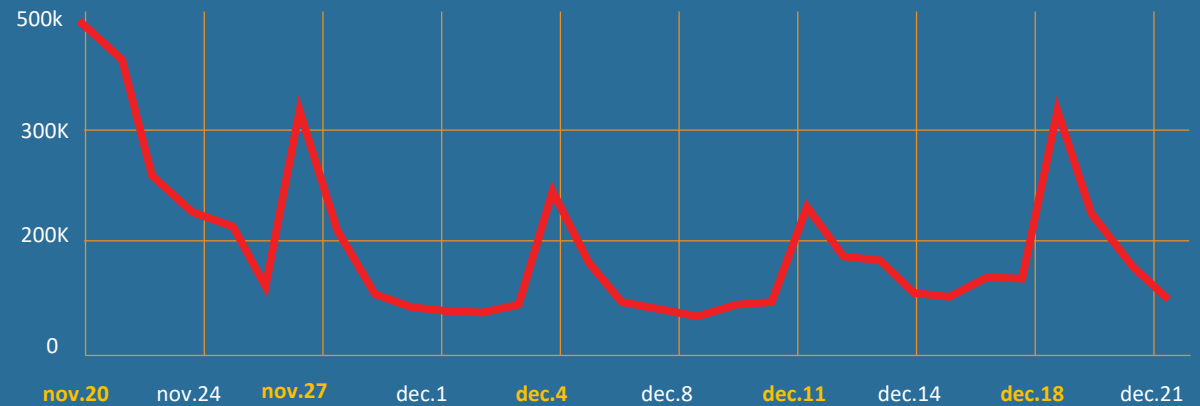
Page likes

During the campaign the Virtuosos FB pages **grew by 7304 likes**.

Facebook Pageview

- When TV show was on air, we used “countdown” posts, posted every performances, and picture galleries.
- During screening days we posted more about the VirtuososV4+, so these appearances increased the pageviews.

Facebook organic daily pageviews:



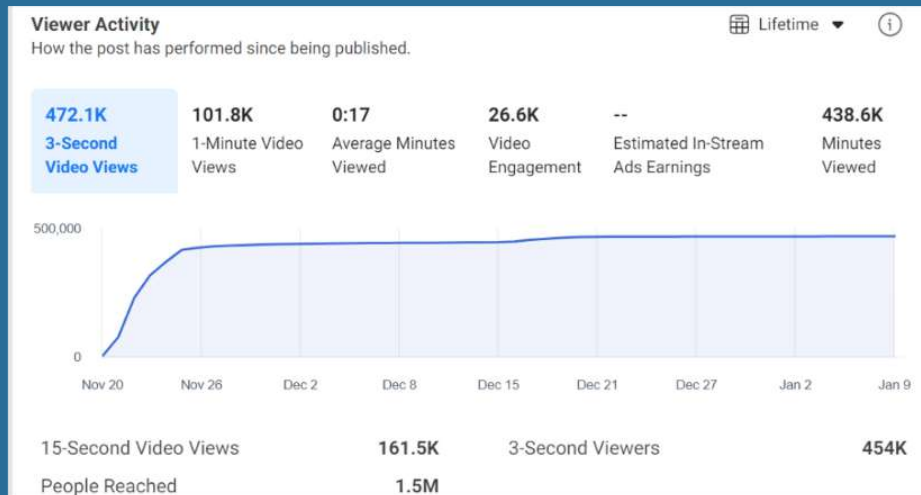
The organic page view was higher on the days when the show was on TV
(On the dates marked with red on the graphic chart.)

Facebook video views 1/3

Videos approved by Virtuosos was either shared or uploaded in native format to Facebook. Views showed a substantial difference. The total views count is 2.809.194.

