

# Marco Polo: A Very Modern Journey

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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	<b>272 million</b> households
Total Media Clippings	<b>9 clippings</b> Potential reach of 9.2 million
Video views	<b>224,000++</b>
AJE social media	4 Facebook posts reached <b>271,944 people</b> , with <b>1,946 likes</b> , shares and comments
Twitter reach	<b>50+</b> 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
<b>TOTAL</b>	<b>25,224 ++ (still going)</b>		




# 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:



**Another World**  
ALJAZEERA.COM | BY SPECIAL SERIES

34,704 people reached

Like · Comment · Share · 🍷 214 🗨️ 9 🔄 40

**34,704** People Reached

**314** Likes, Comments & Shares

<b>246</b> Likes	<b>214</b> On Post	<b>32</b> On Shares
<b>22</b> Comments	<b>17</b> On Post	<b>5</b> On Shares
<b>46</b> Shares	<b>40</b> On Post	<b>6</b> On Shares

**901** Post Clicks


<b>0</b> Photo views	<b>146</b> Link clicks
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NEGATIVE FEEDBACK

<b>9</b> Hide Post	<b>2</b> Hide
<b>0</b> Report as Spam	<b>2</b> Unlike

**Al Jazeera English**  
29 August at 23:30 · 🌐

Marco Polo's 13th century travels re-traced, traveling from Venice to the Holy Land, through the Middle East to Alamut in today's Iran  
Watch more: <http://aje.me/1tTOleT>



**Another World**  
AJE.ME | BY SPECIAL SERIES

106,464 people reached

Like · Comment · Share · 🍷 512 🗨️ 21 🔄 130

**106,464** People Reached

**803** Likes, Comments & Shares

<b>596</b> Likes	<b>512</b> On Post	<b>84</b> On Shares
<b>55</b> Comments	<b>25</b> On Post	<b>30</b> On Shares
<b>152</b> Shares	<b>130</b> On Post	<b>22</b> On Shares

**3,566** Post Clicks

<b>0</b> Photo views	<b>654</b> Link clicks	<b>2,912</b> Other Clicks
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NEGATIVE FEEDBACK

<b>18</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>1</b> Unlike Page

# Total media pick up

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

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

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## Epic journey of Marco Polo

Chinese History TV September 3, 2014

SHARING

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Google+ 0

LinkedIn 0

Email this article

Print this article



A contemporary re-tracing of Marco Polo's 13th century journey is the first product from the partnership of Hong Kong-based Phoenix TV and global broadcaster Al Jazeera 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

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 journey.



"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 together, giving us a sense of history as a dimension of the here and now", Giles Trendle, Director of Programs for Al Jazeera English. "It was important for us to partner with Phoenix to make this series, a partnership that spans the regions of the Silk Road covered by the famous traveller."

"To have Al Jazeera broadcast our series globally, especially in many of the countries Marco Polo travelled through, at a time when the present echoes the past with such similarity in so many ways, I feel fortunate", says renowned author and EOS Films Creative Director Sun Shuyun.



'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



The image shows a screenshot of a TV guide entry for the program "Marco Polo: A Very Modern Journey". The entry is displayed on a dark background with a grid pattern. At the top left is the "tvguide" logo, and at the top right is the time slot "2:00am-3:00am". The program title "Marco Polo: A Very Modern Journey" is prominently displayed in a light blue font. Below the title, a blue box indicates the category "reserved". A rating box shows a score of "8" based on "3 votes". To the right of the rating is a Facebook "Like" button with a count of "0". Below these elements are interactive buttons for "Rating" and "Rate". The program description reads: "2/3 Re-tracing Marco Polo's 13th century travels. From the Silk Road to Xanadu we see Mongolian horses, bronze-age mummies and ancient caravan routes". The category "reserved" is repeated below the description. The channel "Al Jazeera English" and the broadcast time "2:00am-3:00am (1 hour) Sat 6 Sep" are listed at the bottom. A link for "More on Marco Polo: A Very Modern Journey" is also present. A large blue vertical bar is visible on the right side of the screenshot.

