



COMPETITION® ARCHERY MEDIA



CAM IN THE FRAME:
VIDEO ANALYTICS

DELTA MCKENZIE ASA CLASSIC

Cullman, AL
August 3 - 5, 2018



1.3M

Watch Time
(Minutes)

131K

YouTube Views

9:00

Avg View Duration
(Minutes)

2.2M

Video Thumbnail
Impressions

4.44%

Video Thumbnail
Click Through Rate

122K

Facebook Views

THE VEGAS SHOOT

Las Vegas, NV
February 8 - 10, 2019



520K

Watch Time
(Minutes)

43K

YouTube Views

12:00

Avg View Duration
(Minutes)

31K

Video Thumbnail
Impressions

3.68%

Video Thumbnail
Click Through Rate

151K

Facebook Views

ASA HOYT ARCHERY PRO/AM

Foley, AL
February 21 - 24, 2019



2.2M

Watch Time
(Minutes)

232K

YouTube Views

8:00

Avg View Duration
(Minutes)

5.5M

Video Thumbnail
Impressions

4.73%

Video Thumbnail
Click Through Rate

133K

Facebook Views

ASA WINTER CAN AM CLASSIC

Syracuse, NY
March 7 - 10, 2019



405K

Watch Time
(Minutes)

33K

YouTube Views

9:00

Avg View Duration
(Minutes)

320K

Video Thumbnail
Impressions

4.7%

Video Thumbnail
Click Through Rate

83K

Facebook Views

NFAA INDOOR NATIONALS

Cincinnati, OH
March 15 - 17, 2019



550K

Watch Time
(Minutes)

17K

YouTube Views

13:00

Avg View Duration
(Minutes)

127K

Video Thumbnail
Impressions

4.69%

Video Thumbnail
Click Through Rate

53K

Facebook Views

USA ARCHERY INDOOR NATIONALS

Cincinnati, OH
March 15 - 17, 2019



2M

Watch Time
(Minutes)

299K

YouTube Views

8:00

Avg View Duration
(Minutes)

3.2M

Video Thumbnail
Impressions

5.01%

Video Thumbnail
Click Through Rate

N/A*

Facebook Views

*Not able to broadcast on Facebook
per USA Archery regulations

ASA NEW BREED & BLACK EAGLE PRO/AM

Fort Mitchell, AL
March 21 - 24, 2019



960K

Watch Time
(Minutes)

68K

YouTube Views

9:00

Avg View Duration
(Minutes)

752K

Video Thumbnail
Impressions

4.15%

Video Thumbnail
Click Through Rate

65K

Facebook Views

USA ARCHERY ARIZONA CUP

Phoenix, AZ
April 5 - 7, 2019



36K

Watch Time
(Minutes)

12K

YouTube Views

3:00

Avg View Duration
(Minutes)

133K

Video Thumbnail
Impressions

4.27%

Video Thumbnail
Click Through Rate

50K

Facebook Views

ASA EASTON SOUTHWEST SHOOTOUT

Paris, TX
April 25 - 28, 2019



1M

Watch Time
(Minutes)

69K

YouTube Views

12:00

Avg View Duration
(Minutes)

804K

Video Thumbnail
Impressions

4.1%

Video Thumbnail
Click Through Rate

54K

Facebook Views

WESTERN CLASSIC TRAIL SHOOT

Redding, CA
May 3 - 4, 2019



108K

Watch Time
(Minutes)

55K

YouTube Views

2:00

Avg View Duration
(Minutes)

359K

Video Thumbnail
Impressions

5.44%

Video Thumbnail
Click Through Rate

99K

Facebook Views

ASA T.R.U. BALL/ VORTEX PRO/AM

Appling, GA
May 16 - 19, 2019



854K

Watch Time
(Minutes)

73K

YouTube Views

8:00

Avg View Duration
(Minutes)

706K

Video Thumbnail
Impressions

4.8%

Video Thumbnail
Click Through Rate

70K

Facebook Views

USA ARCHERY GATOR CUP

Newberry, FL
May 31 - June 2, 2019



5.9K

Watch Time
(Minutes)

3K

YouTube Views

2:00

Avg View Duration
(Minutes)

21K

Video Thumbnail
Impressions

6.13%

Video Thumbnail
Click Through Rate

29K

Facebook Views

ASA MATHEWS PRO/AM

London, KY
June 20 - 23, 2019



1M

Watch Time
(Minutes)

95K

YouTube Views

8:00

Avg View Duration
(Minutes)

1.2M

Video Thumbnail
Impressions

4.58%

Video Thumbnail
Click Through Rate

89K

Facebook Views

BOWFEST

Superior, WI
July 25 - 28, 2019



708K

Watch Time
(Minutes)

54K

YouTube Views

11:00

Avg View Duration
(Minutes)

567K

Video Thumbnail
Impressions

4.69%

Video Thumbnail
Click Through Rate

49K

Facebook Views

ASA MCKENZIE CLASSIC

Metropolis, IL
August 1 - 4, 2019



335K

Watch Time
(Minutes)

38K

YouTube Views

5:00

Avg View Duration
(Minutes)

371K

Video Thumbnail
Impressions

4.03%

Video Thumbnail
Click Through Rate

158K

Facebook Views

USA ARCHERY OUTDOOR NATIONALS

Dublin, OH
August 14 - 17, 2019



4.6M

Watch Time
(Minutes)

149K

YouTube Views

12:00

Avg View Duration
(Minutes)

1.4M

Video Thumbnail
Impressions

3.71%

Video Thumbnail
Click Through Rate

71K

Facebook Views

GRAND TOTALS



COMPETITION[®]
ARCHERY MEDIA

16.8M

Total Watch Time
(Minutes)

1.3M

Total YouTube
Views

9:00

Avg View Duration
(Minutes)

18.5M

Total Video Thumbnail
Impressions

4.47%

Avg Video Thumbnail
Click Through Rate

1.2M

Total Facebook
Views

2.6M

Total Facebook &
Youtube Views

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