1. post

- Post Reach: 1 526 959
- Video engagement: 26 600
- Post engagement: 74 677



2. Post

- Post Engagements: 336 561
- Video engagement : 75 00
- Post Reach: 861 236



VIRTUOSOS™

Facebook Video views 2/3



3. Post

- Post Engagement: 26 146
- Video engagement: 5 800
- Post reach: 555 566

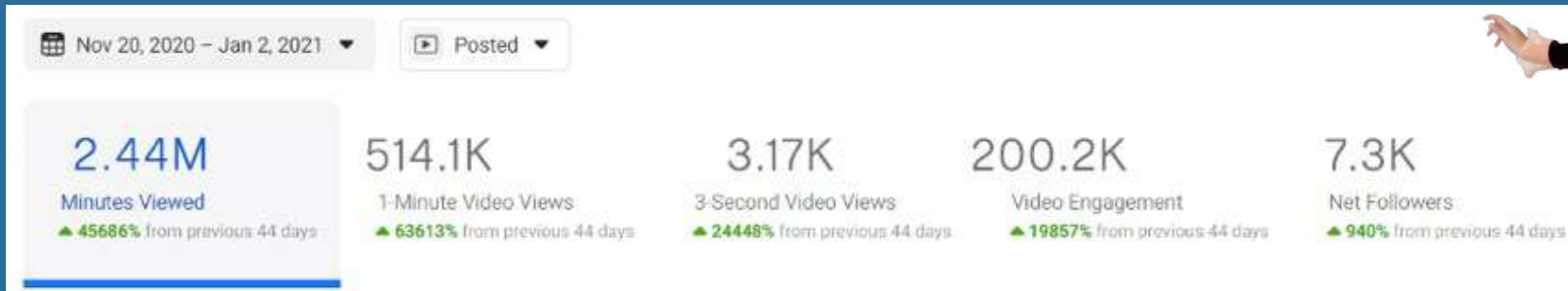


4. Post

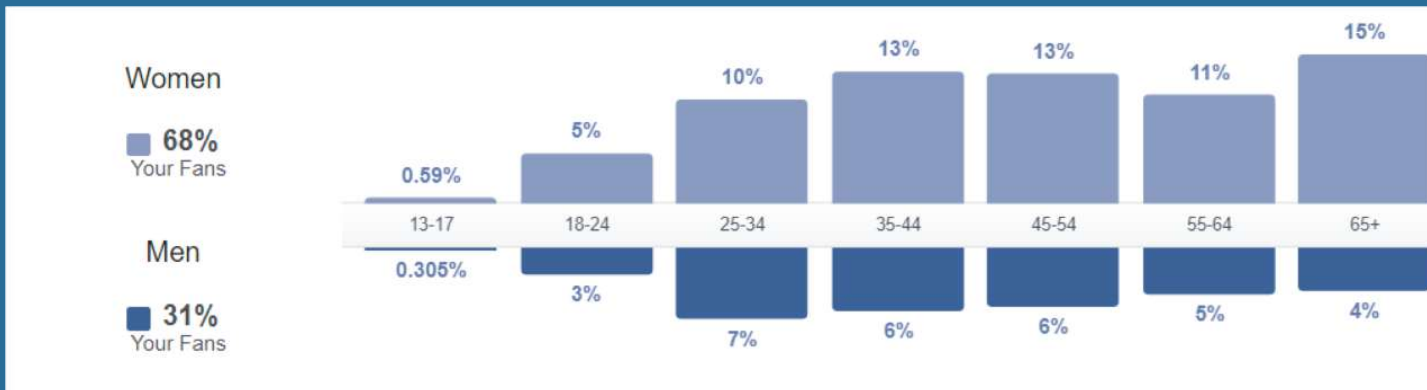
- Post Engagement: 15 135
- Video engagement: 2800
- Post reach: 335 686



Facebook video views 3/3



Active followers demographic records:



