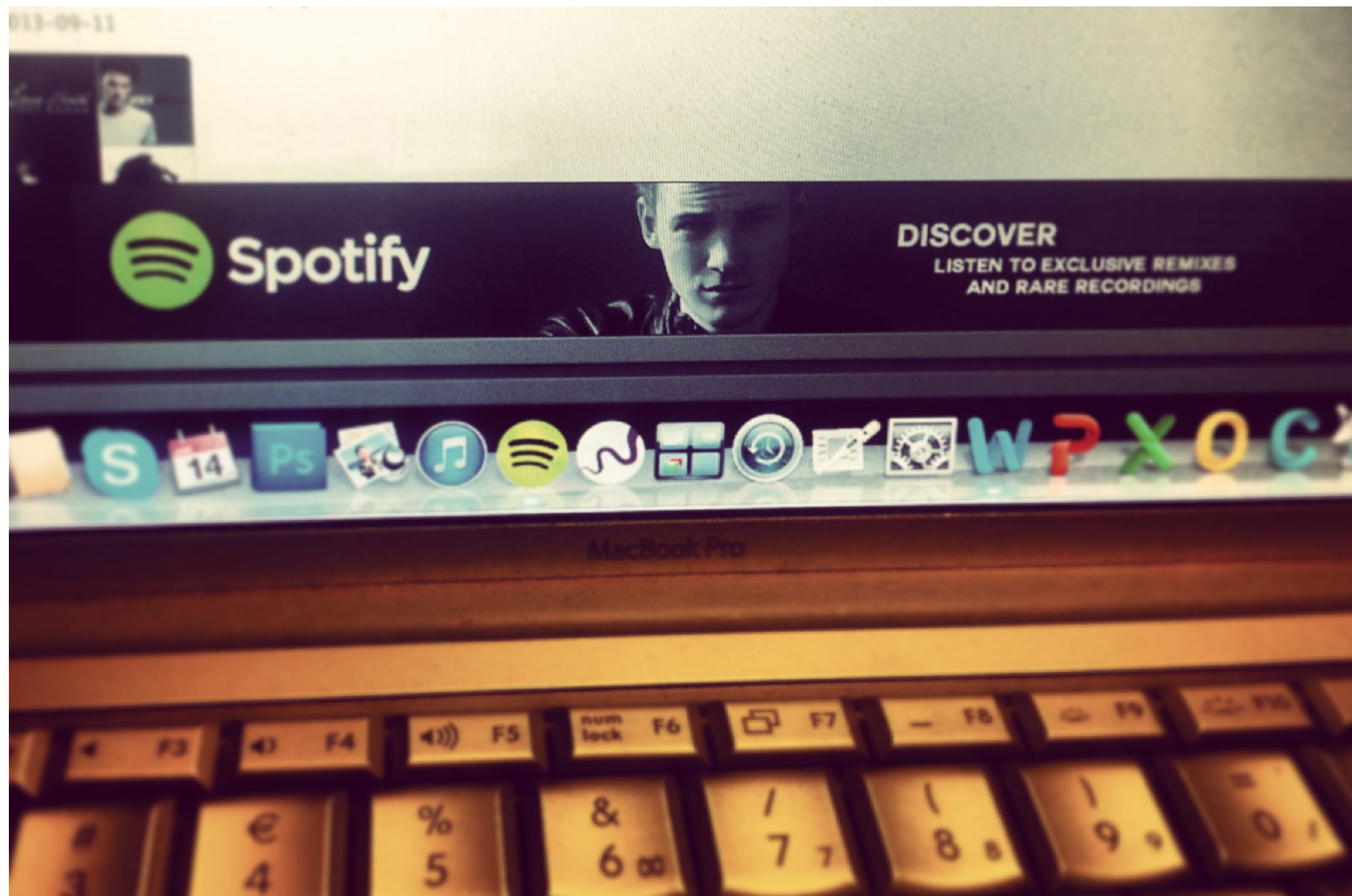




Commercial Collaboration & Content Marketing Campaign
Johannes Holt Iversen & Spotify AB (Denmark)
14-01-2014 to 14-03-2014



