

PRODUCT PLACEMENT: YOUTUBE



Gibson

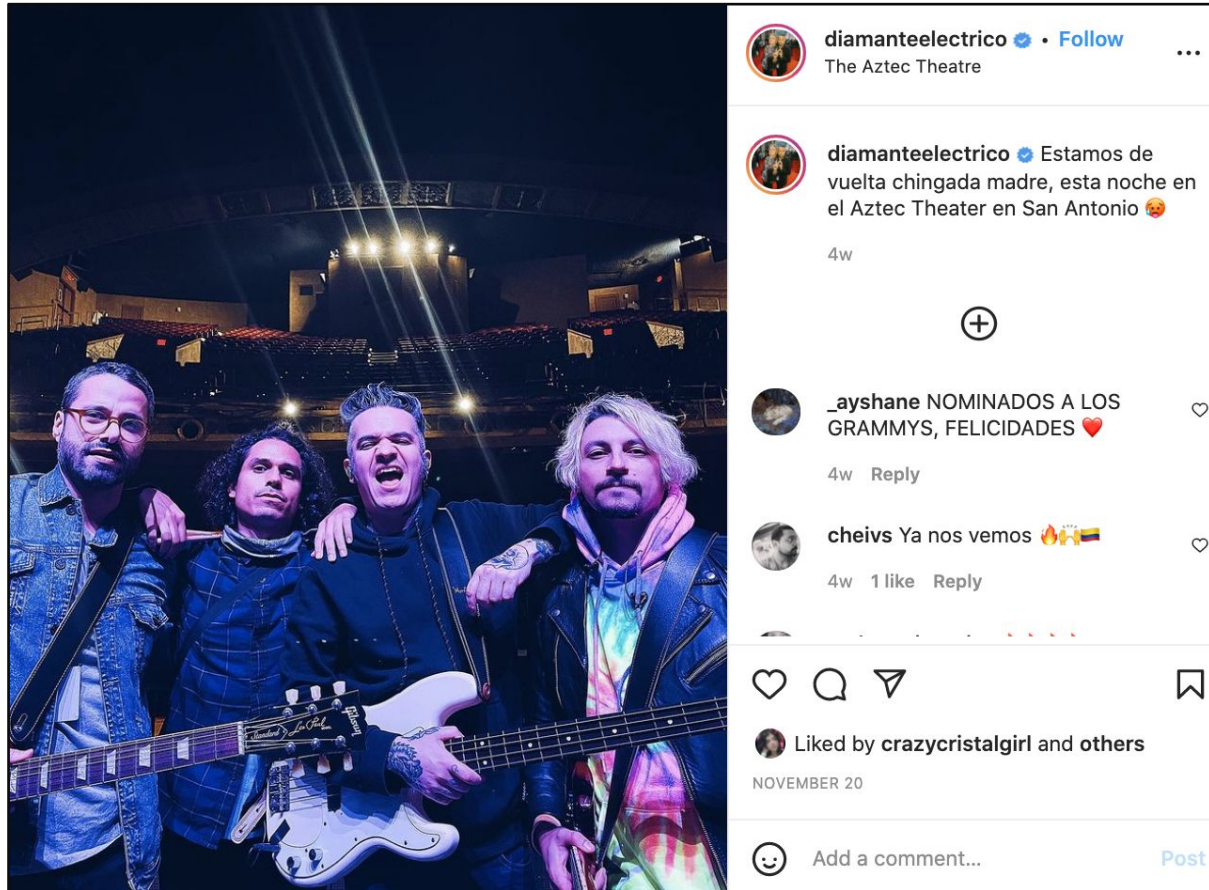
November Videos on Marty Music YouTube Channel

Estimated Viewership: 1,112,549

Estimated Media Value: \$64,346

Gibson
BRANDS

PRODUCT PLACEMENT: INSTAGRAM



Gibson
Diamante Eléctrico
Estimated Viewership: 46,527
Estimated Media Value: \$316.85

PRODUCT PLACEMENT: INSTAGRAM



Gibson
Rob Thomas
Estimated Viewership: 263,696
Estimated Media Value: \$1,795.77