Digital Analytics 2

YouTube channel



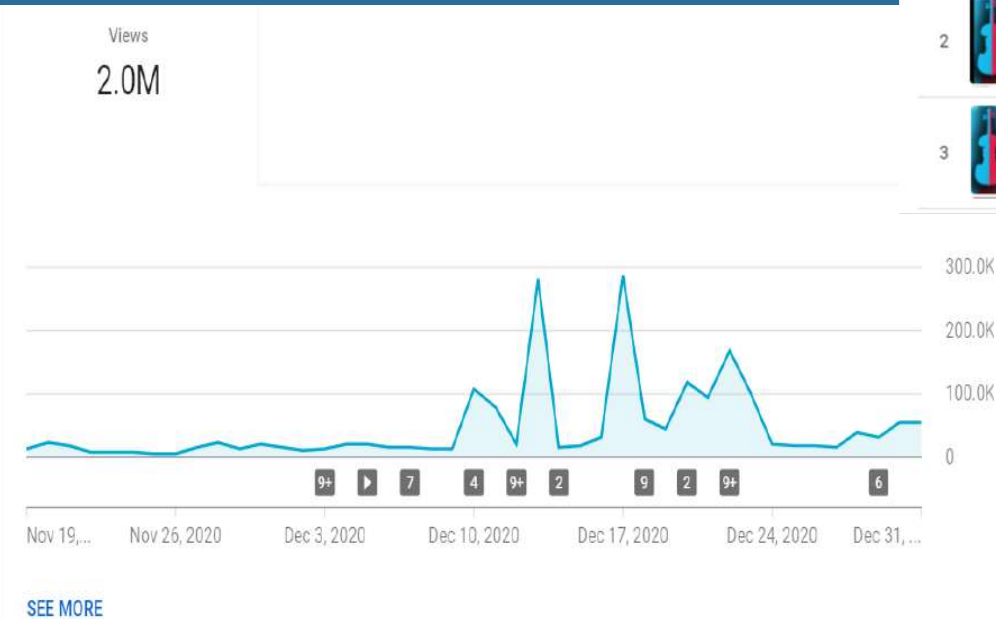
Results of Virtuosos YouTube channel






The analyzed time period is 19 November, 2020 - 31 December, 2020.

General

Within the analyzed time period the Virtuosos official YouTube channel published **134 videos** achieving **more than 10 years of watch time** by **1.4 million unique viewers**, overall from **86 countries**.



Your top videos in this period

Video		Average view duration	Views
1		Virtuosos V4+ SuperFinal Complete Show 2020 (English with Spanish subit... Dec 18, 2020	1:14 (1.0%) 518,366
2		Virtuosos V4+ Master Class Complete Show 2020 (English with Spanish sub... Dec 11, 2020	0:47 (0.7%) 150,033
3		Virtuózok V4+ Második Elődöntő Teljes Adás 2020 Dec 7, 2020	19:00 (15.8%) 69,350

Video Views, Watch Time and Average View Duration

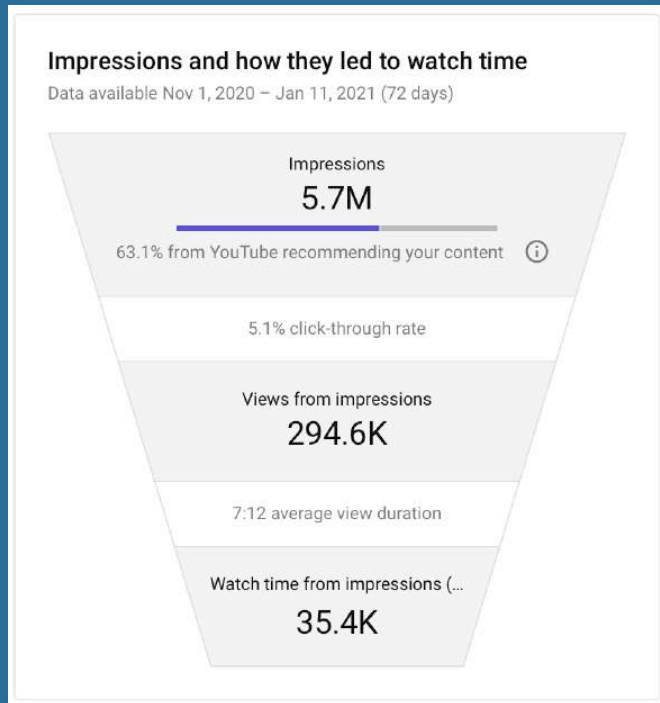
Total views for the selected date range was **2 million views** and this number is continuously increasing since

YouTube Reach



The **total number of impressions was 5.7 millions** (the number of times our video thumbnails were shown to viewers on YouTube), generated 294.6K of views with 5% click through rate.