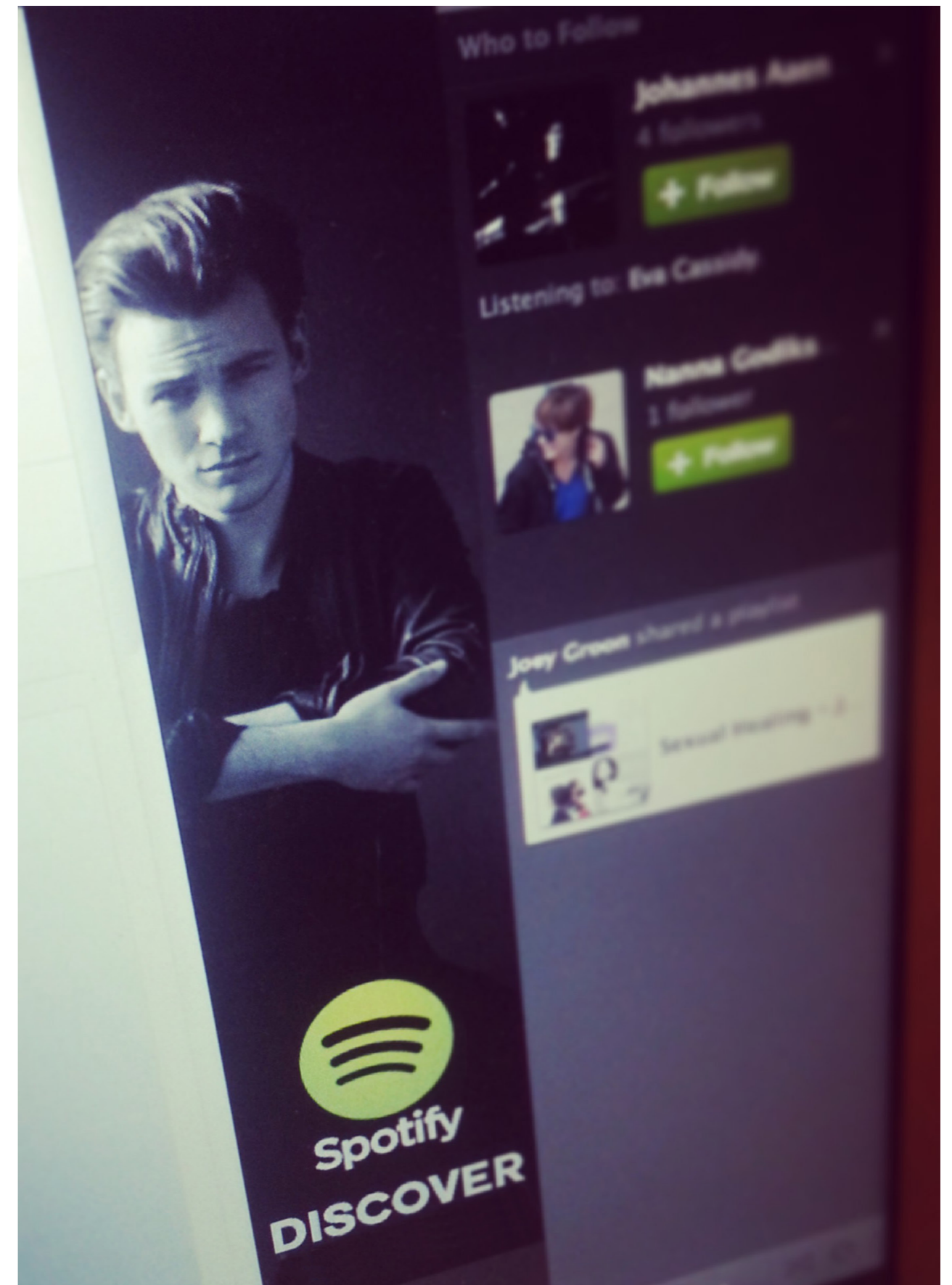
SPOTIFY AB

Commercial Collaboration & Content Marketing Campaign

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14-01-2014 to 14-03-2014

Providing exclusive phonogram content to the platform as well as being the public figure on a content marketed campaign developing official playlists and providing access to exclusive single releases on the European and Asian market.



Facebook post from Spotify Denmark. The post features a black and white photograph of a man with short, dark hair, wearing a plaid shirt over a white tank top. He is standing in front of a brick wall and a net, possibly on a rooftop or in an industrial setting. The background shows some industrial structures and a clear sky.

The post text reads: "Stift bekendtskab med vores egen nyopdagelse".

Interaction options include: "Synes godt om", "Kommenter", and "Del".

Engagement statistics: 8 likes, 6 delinger (shares), and 1 kommentar (comment).

A comment section shows a hidden comment: "Denne kommentar er blevet skjult. Vis - Anmeld - Bloker Kevin".

A comment input field is visible with the placeholder text "Skriv en kommentar ...".

Below the comment section, there is a section titled "Personer, du måske kender" (People you may know) with a button to "Tilføj ven" (Add friend) for Karl Pedersen.

The left sidebar of the Facebook page is visible, showing the Spotify logo and navigation links such as "Startside", "Om", "Billeder", "Synes godt om", "Music Contest", "Videoer", "Daft Punk Tick", "Ask the Comm", "Macklemore & Lewis", "Opslag", and "Opret en side".

