Post Report
MEDIA COVERAGE

32,000+ JUNO Week Event Attendees

223 Participating Artists

178 JUNO Nominees

88 First Time Nominees

1.8 Billion Twitter Impressions

1.2 Million Facebook Impressions

115 JUNO TV Content Pieces Created

5.4 Million Unique Broadcast Viewers

$13 Million in Economic Activity
Hosted by Jessi Cruickshank for the 2nd consecutive year, The 2016 JUNO Gala Dinner & Awards featured 5 striking performances by JUNO nominees, the presentation of 35 JUNO Awards and 2 special award presentations

HIGHLIGHTS:

1,200 attendees, including JUNO nominees, industry executives, government officials and valued sponsors

Live streamed online for the third consecutive year (sponsored by Entertainment One) with additional behind the scenes streams added this year

Featured a menu curated by celebrity chef, Roger Mooking

First time partnering with a company to provide menu elements

270,500+ viewers tuned in to watch the live streams from Saturday night at the JUNOS

74,000+ tweets during Gala

69 media representatives on-site to cover the event

Relive the Gala [Here](#) – 48:30 for Canadian Rangeland shout out
Canadian Rangeland became the first Supplier Partner to provide elements for the JUNO Gala Dinner & Awards meal for approximately 1,200 attendees and highlighted online to thousands more. This partnership featured a local supplier to reflect Alberta’s Heritage.

Canadian Rangeland Recognition:

- Acknowledgement as supplier partner via verbal recognition by Chef Roger Mooking
- Logo recognition as an Supplier Partner on the in-house Partner loop
- Supplier Partner recognition on digital signage towers in the Gala Reception
- Written acknowledgment as a supplier partner in:
  - JUNO Gala Menu – 1200 Distribution
  - JUNO Gala Program- 1200 Distribution
  - JUNO Souvenir Program – 18,000 Distribution
  - JUNO Weekend Events Guide - 223,000 Distribution
MEDIA COVERAGE

PRINT/ONLINE:

Calgary Herald - Article Here
• Eating like a Rock Star: Awards Gala menu unveiled

Calgary Sun – Article Here
• JUNOS Will Be A Tasty Affair

Edmonton Journal – Article Here
• Edmonton-raised Chef Roger Mooking showcases Alberta fare at JUNO Gala Dinner

ONLINE:

The Food Network – Article Here
• Roger Mooking’s Rock Star Menu for the JUNO Awards

Ottawa Citizen - Article Here
• Eating like a Rock Star: Awards Gala menu unveiled

Avenue Calgary – Article Here
• Recipes for the 3-Course JUNO Gala Dinner

Dishes n the Kitchen – Article Here
• An Awards Winning Dinner in the Making

The Music Express – Article Here
• JUNO.TV.CA will live stream the 2016 JUNO Gala Dinner
30+ Marketing and Media Partners in 2016
Including: Facebook/Instagram, Twitter, Pattison Outdoor, Ticketmaster, Bell Media, Corus Entertainment, Rogers Radio, Harvard Broadcasting, CBC

$2.5 Million+ in value through media/marketing partnerships in 2016 (non-publicity)

JUNO Week Events Guides had a readership of 223,000 via the Calgary Herald
Recognition:
• Quarter page, full colour advertisement
• Logo recognition on the sponsor acknowledgements page

18,000 JUNO Souvenir Programs were distributed in Calgary and Toronto via Metro, TorStar, and CARAS
Recognition:
• Logo recognition on the sponsor acknowledgements page
## SOCIAL & DIGITAL AMPLIFICATION

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<th>Platform</th>
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| Twitter  | 1.8 Billion+ Impressions  
+ 50 Million Impressions over 2015  
1.1 Million mentions of JUNO topics  
Trended Worldwide  
265 Thousand profile visits |
| Facebook | 1.2 Million+ Impressions (posts from The JUNO Awards profile only)  
Trending topic in Entertainment  
253,735 video views since March 31 |

**JUNO NEWS & CARAS NEWS**
- 4 issues each since September 2015

**JUNOAwards.ca**
- 25% more visitors (over 30 days) over 2015
- 30% more website viewers during the Broadcast over 2015

**SOCIAL CONTENT RECOGNITION**
- Created unique social posts highlighting the partnership with Canadian Rangeland on Twitter and Instagram
Thank you for a fantastic partnership in 2016!

JUNO WEEK 2017 | MARCH 27 – APRIL 2
OTTAWA, ONTARIO