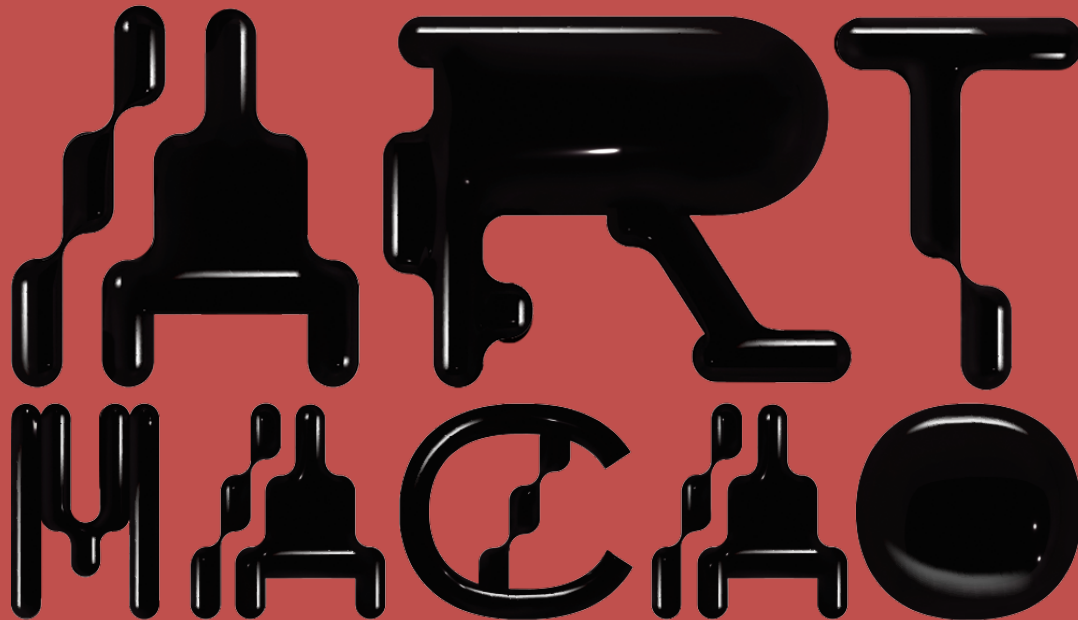


心動之美 藝文薈澳

Arte Viva, Arte Macau.

Art Alive, Art Macao.



藝文薈澳

Arte Macau

Media Effectiveness Evaluation Study of “Art Macao” (2019)

(Summary)

Media Effectiveness Evaluation Study of “ Art Macao” (2019)

- Research Method : Web/media data mining
- Monitoring Media : Traditional Media(print & online media), Social Media(including Facebook, Youtube, Twitter, Instagram, Weibo, WeChat, Vkontake, Xiaohongshu, TikTok), Online Travel Agency(OTAs)
- Monitoring Region : Greater China(Mainland China, Taiwan region, Hong Kong & Macao), other destinations (including MGTO' s overseas delegations & representative offices)
- Monitoring period : 31 March to 17 November 2019, 232 days



Media Effectiveness Evaluation Study of “ Art Macao ” (2019)

Traditional Media (2019/3/31-2019/11/17)

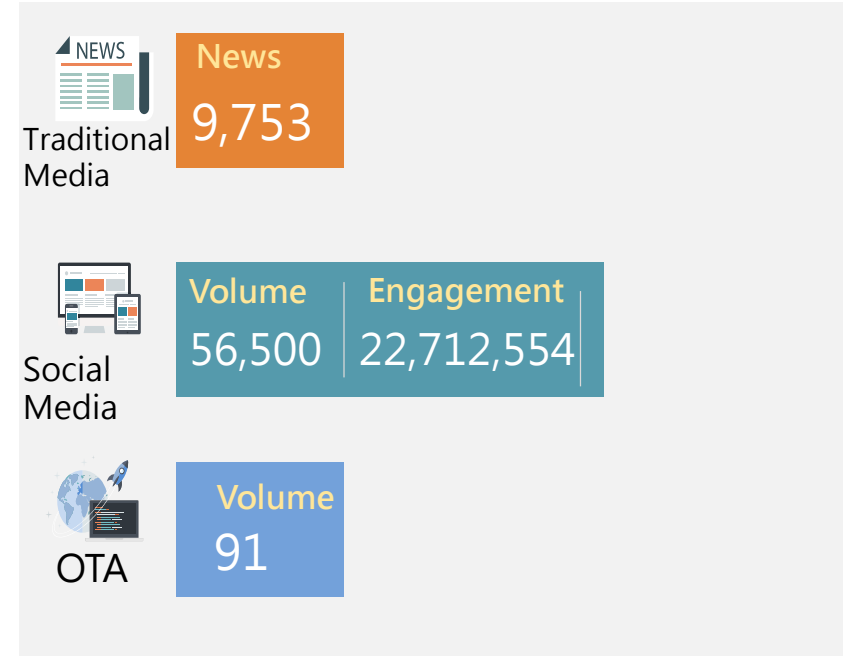
- Traditional media published 9,753 relevant articles, of which 2,632 were from print media, and 7,121 were from online media; of which 9,009 were from Greater China region, and 744 were from non-Greater China region.