Views, watch time, impressions, click-through rate

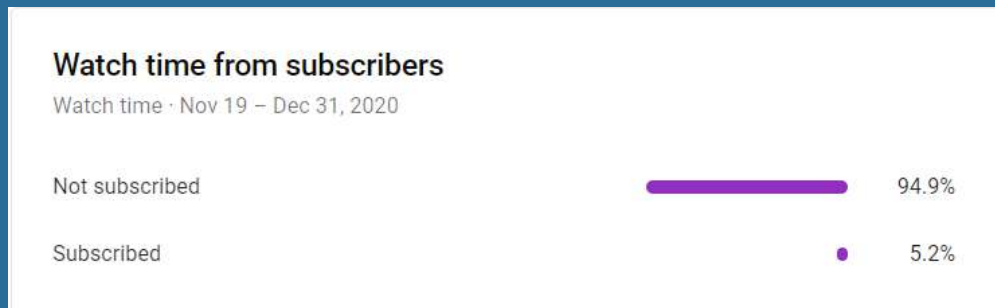


Video	Views	Watch time (hours) ↓	Impressions	Impressions click-through rate
<input type="checkbox"/> Total	2,133,306	96,034.3	4,925,760	5.0%
<input type="checkbox"/> Virtuózok V4+ Második Elődöntő Teljes Adás 2020	55,918 2.6%	16,710.8 17.4%	591,053	4.1%
<input type="checkbox"/> Virtuózok V4+ Első Elődöntő Teljes Adás 2020	32,355 1.5%	10,169.9 10.6%	267,221	3.9%
<input type="checkbox"/> Virtuosos V4+ SuperFinal Complete Show 2020 (English with Sp...	463,588 21.7%	9,794.9 10.2%	167,149	4.1%
<input type="checkbox"/> Virtuózok V4+ Mesterkurzus Teljes Adás 2020	30,005 1.4%	7,437.3 7.7%	280,448	5.0%
<input type="checkbox"/> Virtuózok V4+ Szuperdöntő Teljes Adás 2020	19,527 0.9%	6,553.3 6.8%	154,754	4.1%
<input type="checkbox"/> Virtuózok V4+ Magyar Válogató Teljes Adás 2020 (English subtitl...	13,344 0.6%	3,606.1 3.8%	232,430	3.1%
<input type="checkbox"/> Virtuosos V4+ First Semifinal 2020 (ENG)	19,724 0.9%	2,780.5 2.9%	61,379	4.6%
<input type="checkbox"/> Virtuosos V4+ Master Class Complete Show 2020 (English)	10,920 0.5%	2,317.8 2.4%	132,846	4.0%