tvguide

2:00am-3:00am

## Marco Polo: A Very Modern Journey

Category: reserved

Rating  
8  
3 votes

Like 0

Rating ▾ Rate

2/3 Re-tracing Marco Polo's 13th century travels. From the Silk Road to Xanadu we see Mongolian horses, bronze-age mummies and ancient caravan routes

Category: reserved

Al Jazeera English  
2:00am-3:00am (1 hour) Sat 6 Sep


More on Marco Polo: A Very Modern Journey








# Media pick up - Africa

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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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"To have Al Jazeera broadcast our series globally, especially in many of the countries Marco Polo travelled through, at a time when the present echoes the past with uncanny similarity in so many ways, I feel fortunate," says renowned author and EOS Films' Creative Director Sun Shuyun.

Showing on Thursday, 28 August in *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, then through present day Iraq and Hormuz of southern Iran, and finally to the home of the Assassins of Alamut.

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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ALL COMMENTARIES WERE DONE BY THE NUMBER ONE ENGLISH COMMENTATOR P

HOME NEWS TV

## Marco Polo's epic journey to premiere on Al Jazeera

By AE | August 26, 2014 0 Comments

[Like](#) 1 [Tweet](#) 6 [+1](#) 1 [Pin it](#)



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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



The screenshot displays the homepage of The Oslo Times International News Network. The header features the newspaper's logo, a world map, and a quote: "We firmly believe in these values. The Oslo Times defends and promotes democracy." The navigation menu includes Home, News, World, Norway, Life Style, Entertainment, Sports, Videos, Special Reports, and Editorials. The breadcrumb trail reads: "You are here: Home » Book Review » MARCO POLO: A VERY MODERN JOURNEY". Social media icons for Facebook, Google+, Twitter, and LinkedIn are present, along with links for "TOT EN ESPAÑOL", "TOT NORWAY", "HUMAN RIGHTS", "EXCLUSIVE INTERVIEWS", and "UHRRA.ORG". A "LATEST" section highlights the article "Bringing Freedom and Rights of Global Citizens" with the subtext "We cannot imagine any kind of relationship with Russia apart from 'Open'". The main article is titled "MARCO POLO: A VERY MODERN JOURNEY" and includes an advertisement for "Advertising with AdWords" from google.ae/adwords, which promotes signing up for a 300 AED offer. The article is dated "Posted: 9:37 am, August 31, 2014 by Zakaria Yahia" and features a photograph of a person in a blue and white outfit standing on a rocky ledge, looking out over a vast, mountainous landscape under a clear blue sky.

**MARCO POLO: A VERY MODERN JOURNEY**

Advertising with AdWords  
google.ae/adwords  
Promote your business online Sign Up Now with a 300 AED Offer

Posted: 9:37 am, August 31, 2014 by Zakaria Yahia

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

# Media pick up – Asia, Middle East

- **Malaysia Radio interview for Sun Shuyun:** [BFM 89.9](#), 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**

INTERNATIONAL

## ↳ Epic journey of Marco Polo to premiere on Al Jazeera

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



**M**arco Polo - A Very Modern Journey' is the first series to be produced in partnership with Hong Kong-based Phoenix TV.