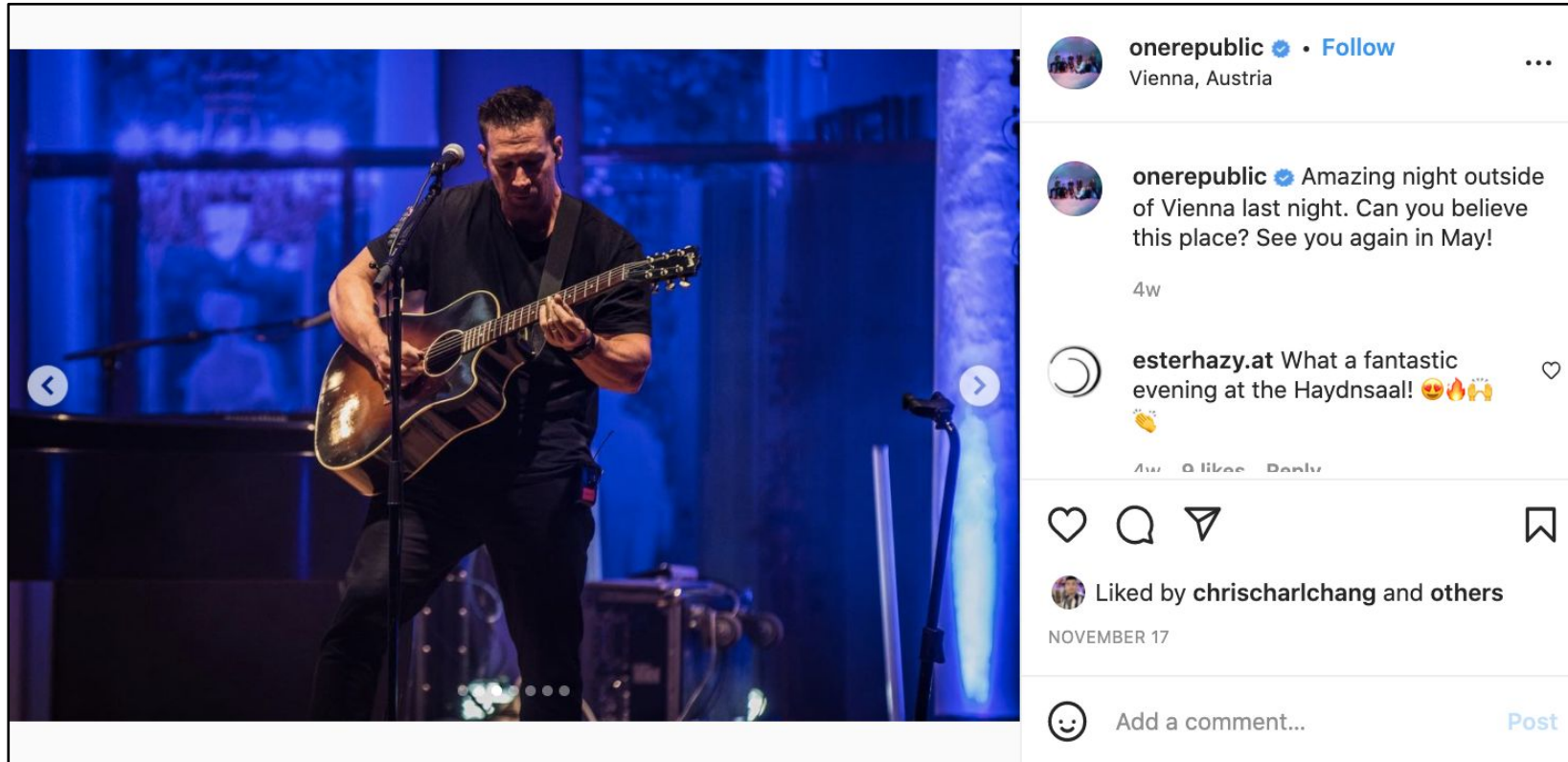
PRODUCT PLACEMENT: INSTAGRAM



Gibson
Fito Paez

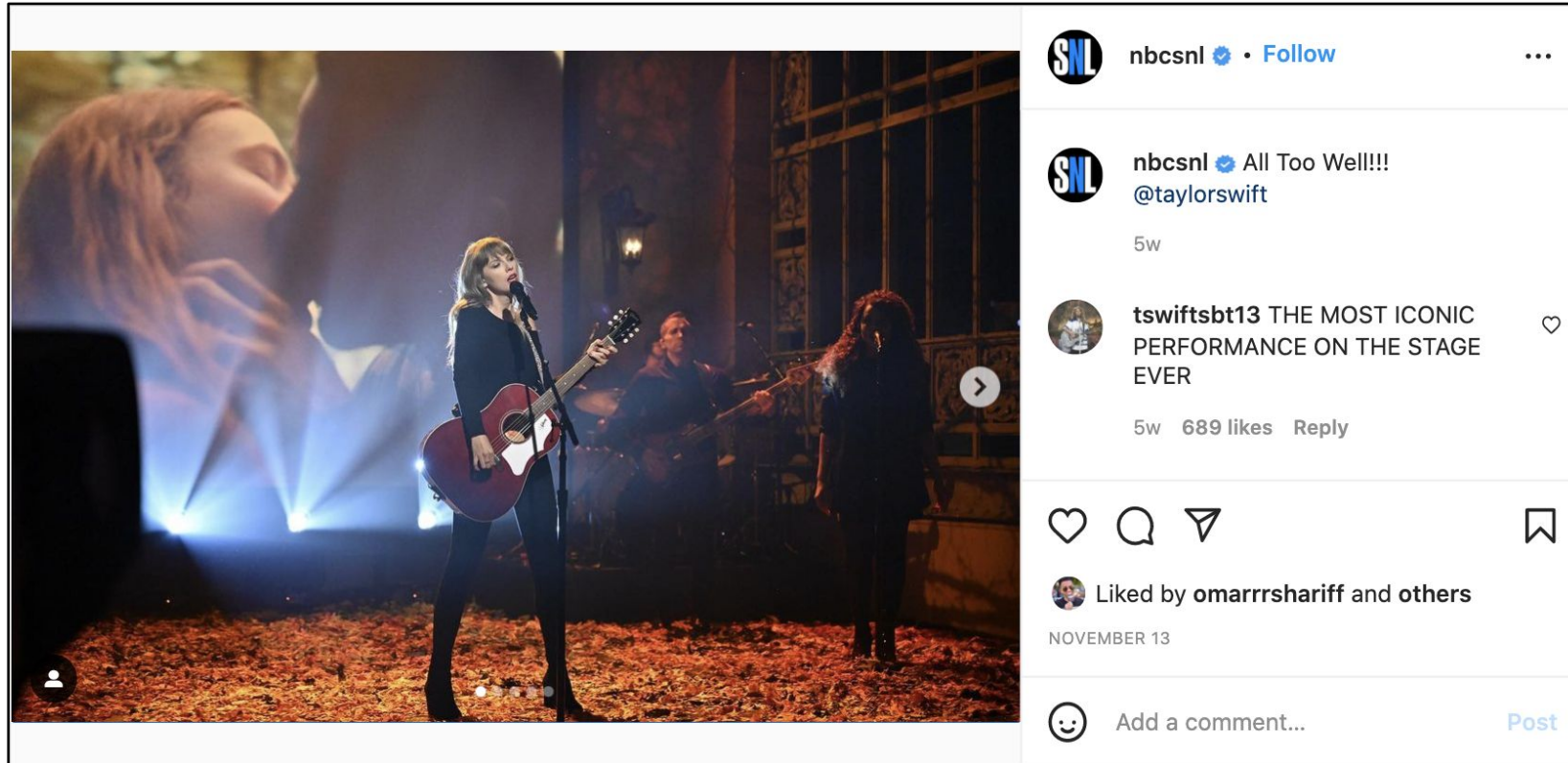
Estimated Viewership: 802,552
Estimated Media Value: \$5,465.38

PRODUCT PLACEMENT: INSTAGRAM



Gibson
One Republic
Estimated Viewership: 2,137,465
Estimated Media Value: \$14,556.14

PRODUCT PLACEMENT: INSTAGRAM



Gibson
NBCSNL – Taylor Swift
Estimated Viewership: 4,792,723
Estimated Media Value: \$32,638.44

PRODUCT PLACEMENT: INSTAGRAM



Gibson

Universal Music Group - Olivia Rodrigo

Estimated Viewership: 672,227

Estimated Media Value: \$4,577.87

PRODUCT PLACEMENT: INSTAGRAM



▶ 3:24 / 4:54

 **chrisstapleton** • Follow

 **chrisstapleton** CMA Awards · 11.10.21
5w

 **rrefsdal** That was the best performance of the night!!!
5w 98 likes Reply
View replies (4)

Liked by elyasvianna and others
NOVEMBER 12

 Add a comment... Post

Gibson
Chris Stapleton
Estimated Viewership: 1,687,087
Estimated Media Value: \$11,489.06



PRODUCT PLACEMENT: INSTAGRAM



Gibson

Camilo & The Tonight Show with Jimmy Fallon

Estimated Viewership: 33,893,110 (Joint Post: 24,936,368 + 8,956,742)

Estimated Media Value: \$230,812.08

PRODUCT PLACEMENT: INSTAGRAM



Gibson
Jordan Davis - Kelly & Ryan Show
Estimated Viewership: 257,573
Estimated Media Value: \$1,754.07

PRODUCT PLACEMENT: INSTAGRAM



Gibson
Luke Combs - Dallas Cowboys Halftime Show
Estimated Viewership: 4,014,789
Estimated Media Value: \$27,340.71



PRODUCT PLACEMENT: INSTAGRAM



0:08 / 0:29

cma • Follow
CMA Country Music Association

cma Such a heart-warming performance of "Christmas Through Your Eyes" by @LadyA on #CMAChristmas on @ABCNetwork. 🥰 What are some of your favorite Christmas memories as a child?

