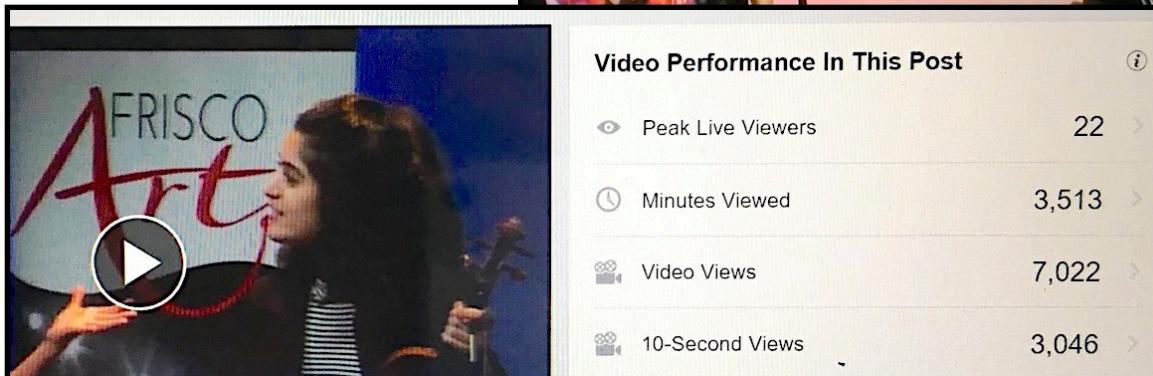


Delivering 16x the engagement of the typical Facebook Live video

The consistent effectiveness of *Frisco Arts Friday - Live*
Produced by **Frisco Studios** for the Frisco Association of the Arts
Comparisons of engagement to other videos.



Facebook's video view statistics show that the *Frisco Arts Friday - Live* programming created by **Frisco Studios** averaged about 5,700 views per video.

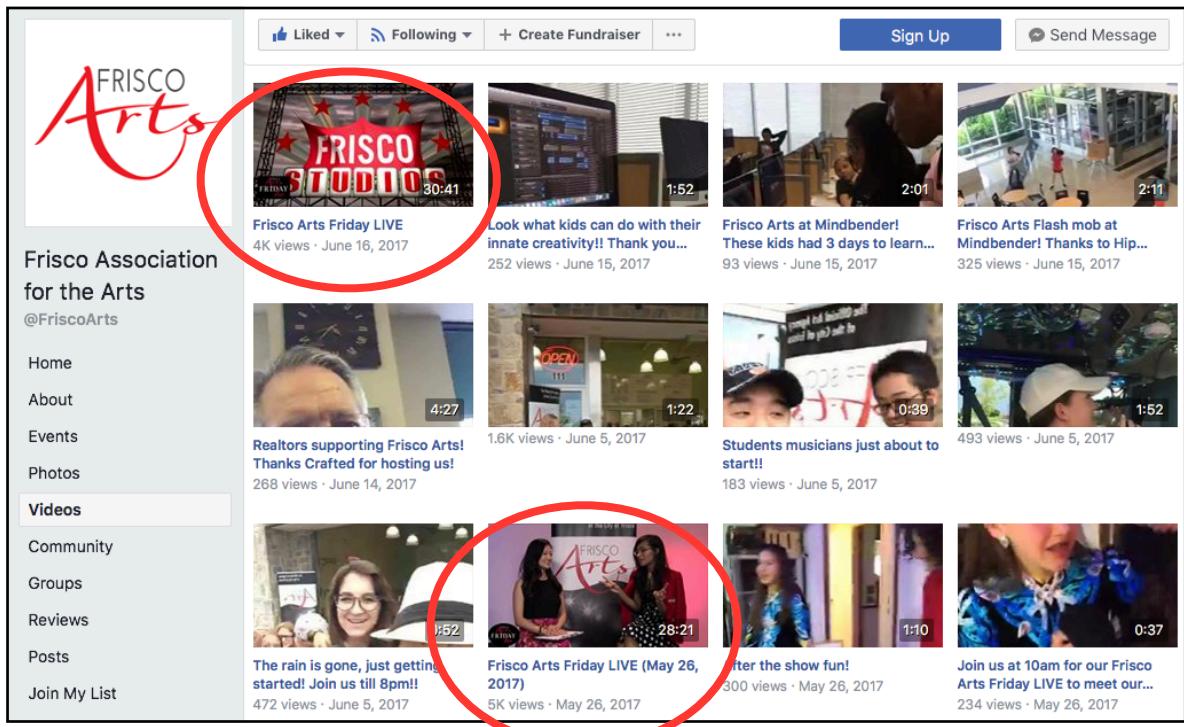
Frisco Arts Friday - Live consistently delivered over **16x the average video view rate** of most videos, not counting outliers of special interest. (344 average views)

An average of 5,725 views **delivered over 7x the average of every other video** including outliers of special interest. (757 average views)

This demonstrates that the Facebook Live videos we produce, with high production value and containing content that is enjoyable to watch, will **consistently**, reliably deliver higher engagement, for a much longer period of time – months, instead of minutes.