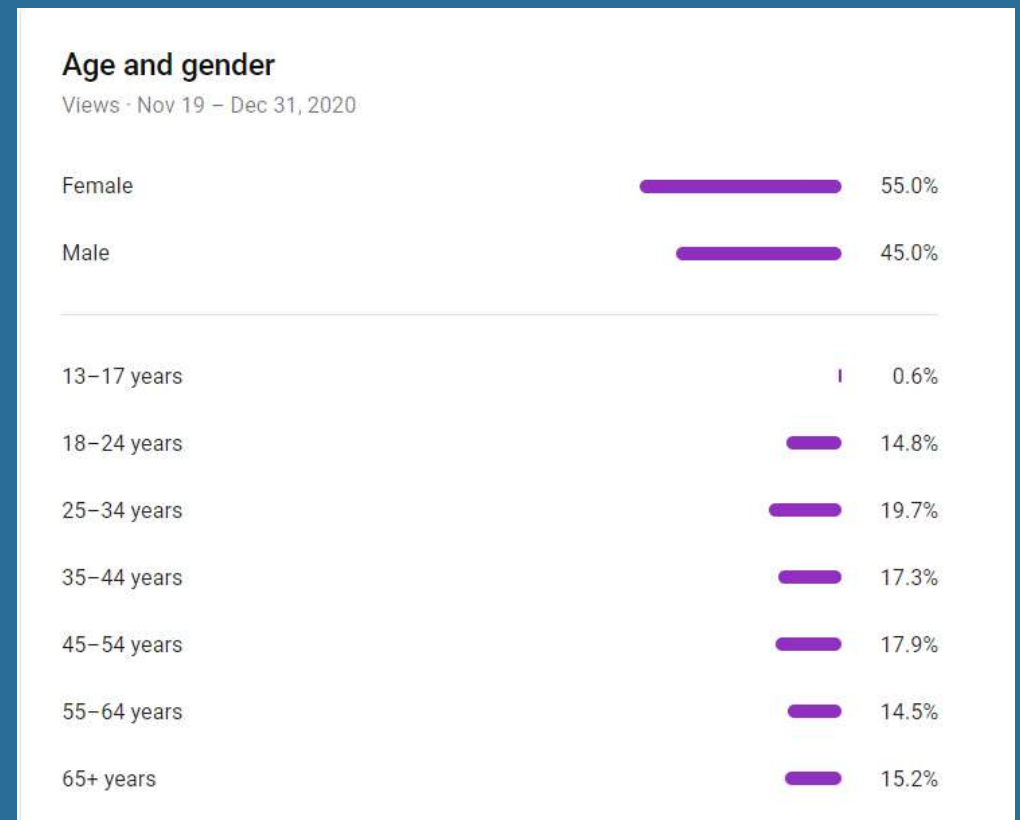
YouTube Audience



Overall 5.2% of watch time was generated by subscribers:



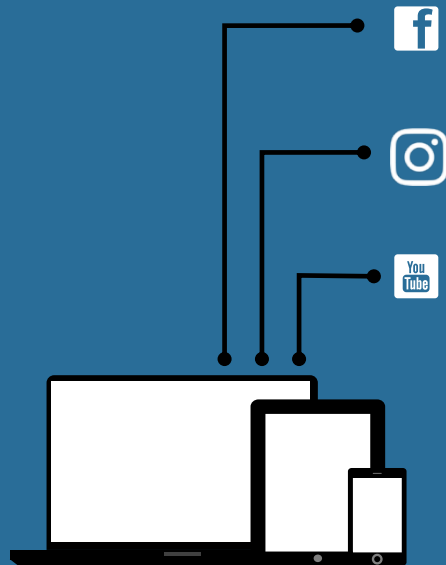
Ratio in age and gender of audience within the selected date range:



The ratio of views and watch time by age and gender:

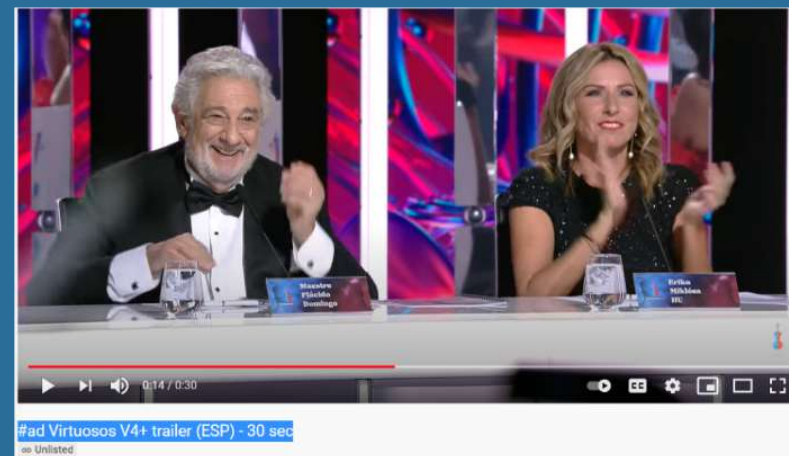
Viewer age	Views		Watch time (hours)	
	Female	Male	Female	Male
Total	55.0%	45.0%	50.6%	49.4%
13–17 years	0.3%	0.3%	0.3%	0.2%
18–24 years	7.7%	7.1%	3.6%	3.9%
25–34 years	10.7%	9.0%	5.8%	6.2%
35–44 years	9.2%	8.1%	6.4%	7.8%
45–54 years	9.9%	8.0%	8.9%	10.1%
55–64 years	8.5%	6.0%	9.9%	8.6%
65+ years	8.8%	6.4%	15.6%	12.6%

YouTube Campaigns 1



In-stream Campaign

In the in-stream campaign we used 5 different targeting methods. The highest view rate (49%) came from the topic targeting. Here our ads were showed before videos in the classical music topic. The most successful video:



This video delivered the best results (151 473 views, 37% view rate Plácido Domingo Virtuosos V4+ (ESP) - 30sec

YouTube Campaigns 2



This video (Episode 3) delivered 4.6M impressions and 149 640 views



The Superfinal delivered more than 19M impressions, more than 500 000 views and 2.7% view rate.