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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 ago  
Video: (via Another World - Marco Polo: A Very Modern Journey - Al Jazeera English) [tumblr.co/ZsFF7t1RAMaIH](http://tumblr.co/ZsFF7t1RAMaIH)

 ENRICA MALATESTA @ENRICAMALATESTA 2 days ago  
The New World - Marco Polo: un viaggio molto moderno - Al Jazeera English [lnkd.in/dsKgUgE](http://lnkd.in/dsKgUgE)

Sep 17, 2014 at 12:00am UTC

 Massoud Vaziri @Docmv1 5 days ago  
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 Al Jazeera this week [tumblr.co/ZWy5Fu1P3dF9s](http://tumblr.co/ZWy5Fu1P3dF9s)  
a month ago Reply Retweet Favorite 1 more

 **Fergus Reoch** @fslreoch  
I worked on this film about Marco Polo last year: [youtube.com/watch?v=vDooik...](http://youtube.com/watch?v=vDooik...) Broadcast is tonight at 9pm BST on Al Jazeera English.  
25 days ago Reply Retweet Favorite 2 more

 **Iconico producciones** @yeloro  
Such a great production. Another World - Marco Polo: A Very Modern Journey - Al Jazeera English [aljazeera.com/programmes/mar...](http://aljazeera.com/programmes/mar...)  
23 days ago Reply Retweet Favorite 1 more

**Al Jazeera to premiere Marco Polo**  
[dohapress.com/life-style/culture-art/37139-al-jazeera-to-premiere-marco-polo-s-journey](http://dohapress.com/life-style/culture-art/37139-al-jazeera-to-premiere-marco-polo-s-journey)

 **Doha Press** @dohapress  
Al Jazeera to premiere Marco Polo's journey [dohapress.com/life-style/cul...](http://dohapress.com/life-style/cul...)  
a month ago Reply Retweet Favorite 2 more



 **Al Wihda Info** @alwihdainfo  
Epic journey of Marco Polo to premiere on Al Jazeera | #Alwihda [alwihdainfo.com/Epic-journey-o...](http://alwihdainfo.com/Epic-journey-o...)  
a month ago Reply Retweet Favorite

 **Doha Press** @dohapress  
Al Jazeera to premiere Marco Polo's journey [dohapress.com/life-style/cul...](http://dohapress.com/life-style/cul...)  
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 **iGanisha** @iganisha  
ผ่าน/ทึ่ง: Another World - Marco Polo: A Very Modern Journey - Al Jazeera English [aljazeera.com/programmes/mar...](http://aljazeera.com/programmes/mar...)  
24 days ago Reply Retweet Favorite 1 more

# AJE and AJPR: Facebook

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

<p><b>Al Jazeera English</b> 13 September at 07:00 · 🌐</p> <p>"I will now tell you all about the great city of Beijing..."</p> <p>When Marco Polo travelled to China, he found the country to be the centre of the world, is history repeating itself? Watch more: <a href="http://aje.me/1utcLmi">http://aje.me/1utcLmi</a></p>  <p><b>The New World</b> AJE.ME   BY SPECIAL SERIES</p> <p>107,584 people reached</p> <p>Like · Comment · Share · 🍌 393 🗨️ 32 🔄 84</p>	<p><b>107,584</b> People Reached</p> <p><b>637</b> Likes, Comments &amp; Shares</p> <table border="1"><tr><td><b>442</b> Likes</td><td><b>393</b> On Post</td></tr><tr><td><b>84</b> Comments</td><td><b>59</b> On Post</td></tr><tr><td><b>111</b> Shares</td><td><b>94</b> On Post</td></tr></table> <p><b>3,599</b> Post Clicks</p> <table border="1"><tr><td><b>1</b> Photo views</td><td><b>1,093</b> Link clicks</td></tr></table> <p><b>NEGATIVE FEEDBACK</b></p> <table border="1"><tr><td><b>7</b> Hide Post</td><td><b>4</b> Hide</td></tr><tr><td><b>0</b> Report as Spam</td><td><b>2</b> Unlike</td></tr></table>	<b>442</b> Likes	<b>393</b> On Post	<b>84</b> Comments	<b>59</b> On Post	<b>111</b> Shares	<b>94</b> On Post	<b>1</b> Photo views	<b>1,093</b> Link clicks	<b>7</b> Hide Post	<b>4</b> Hide	<b>0</b> Report as Spam	<b>2</b> Unlike				
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