“Selfie” Live video, while potentially interesting, often fails to garner immediate interest. Later, it lacks the production value needed to make up for the lack of immediacy.

Frisco Studios was proud to partner with the Frisco Association for the Arts to produce *Frisco Arts Friday - Live*. The shows we produced continue to be viewed, liked, shared, and help spread awareness of the mission of the Frisco Association of the Arts.



Frisco Association for the Arts
@FriscoArts

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Frisco Arts Friday LIVE
4K views · June 16, 2017

Look what kids can do with their innate creativity!! Thank you...
252 views · June 15, 2017

Frisco Arts at Mindbender!
These kids had 3 days to learn...
93 views · June 15, 2017

Frisco Arts Flash mob at Mindbender! Thanks to Hip...
325 views · June 15, 2017

Realtors supporting Frisco Arts!
Thanks Crafted for hosting us!
268 views · June 14, 2017

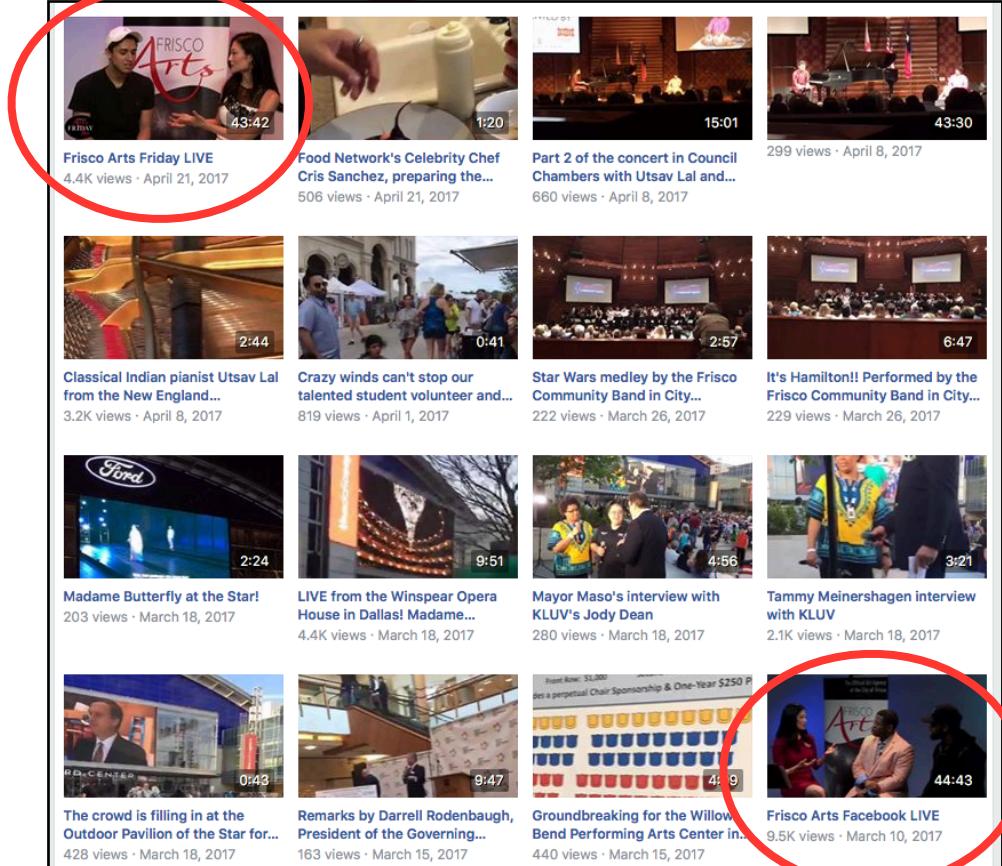
Students musicians just about to start!!
183 views · June 5, 2017

The rain is gone, just getting started! Join us till 8pm!!
472 views · June 5, 2017

Frisco Arts Friday LIVE (May 26, 2017)
5K views · May 26, 2017

After the show fun!
300 views · May 26, 2017

Join us at 10am for our Frisco Arts Friday LIVE to meet our...
234 views · May 26, 2017



Frisco Arts Friday LIVE
4.4K views · April 21, 2017

Food Network's Celebrity Chef Cris Sanchez, preparing the...
506 views · April 21, 2017

Part 2 of the concert in Council Chambers with Utsav Lal and...
660 views · April 8, 2017

Classical Indian pianist Utsav Lal from the New England...
3.2K views · April 8, 2017

Crazy winds can't stop our talented student volunteer and...
819 views · April 1, 2017

Star Wars medley by the Frisco Community Band in City...
222 views · March 26, 2017

Madame Butterfly at the Star!
203 views · March 18, 2017

LIVE from the Winspear Opera House in Dallas! Madame...
4.4K views · March 18, 2017

Mayor Maso's interview with KLUV's Jody Dean
280 views · March 18, 2017

The crowd is filling in at the Outdoor Pavilion of the Star for...
428 views · March 18, 2017

Remarks by Darrell Rodenbaugh, President of the Governing...
163 views · March 15, 2017

Groundbreaking for the Willow Bend Performing Arts Center in...
440 views · March 15, 2017

Frisco Arts Facebook LIVE
9.5K views · March 10, 2017