Marco Polo: A Very Modern Journey

AJE Coverage Report

Summary

Objective:

Publicise series in key markets across the world

Tactics:

- Pitched to key markets for editorial and TV Highlights
- Press release distributed globally

Results:

- 9 media clippings, with potential each of 9.2 million +, including with some strong editorial placements; Sunday Times South Africa, NeeHao UK, Oslo Times and more
- 224,000 views of the films, 270,000++ people reached on social media and 2000 engaged.
- Most markets had pick up Australia and India media did not show interest as not relevant

Marco Polo: A Very Modern Journey



	Global broadcast reach	272 million households		
\times	Total Media Clippings	9 clippings Potential reach of 9.2 million		
	Video views	224,000++		
	AJE social media	4 Facebook posts reached 271,944 people, with 1,946 likes, shares and comments		
	Twitter reach	50+ tweets		
	Markets covered	Nigeria, South Africa, France, MENA, UK, Malaysia,		
	Sentiment	100% positive		
	Highlights	Sunday Times highlights, NeeHao UK, Oslo Times, BFM Radio, DSTV		

Online views of the film

• Video views totalled over **25,000** (Youtube not available, website only)

Channel	Episode 1	Episode 2	Episode 3
AJE website	12,153	7,671	5,400
TOTAL	25,224 ++ (st	ill going)	



AJE and AJPR: Facebook

• 4 Facebook posts reached 271,944 people, with 1,946 likes, shares and comments

Al Jazeera English 31 August at 18:38 - @

East and West - where does the power lie? Where does the future lie?

Marco Polo's famous 13th century journey from Venice to Beijing and beyond is retraced in modern times, exploring the worlds he wrote about, seeing what they look like now and asking searching questions about the relationship between East and West, then and now.

Watch Marco Polo:



100

34,704 people reached

Like - Comment - Share - 1214 🖓 9 📣 40

34,704 People	Reached							
14 Likes, Comm	nents & Shares							
246 Jikes	214 On Post	32 On Shares						
2 omments	17 On Post	5 On Shares						
16 ihares	40 On Post	6 On Shares						
01 Post Clicks		AL In:	zeera English		~	106,464 Peop	le Reached	
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Hide Post Report as Spam	2 Hid 2 Un		http://aje.me/1tTOleT			55 Comments	25 On Post	30 On Shan
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Total media pick up

• Total potential reach of all publicity outside of the AJE global broadcast is 9.2 million

<u>Outlet</u>	Circulation	<u>Country</u>	Outlet Type	<u>Headline</u>
DSTV.com	1.5 million	South Africa	Online	Marco Polo's Epic Journey to Premiere on Al Jazeera
Sunday Times	3.8 million	South Africa	Print	TV Highlights
Talkmedia Nigeria	382,000	Nigeria	Online	Marco Polo's Epic Journey to Premiere on Al Jazeera
<u>BFM 89.9</u>	NA	Malaysia	Radio	Interview
Al Wihda	100,000	MENA	Online	Epic Journey of Marco Polo to Premiere on Al Jazeera
NeeHao.com	80,000	UK	Online	Epic Journey of Marco Polo
TVGuide.co.uk	3.4 million	UK	Online	Marco Polo: A Very Modern Journey
The Oslo Times	NA	Norway	Online Print	Marco Polo: A Very Modern Journey
Toursfr.com	NA	France	Blog	Epic Journey of Marco Polo to Premiere on Al Jazeera

Total potential reach: 9.2 million +

Media pick up - UK

14/09/marco-polo-a-very-modern-journey/



Epic journey of Marco Polo

Chinese History TV September 3, 2014





A contemporary re-tracing of Marco Polo's 13th century journey is the first production in iterative in some from the partnership of Hong Kong-based Phoenix TV and global broadcaster AI Creative Directo English.

Shot in epic cinematic style by London-based EOS Films and Beijing Energy Media, the three-part series explores the philosophical and historical questions about East and West, then and now, and contemplates the meaning and implications of Marco Polo's

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"I'm very glad we have partnered with Al Jazeera on this ground-breaking series", comments Phoenix Vice President, Mr. Cui Qiang. "Marco Polo symbolises a desire to understand others, which is emblematic of what both companies seek to achieve through our films."

