



Executive Summary

Instagram Stories continue to receive significant engagement during live events, and received [REDACTED] views during the event, [REDACTED] per day, which is down slightly from [REDACTED] per day during the West Hollywood shoot. Snapchat received an additional [REDACTED] views, which is up [REDACTED] from Winter Champions Series ([REDACTED]).

The broadcast on NBCSN received an average Household rating of [REDACTED], up from [REDACTED] for the Winter Champions Series women's Hockey broadcast. Average viewership was [REDACTED], up [REDACTED] from women's hockey.

The broadcast included PSAs for the USCOPF and TeamUSA Shop, resulting in pageviews to the donation page increase [REDACTED] over an average Saturday, and units sold on the shop were up almost [REDACTED] from prior Saturdays.

Team USA ranking among US Sports Franchises improved [REDACTED] spot from the 60 days prior to [REDACTED]. USA Volleyball improved [REDACTED] spot from # [REDACTED] the 60 days prior to [REDACTED].

Across Facebook, Twitter and Instagram there were [REDACTED] posts using the #UCS2017 tag including Team USA ([REDACTED] posts), USA Volleyball ([REDACTED] posts), athletes ([REDACTED] Posts) and school-related accounts ([REDACTED] posts).

Team USA earned [REDACTED] engagements, up [REDACTED]% from the prior 60 days, and up [REDACTED]% from the same period last year.

[REDACTED] new email addresses were added to the database during the event, [REDACTED] from the form on TeamUSA.org (+[REDACTED]% from the prior 60 days), and [REDACTED] from the social photo booths at the event (the first time this activation was used). An additional [REDACTED] emails were gathered during the VIP Experience giveaway leading up to the event.



Team USA Summer Champions Series presented by Comcast USA Volleyball Collegiate Beach Championships

March 11 - May 13, 2017

Digital

Unique Visitors

TeamUSA.org
USA Volleyball

Pageviews

TeamUSA.org
TeamUSA.org/news/
USA Volleyball

Video Views

Team USA

Social

DER Rank (US Sports)

Team USA
USA Volleyball

Total Digital Engagement

Team USA
USA Volleyball

New Followers

Team USA
USA Volleyball

Impressions (FB+TV)

Instagram Story Views

Snapchat Views

Broadcast

NBSN HH-A %
NBCSN P2-AA (00)

Attendance

Approx Attendance

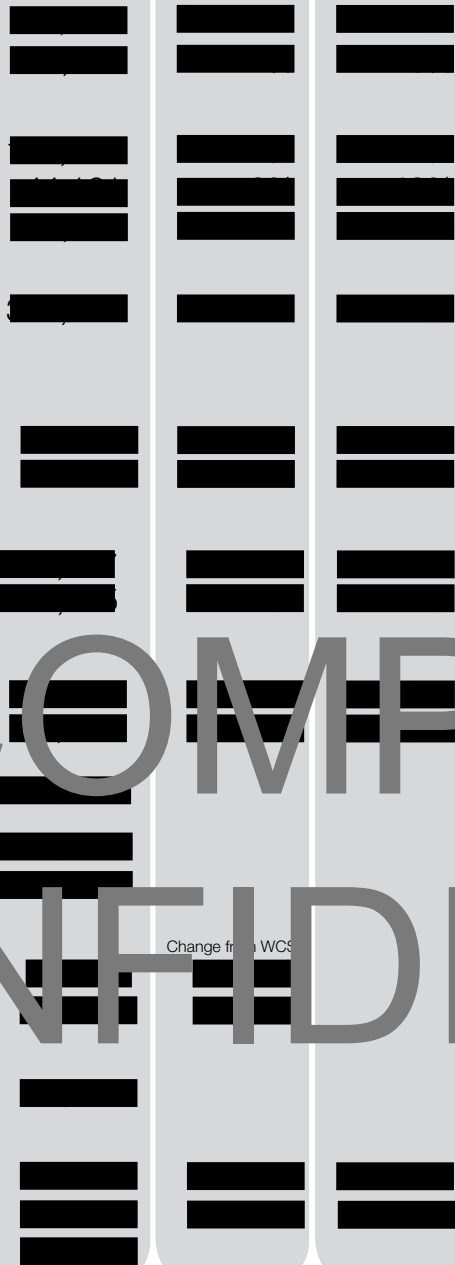
Direct Fan Acq.**

Total New Email Addresses
Website Signup Form
Social Photo Booth

May 10-14

Lift from
Prior 60
Days

Lift from
Same 5
Days Last
Year



Top Content - Team USA Profiles

FACEBOOK MOST ENGAGING CONTENT

1 **Link** (05/11/2017) 1,730 Responses
2 **Link** (05/10/2017) 667 Responses
3 **Link** (05/10/2017) 621 Responses
4 **Video** (05/12/2017) 532 Responses

INSTAGRAM MOST ENGAGING CONTENT

1 **Post** (05/10/2017) 13.4K Responses
2 **Post** (05/12/2017) 7,953 Responses
3 **Post** (05/12/2017) 7,756 Responses
4 **Post** (05/10/2017) 7,220 Responses

TWITTER MOST ENGAGING CONTENT

1 **Tweet** (05/11/2017) 336 Responses
2 **Tweet** (05/10/2017) 240 Responses
3 **Tweet** (05/10/2017) 239 Responses
4 **Tweet** (05/13/2017) 199 Responses

Top Content - NGB Profiles

FACEBOOK MOST ENGAGING CONTENT

1 **Photo** (05/12/2017) 1,251 Responses
2 **Photo** (05/12/2017) 981 Responses
3 **Video** (05/12/2017) 744 Responses
4 **Photo** (05/11/2017) 634 Responses

INSTAGRAM MOST ENGAGING CONTENT

1 **Post** (05/12/2017) 20.4K Responses
2 **Post** (05/13/2017) 13.6K Responses
3 **Post** (05/12/2017) 11.6K Responses
4 **Post** (05/13/2017) 10.3K Responses

TWITTER MOST ENGAGING CONTENT

1 **Tweet** (05/12/2017) 360 Responses
2 **Tweet** (05/13/2017) 353 Responses
3 **Tweet** (05/12/2017) 340 Responses
4 **Tweet** (05/13/2017) 312 Responses

Digital Engagement Ranking

Rank, Prior 60 Days

US Sports

1	NBA	19,143,534	
57	Atlanta Falcons	254,807	
58	Team USA	252,179	79
59	Washington Capitals	250,238	
70	USA Soccer WNT	197,475	
71	USA Volleyball	197,075	132
72	Oakland Athletics	196,584	

* Lift = % Difference between average daily metric from 5/10 - 5/14 and the daily average from 3/11 - 5/9

** Signup forms only, excludes uploads from offline sources

Sources: Listen First Media, Google Analytics, Nielsen