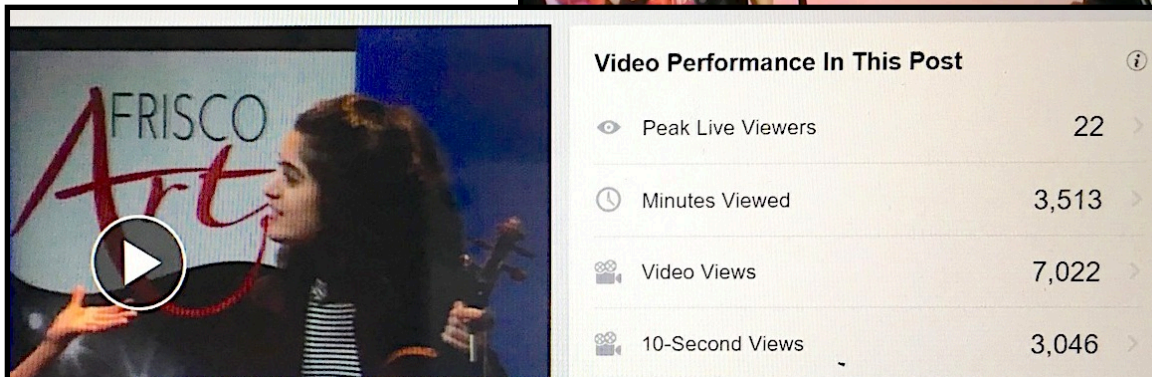


## Delivering 16x the engagement of the typical Facebook Live video

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.