"This is a series with an epic sweep that weaves the past and the present togethgiving us a sense of history as a dimension of the here and now", Giles Trendle, D of Programs for Al Jazeera English. "It was important for us to partner with Phoen to make this series, a partnership that spans the regions of the Silk Road covered famous travelier."

"To have AI Jazeera broadcast our series globally, especially in many of the coun Marco Polo travelled through, at a time when the present echoes the past with un similarity in so many ways, I feel fortunate", says renowned author and EOS Films

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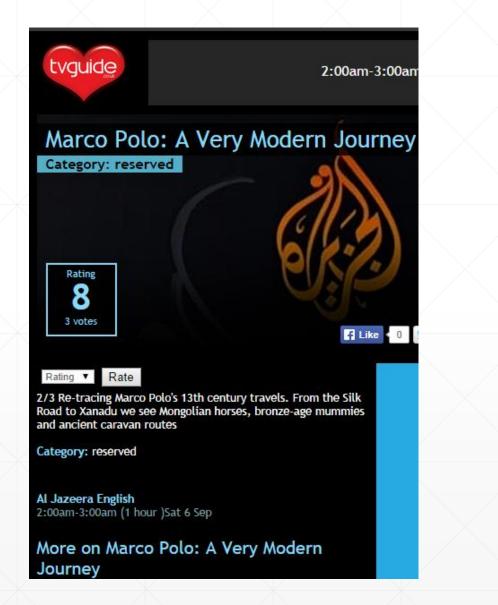


'Another World', the first of the three films, Marco Polo expert Professor Qiguang Zhao imagines the historical figure's journey from Venice to the Holy Land, and then north east through present day Iraq and Hormuz of southern Iran, and finally to the home of the Assassins of Alamut.

Airing on the 4 September is the second film in the series, 'Lost Worlds'. The Professor picks up the journey at the Pamir Mountains on the edge of China, from where Marco Polo follows the Silk Road, down to the forbidding Taklamakan Desert and onto the Mongolian steppe. He makes his way to Xanadu, the heart of Kublai Khan's power base before reaching 'Beyond the Cloud,' the remotest corner of the country.

Airing on 11 September, the final film 'The New World' travels through the heartland of China. From Kublai Khan's new capital Beijing in the 1270s to the rapid development of the city in the 1990s, Beijing represents the power and economic might of China, then and now, but it is the beauty and sophistication of Hangzhou, the City of Heaven, that

Media pick up - UK



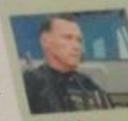
Media pick up - Africa

Sunday Times TV listings is a premiere placement



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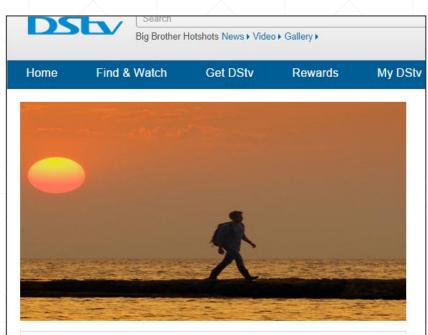
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Media pick up - Africa



Miners Shot Down to premiere on Witness

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Marco Polo's epic journey to premiere on Al Jazeera By DStv | Tue, 26 Aug 2014



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Dr Hamideh Chubak on Episode 1 of Marco Polo - A Very Modern Journey.

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Airing on Thursday, 4 September is the second film in the series, *Lost Worlds*. The Professor picks up the journey at the Pamir Mountains on the edge of China, from where Marco Polo follows the Silk Road, down to the forbidding Taklamakan Desert and onto the Mongolian steppe. He makes his way to Xanadu, the heart of Kublai Khan's power base, before reaching 'Beyond the Cloud,' the remotest corner of the country.

Airing on Monday, 11 September, the final film, The New World, travels through the heartland

Media pick up - Africa

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Marco Polo's epic journey to premiere on Al Jazeera

By AE (August 26, 2014 ♥ o Comments

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Media pick up – Europe

- French website: http://www.toujoursfr.com/actualites/epic-journey-of-marco-polo-to-premiere-on-al-jazeera
- Oslo Times



In Maroo Polo's footsteps: from Venice to the Holy Land, through the Middle East to the home of the assassing of Alamut.