3w

cmagoon8689 ❤️

♥️ 💬 📌

Liked by jennifer.8835 and others

NOVEMBER 29

😊 Add a comment... **Post**

Gibson
CMA Country Christmas - Lady A
Estimated Viewership: 1,047,576
Estimated Media Value: \$7,133.99



PRODUCT PLACEMENT: YOUTUBE



Gibson
Honey County - Do You Want to Build a Snowman? (Cover from Frozen)
Estimated Viewership: **554**
Estimated Media Value: \$5.32

PRODUCT PLACEMENT: YOUTUBE



Epiphone
MindaRyn - Shine ("SAKUGAN" Ending Theme Song) | Music Video
Estimated Viewership: 373,490
Estimated Media Value: \$3,589.24

PRODUCT PLACEMENT: YOUTUBE



Gibson

Taylor Swift - All Too Well (10 Minute Version) (Live on Saturday Night Live)

Estimated Viewership: 9,399,999

Estimated Media Value: \$90,333.99

PRODUCT PLACEMENT: YOUTUBE



Gibson
Brothers Osborne – Younger Me (Live From The 55th Annual CMA Awards)
Estimated Viewership: 8,362
Estimated Media Value: \$80.36

PRODUCT PLACEMENT: YOUTUBE



Gibson

Chris Young, Kane Brown - Famous Friends (Live from the 55th Annual CMA Awards)

Estimated Viewership: 29,640

Estimated Media Value: \$284.84

PRODUCT PLACEMENT: YOUTUBE



Gibson

Eric Church – Heart On Fire (Live From The 55th Annual CMA Awards)

Estimated Viewership: 89,066

Estimated Media Value: \$855.92

PRODUCT PLACEMENT: YOUTUBE



Gibson
Chris Stapleton - Cold (CMA Awards 2021)
Estimated Viewership: 1,029,444
Estimated Media Value: \$9,892.96

APPENDIX

MEDIA VALUE METHODOLOGY

ESTIMATED MEDIA VALUE

Media value for media coverage is calculated using a cost per mille (CPM) value that represents the media cost per 1,000 impressions. CPM values are based upon the medium of coverage and are calculated on a per-continent basis. CPM values for available countries (per WARC and/or eMarketer) are averaged to arrive at the CPM value for each continent. The value for print is an average of available CPM data for magazines and newspapers. The value for broadcast is based on CPM data for television. For outlets where country is unknown, an average of available data for all countries is used. CPM values for each continent can be found in the table below. These values do not reflect coronavirus-related CPM fluctuations.

Media Value = Impressions / 1,000 * CPM

Impressions per Brandwatch for social conversation and reflect potential impressions (Twitter only; Reddit impressions not available).

Impressions primarily per Cision (desktop readership) for media coverage. However, if Cision did not yield a readership value of at least 100 for an outlet/piece of coverage, readership was usually changed to 100. For coverage gathered outside of Cision, readership value taken from manual Cision search or added into Cision directly. If Cision could not provide the number via a manual search, the number was taken from the brand's Cision export for the current report, if available. If not available via those methods, readership usually changed to 100. Any changes to readership also flowed through to increase media value.

CPM values for media coverage per WARC and/or eMarketer; CPM values below for Facebook, Instagram, Twitter, Youtube, and Twitch are per AdStage via Statista, and are used for social conversation, Sprout, and product placement. None of the CPM values reflect coronavirus-related CPM fluctuations.

Notes regarding Product Placement methodology and Sprout's IG data included on individual slides and may differ from above explanations. Additionally, please note that the "Product Placement" included in this report includes both official placements sent to R&C PMK by Gibson, as well as select photos/videos that include the brand logos in pop culture moments, regardless of whether they are official product placements. Product placement data includes select placements only/is not exhaustive.

Slight changes to methodology over time may limit the comparability of month-over-month data and key coverage topic numbers.

Continent	Internet	Broadcast	Print
Africa	\$14.1	\$4.3	\$4.5
Asia Pacific	\$10.8	\$10.1	\$23.3
Europe	\$5.9	\$8.2	\$16.7
North America	\$9.5	\$16.4	\$30.8
South America	\$2.3	\$5.9	\$20.3
Unknown	\$7.3	\$9.4	\$19.6

Facebook Ads - Feed
\$8.87

Instagram Ads - Feed
\$6.81

Instagram Ads - Stories
\$7.99

Twitter
\$7.31

Google Ads – YouTube Video
\$9.61

Concert Placement
\$12.49