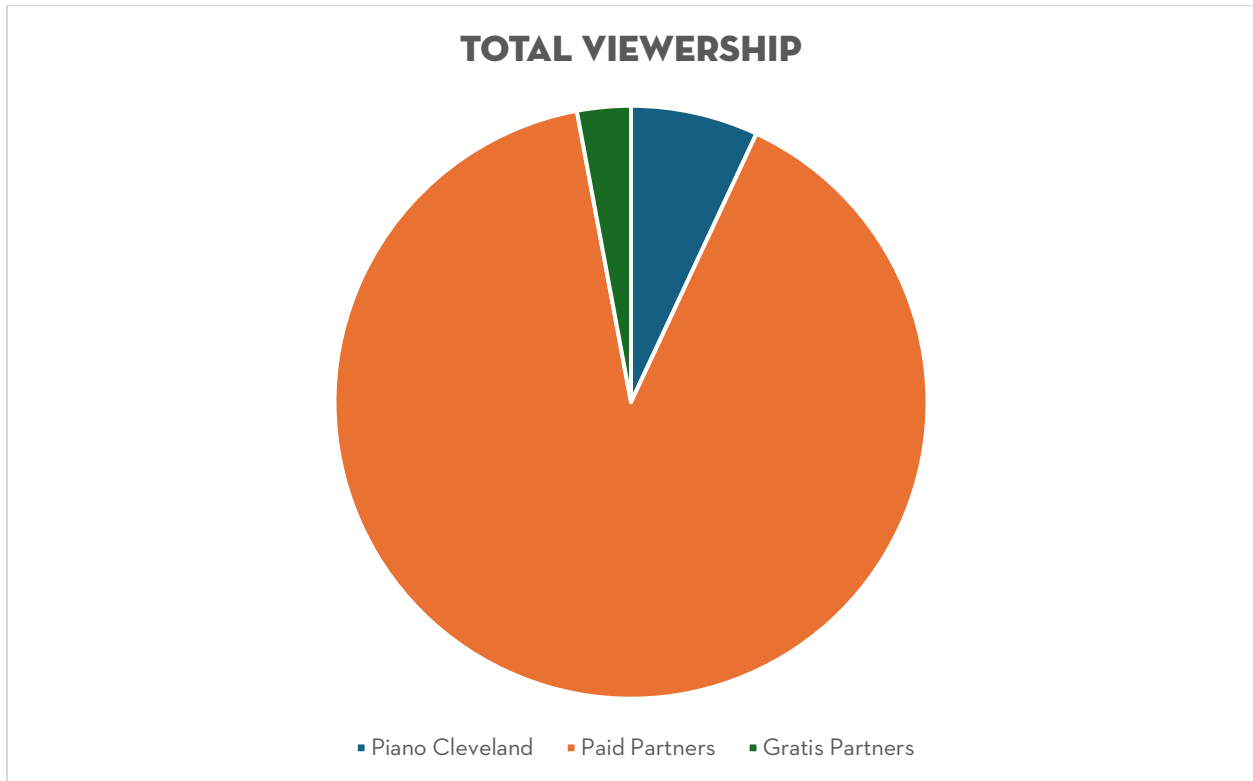
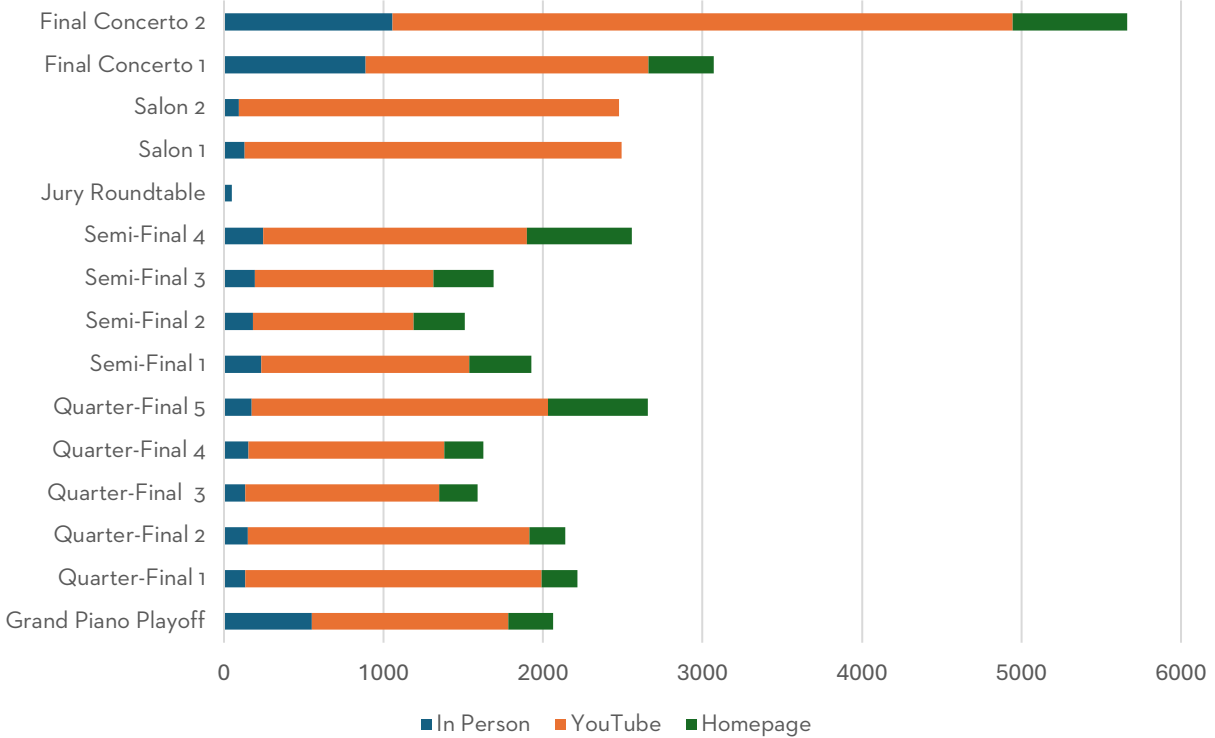