Media pick up – Asia, Middle East

 Malaysia Radio interview for Sun Shuyun: <u>BFM 89.9</u>, the business radio station based in Kuala Lumpur, Malaysia, speak to experts to explore issues on culture, education, politics and economics - interview the filmmaker of the upcoming Marco Polo series.

Al Wihda online

Epic journey of Marco Polo to premiere on Al Jazeera

(Alwinda Info) Rédigé par Al Jazeera - 24 Août 2014 modifié le 24 Août 2014 - 20:32



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AJE Top Tweets and links

50+ tweets sent in English

Sep 19, 2014 at 12:43pm UTC



Andrew G. Farrand @AndrewFarrand 2 days ag Video: (via Another World - Marco Polo: A Very Modern Journey - Al Jazeera English) tmblr.co/ZsFF7t1RAMaIH

ENRICA MALATESTA @ENRICAMALATESTA 2 days ag The New World - Marco Polo: un viaggio molto moderno - Al Jazeera English Inkd.in/dsKgUgE

Sep 17, 2014 at 12:00am UTC



Massoud Vaziri @Docmv1 5 days ag Marco polo: a very modern journey by Al Jazeera, very good documentary worth watching.



Al Jazeera PR @aljazeera Epic journey of Marco Polo to premiere on AI Jazeera this week tmblr.co/ZWy5Fu1P3dF9s y a month ago SReply SRetweet ☆ Favorite O1 more



Fergus Reoch @fslreoch I worked on this film about Marco Polo last year: youtube.com/watch?v=vDooik... Broadcast is tonight at 9pm BST on Al Jazeera English.

y 25 days ago SReply ta Retweet ☆ Favorite O2 more



Iconico producciones @veloro Such a great production. Another World - Marco Polo: A Very Modern Journey - Al Jazeera English aljazeera.com/programmes/mar... y 23 days ago hReply ta Retweet ☆ Favorite O1 more

Al Jazeera to premiere Marco Polo

dohapress.com/life-style/culture-art/37139-al-jazeera-to-premiere-marco-polo-s-journey

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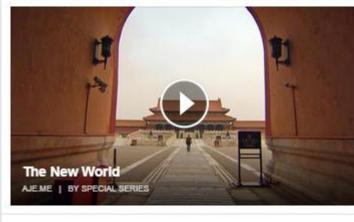
AJE and AJPR: Facebook

• 4 Facebook posts reached 271,944 people, with 1,946 likes, shares and comments



"I will now tell you all about the great city of Beijing ... "

When Marco Polo travelled to China, he found the country to be the centre of the world, is history repeating itself? Watch more: http://aje.me/1utcLmi



107,584 people reached

Like - Comment - Share - 🖒 393 🖓 32 📣 94

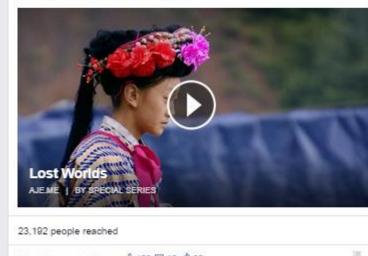
637 Likes, Comme	ents & Shares
442 Likes	393 On Post
84 Comments	59 On Post
111 Shares	94 On Post
3,599 Post Clicks	0
1 Photo views	1,093 Link clicks
NEGATIVE FEEDBAC	к
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Al Jazeera English 6 September at 08:42 - @

Marco Polo's famous 13th century journey from Venice to Beijing and beyond is retraced in modern times, exploring the worlds he wrote about, seeing what they look like now and asking searching questions about the relationship between East and West, then and now

Watch more : http://aje.me/1rQR9Bx



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192 Likes, Comme	ents & Shares		
138 Likes	128 On Post	10 On Shares	
18 Comments	10 On Post	8 On Shares	
36 Shares	32 On Post	4 On Shares	
408 Post Clicks			
0 Photo views	103 Link clicks	305 Other Clicks	
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4 Hide Post 0 Hide All Posts			
0 Report as Spam	1 Unlike Page		