Discovery Campaigns

Here we used 6 targeting methods. We created multiple custom audiences and the one that focused on Plácido Domingo delivered the best results with 3.1% view rate, 2 complete show videos ran in this campaign.

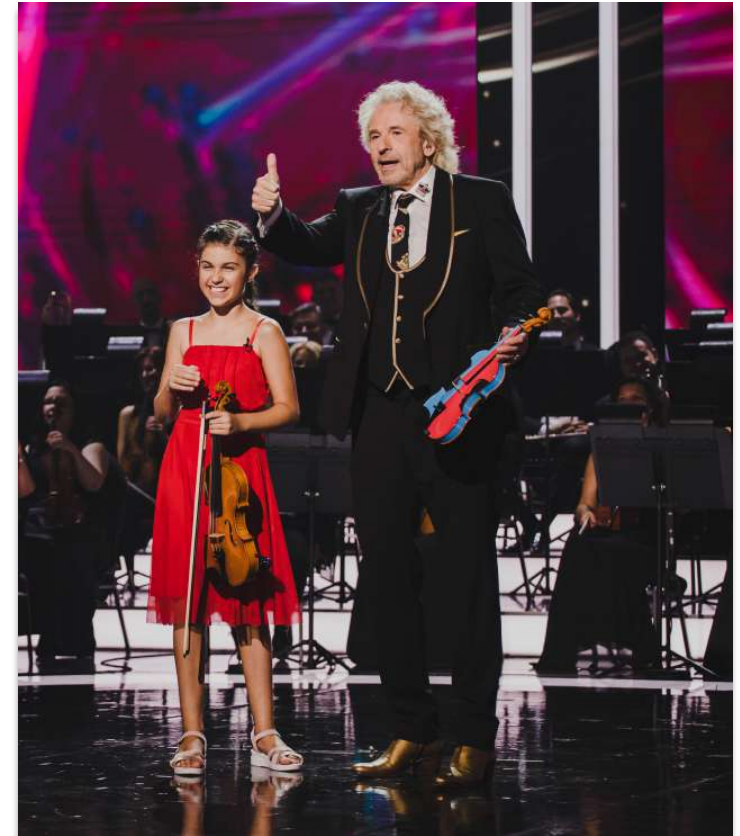


„Virtuosos...this is my love, this is my credo.”
(Maestro PLácido Domingo)

**„Every child should have the chance to be a genius.
To capture our imagination and to offer that gift to the world...”**
(Sir John Hegarty)

„Too bad I didn’t think of this before!”
(Elton John)

**„The Virtuosos have managed to formulate a
great vision about the future of classical music“**
(Benjamin Lakatos)



WWW.VIRTUOSOS.COM

APPENDIX

NRC Netpanel Survey HUNGARY



NRC Netpanel Survey, Hungary



Target group of the research:

Hungarian population aged 18-59

Sample size:

total sample n = 1200 persons

Source of the sample:

NRC Netpanel members

Time of data collection:

December 2020

Method of data collection:

online questionnaire survey
multi-layered, random
sampling by NRC NetPanel,
the largest online panel in
Hungary and it is used by
market leading companies

Representativeness:

the sample is representative of the population
by gender, age group, education and type of residence