2024 CIPC MEDIA BY THE NUMBERS



483,593 views across all platforms

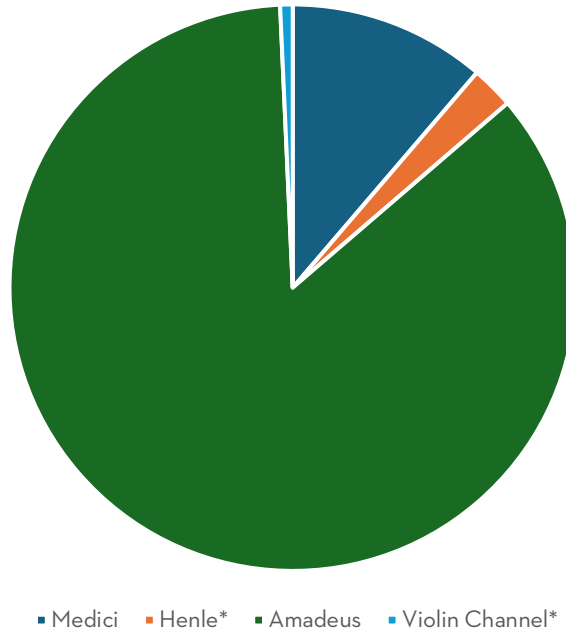
VIEWERSHIP ON PIANO CLEVELAND PLATFORMS



	In Person	YouTube	Homepage
Grand Piano Playoff	550	1232	282
Quarter-Final 1	132	1861	222
Quarter-Final 2	148	1767	223
Quarter-Final 3	135	1214	242
Quarter-Final 4	152	1230	243
Quarter-Final 5	172	1860	627
Semi-Final 1	232	1304	392
Semi-Final 2	183	1007	319
Semi-Final 3	195	1118	377
Semi-Final 4	246	1654	656
Jury Roundtable	50	NA	NA
Salon 1	129	2362	NA
Salon 2	92	2386	NA
Final Concerto 1	888	1774	409
Final Concerto 2	1058	3886	717
Total:	4,362	24,655	4,709

33,726 total views on Piano Cleveland platforms

VIEWERSHIP ON PROVIDER PLATFORMS



*Streamed at no cost

Medici:	50,707
Henle:*	10,950
Amadeus:	385,000
Violin:*	3,210
Total:	449,867

Stream provider highlights

Medici:

- 93 countries and 1,500 cities
- Top 5 countries: USA, France, South Korea, Canada, Japan

Violin Channel:

- Winners Announcement Page: 14,850 click throughs
- FB post reach: 3,868 impressions
- August 9 Newsletter - Heading and Streaming Banner - Open Rate: 18,641
- August 14 Newsletter - Heading and Top Article - Open Rate: 19,571
- 3-day stream countdown across top of each of our pages: 75,970 impressions
- 7-day front page of 2 key articles: 54,700 impressions
- Total: 190,810 impressions in addition to live stream views

Amadeus:

- 175,000 viewers watched livestream
- 210,000 viewers watched the replay

Media Outreach:

Local market:

Online:

Cool Cleveland
Cleveland Jewish News
Cleveland Magazine
Cleveland Vibes
Cleveland.com
Morning Journal (picked up nationally by MSN)
Cleveland Classical

Print:

Mimi Magazine / Cleveland Shoreline
Plain Dealer
Currents

TV:

News 5
New Day Cleveland
TV 20

Radio:

WCLV

National Market:

Broadway World
Slippedisc
Zoomer Radio

International:

Violin Channel (UK)
Gramophone (UK)
Radio Classique (France)
Pianist (UK)
Pianiste (France)
Note (Japan)
International Arts Manager
Xinhua News (China)
WFIMC