Facebook post - Spotify Denmark - Official Facebook Page - Campaign Lead-In 15-02-2014

Showing the last 7 days of data.
07/30/2013 - 08/05/2013

Page Likes

11,871 Total Page Likes
▲0.3% from last week

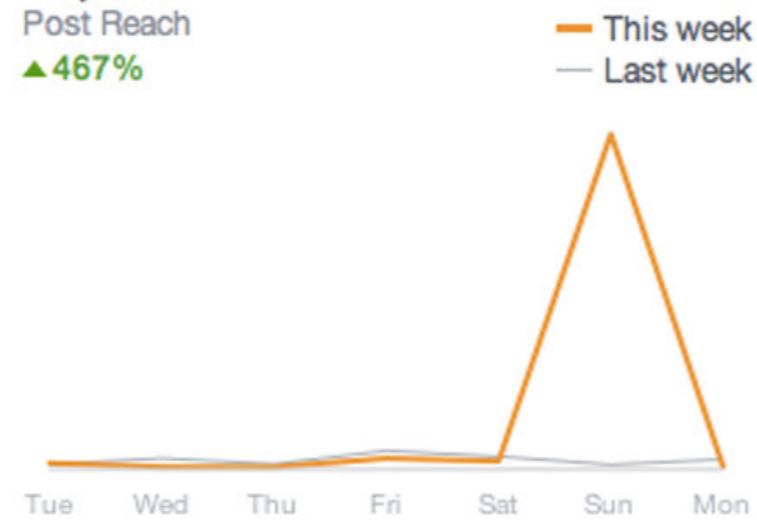
30
New Page Likes
▲900%



Post Reach

71,050 Total Reach
▲462% from last week

70,934
Post Reach
▲467%



Engagement

510 People Engaged *i*
▲37.8% from last week

306
Likes

3
Comments

7
Shares

252
Post Clicks *i*



SPOTIFY AB: SOCIAL MEDIA LEAD-IN 2013/2014

Commercial Collaboration & Content Marketing Campaign

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Age & Gender

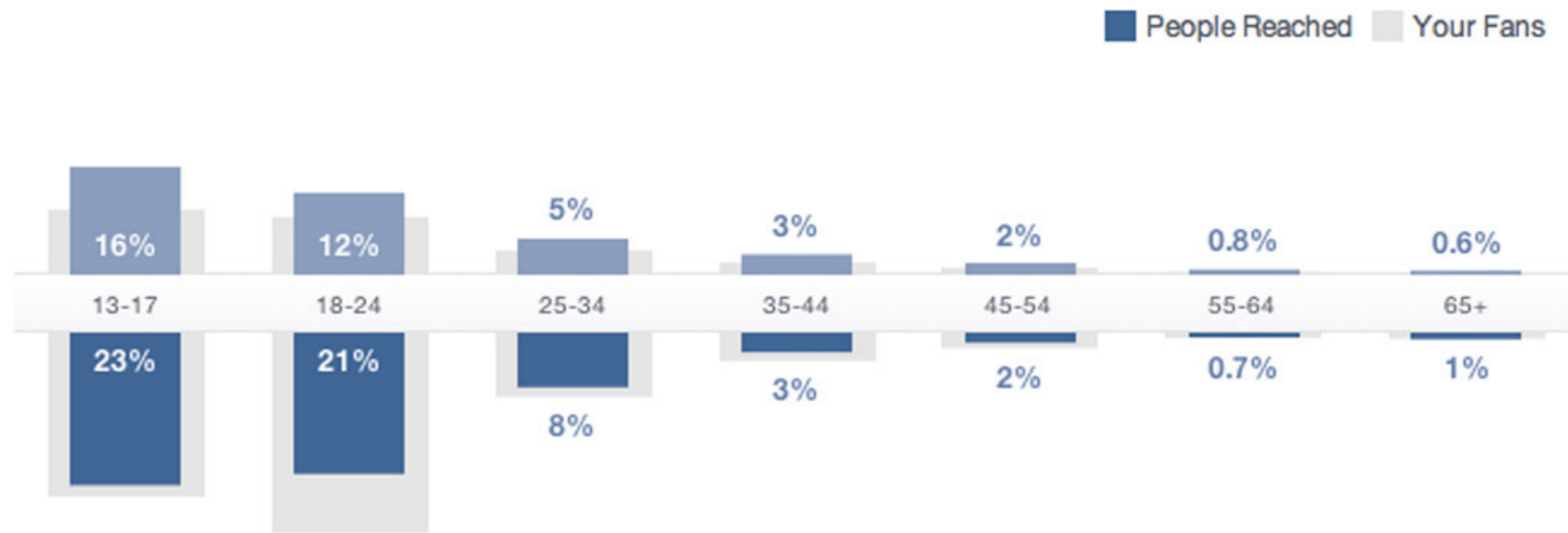
Compare the demographics of people who saw your posts with the demographics of all of your fans.

Women

41% People Reached
26% Your Fans

Men

59% People Reached
73% Your Fans



Daily data is recorded in the Pacific time zone.

1W 1M 1Q



Total Page Likes as of Today: 11,871





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