Social Media(2019/3/31-2019/11/17)

- There were 56,500 related posts on social media, amongst which Facebook 31,162, Instagram 12,393, Weibo 8,995, WeChat 1,762, Twitter 1,459, YouTube 709, Vkontakte 12, Xiaohongshu 6, TikTok 2.
- By region, there were 46,522 in Greater China, 8,225 in non-Greater China, 1,753 in unrecognizable area.

OTA(2019/3/31-2019/11/17)

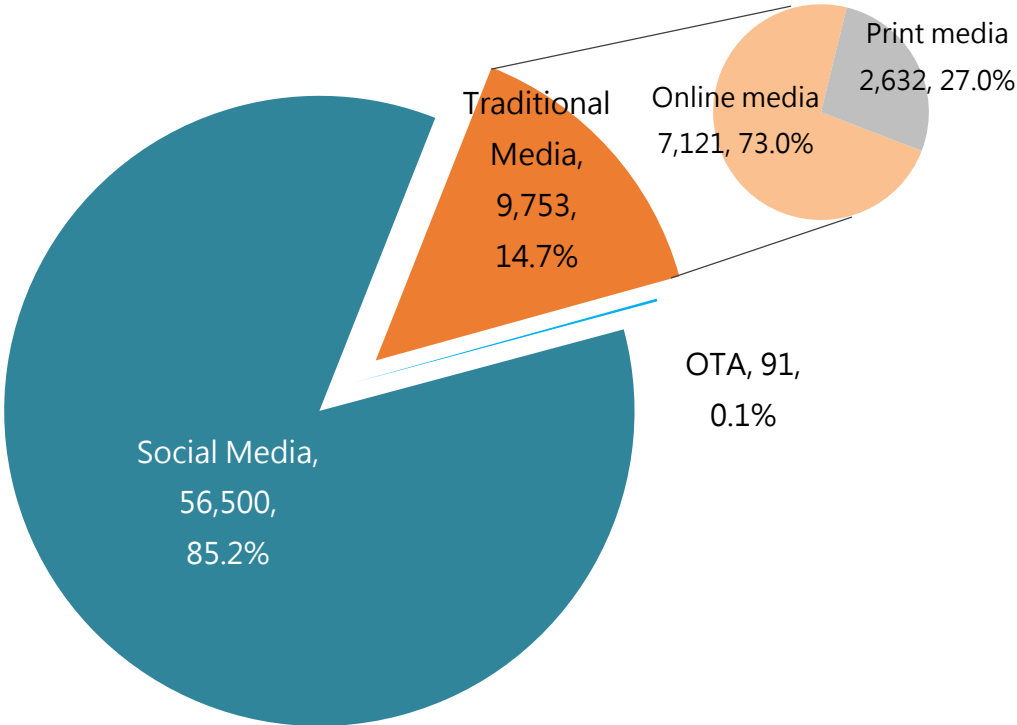
- There were 91 related articles on OTA · amongst which 75 were from Greater China and 16 were from non-China.



Media Effectiveness Evaluation Study of " Art Macao" (2019)

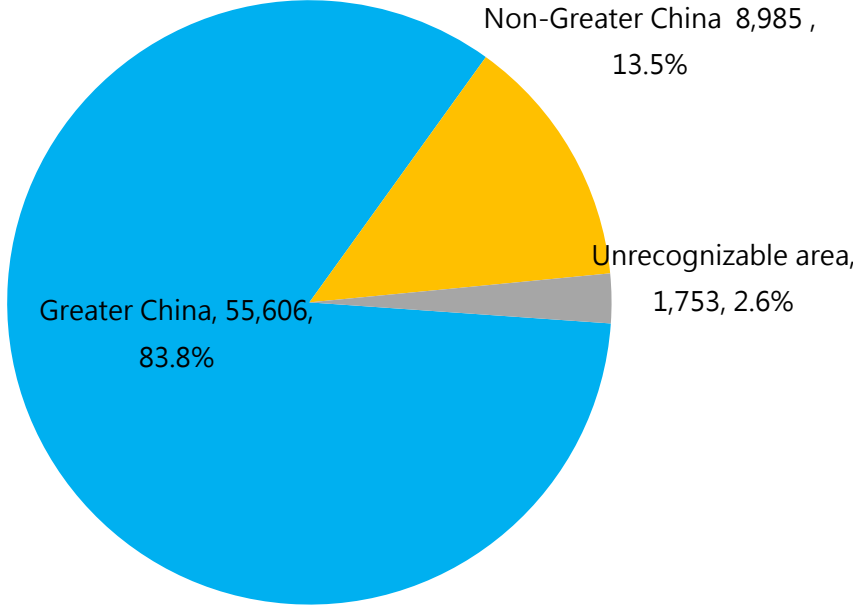
Total volume of three channels

(Total Volume : 66,344)



Region Distribution

(Total Volume : 66,344)



Total Volume of media coverage	Engagement of social media	Satisfaction Level	Awareness Level
66,344	22,712,554	83.4	79.0