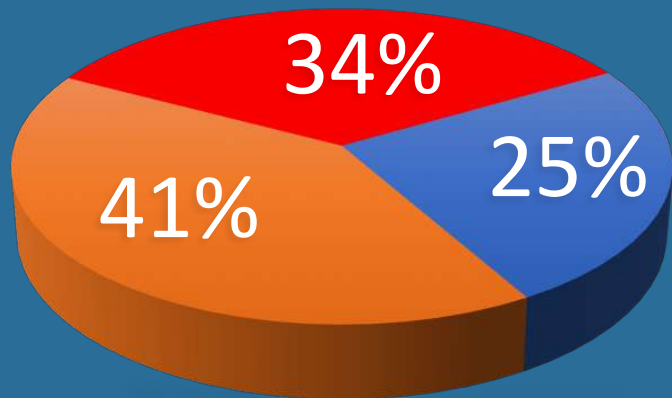
- 45% of the total population watched Duna TV with some regularity in the last 2 months.
- The popularity of Virtuosos as a “classical music talent competition” is relatively high, at 74% of the total population aged 18-59. 51% of this group was able to recall the name of the show spontaneously.
- In the supported popularity list, the name Virtuosos sounded familiar to 47% of the population.
- Virtuosos was watched by 25% of the total population at least once in the last 2 months.
- The popularity of Virtuosos among viewers who watched at least once in the last 2 months is extremely high at 86%. That means, whoever watches also likes the show.
- The demographic profile of those who know and watch the show is the same. Primarily women, urban dwellers are overrepresented in the two groups. The high proportion of people with tertiary education among those associated with the program is extremely striking.

NRC Netpanel Survey - Hungary



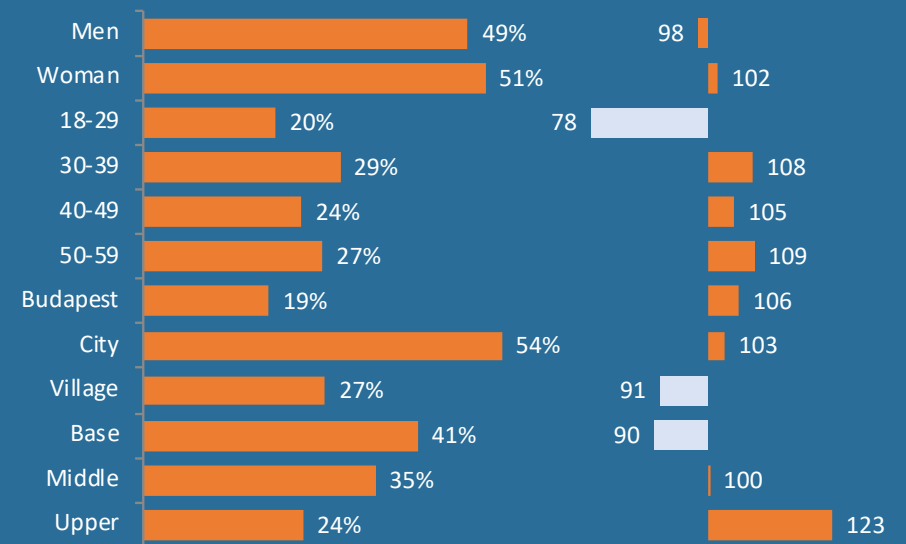
BRAND AWARENESS

As "classical music talent competition on TV"



- Heard about it but haven't watched
- Have not heard about it
- Heard about it and also watched some of it

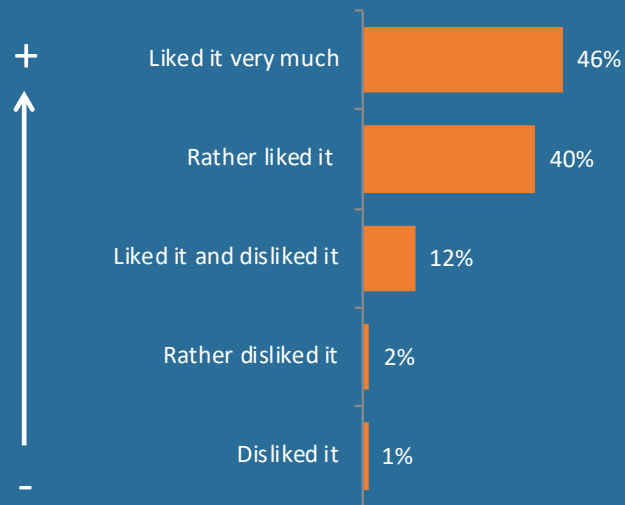
Demographic profile of those who heard about the show



NRC Netpanel Survey



Popularity of Virtuosos TV show



Base group: people who watched the TV-program within the last 2 months, n=175

Viewers of the show in the last 2 months:
96% of the population like "Virtuosos", women over the age of 30-39 are overrepresented.
They live in cities and have higher education.

Demographic profile of those who like Virtuosos TV show

