

Big Game Big Give Media Tracker

	Pre-Event Press Impressions	129,632,295	
	Post-Event Press Impressions	207,409,552	
	Total Impressions	337,041,847	

Pre-Event Press Coverage

Date	Outlet	Link	Impressions
3-Feb	Daily Herald	http://www.dailyherald.com/article/20170203/ent	794,215
3-Feb	Houston Chronicle	http://www.chron.com/life/pets-cats/article/Jamie	14,532,421
3-Feb	Press Herald	http://www.pressherald.com/2017/02/03/heres-h	818,290
2-Feb	CBS-19	http://www.cbs19.tv/sports/nfl/superbowl/party-g	77,910
2-Feb	Houston Chronicle	http://www.chron.com/entertainment/article/The-	14,532,421
2-Feb	KCEN-TV	http://www.kcentv.com/sports/nfl/superbowl/part	79,645
2-Feb	KENS-5	http://www.kens5.com/sports/nfl/superbowl/party	317,501
2-Feb	KSDK	http://www.ksdk.com/sports/nfl/super-bowl/party	598,433
2-Feb	Look the the Stars	https://www.looktothestars.org/news/16278-givin	146,134
2-Feb	USA Today	http://www.usatoday.com/story/sports/olympics/	33,094,976
2-Feb	WBIR	http://www.wbir.com/sports/nfl/superbowl/party-g	364,621
2-Feb	WFMY-2	http://www.wfmynews2.com/sports/nfl/super-bov	280,630
2-Feb	WHAS-11	http://www.whas11.com/sports/nfl/super-bowl/pa	264,298
2-Feb	WUSA-9	http://www.wusa9.com/sports/nfl/superbowl/part	604,328
1-Feb	Dallas News (Bloomberg reprint)	http://www.dallasnews.com/business/hospitality/	3,777,567
1-Feb	KTVB	http://www.ktvb.com/sports/nfl/super-bowl/party-	396,981
1-Feb	The Sacramento Bee	http://www.sacbee.com/sports/article130044769	2,019,769
31-Jan	New York Post	http://nypost.com/2017/01/31/super-bowl-parties	12,414,625
28-Jan	Boston Globe	https://www.bostonglobe.com/lifestyle/names/20	4,894,581
27-Jan	Houston Chronicle	http://www.chron.com/life/society/article/Super-E	14,532,421
27-Jan	SF Gate	http://www.sfgate.com/entertainment/the-wrap/a	12,965,998
27-Jan	The Wrap	http://www.thewrap.com/super-bowl-parties-201	3,169,581
25-Jan	Atlanta Business Chronicle	http://www.bizjournals.com/atlanta/news/2017/0	7,252,357
24-Jan	Culture Map	http://houston.culturemap.com/news/entertainm	468,918
24-Jan	Houston Press	http://www.houstonpress.com/event/super-bowl-	1,233,674
Total Online Placements			25
Total Online Impressions			129,632,295

Post-Event Press Coverage

Online News			
Date	Outlet	Link	Impressions
8-Feb	Beaumont Enterprise	http://www.beaumontenterprise.com/news/hous	99,568
8-Feb	Houston Chronicle	http://www.houstonchronicle.com/sports/article/F	691,497
8-Feb	The Daily Payoff	http://www.thedailypayoff.com/the-giving-back-fu	N/A
8-Feb	Chron	http://www.chron.com/news/houston-texas/hous	14,499,949

8-Feb	My San Antonio	http://www.mysanantonio.com/sports/article/Rep	1,034,011
8-Feb	Poker Tube	https://www.pokertube.com/poker-news/poker-g	190,575
8-Feb	Us Weekly	http://www.usmagazine.com/celebrity-news/new	9,014,036
8-Feb	Calvin Ayre	https://calvinayre.com/2017/02/08/press-release	N/A
7-Feb	People.com	http://people.com/celebrity/star-tracks-tuesday-f	12,297,250
7-Feb	KHOU	http://www.khou.com/sports/nfl/superbowl/photo	1,179,491
7-Feb	11alive.com Georgia	http://www.11alive.com/sports/nfl/atlanta-falcons	1,020,902
7-Feb	Star Magazine	http://starmagazine.com/photos/star-shots-celeb	102,615
7-Feb	Ok! Magazine	http://okmagazine.com/photos/check-out-the-ho	1,015,364
5-Feb	Hollywood Reporter	http://www.hollywoodreporter.com/gallery/super	8,015,353
6-Feb	Page Six	http://pagesix.com/2017/02/06/michael-phelps-w	2,742,015
5-Feb	WWD.com	http://www.wwd.com/eye/parties/john-legend-lea-mic	772,586
5-Feb	People.com	http://people.com/sports/michael-phelps-challen	12,297,250
5-Feb	Just Jared	http://www.justjared.com/2017/02/05/michael-ph	2,154,368
5-Feb	Houston Chronicle	http://www.houstonchronicle.com/life/society/arti	671,967
5-Feb	Associated Press	http://bigstory.ap.org/article/2e3e8b56bbdc41cd	5,735,443
6-Feb	Cards Chat News	https://www.cardschat.com/news/wife-laps-mich	114,864
6-Feb	CT Post (AP pick up)	http://www.ctpost.com/news/texas/article/Micha	288,173
6-Feb	News Times (AP pick up)	http://www.newstimes.com/news/texas/article/M	208,590
6-Feb	Orlando Sentinel (AP pick up)	http://www.orlandosentinel.com/entertainment/s	1,889,182
6-Feb	Pokersites.com	http://www.pokersites.com/news/michael-phelps	N/A
6-Feb	Times Union (AP pick up)	http://www.timesunion.com/news/texas/article/M	775,500
5-Feb	960 The Ref (AP pick up)	http://www.960theref.com/ap/ap/top-news/micha	N/A
5-Feb	ABC Fox Montana (AP pick up)	http://www.abcfoxmontana.com/story/34429094	N/A
5-Feb	ABC News (AP pick up)	http://abcnews.go.com/Entertainment/wireStory/	18,512,887
5-Feb	AZ Family (AP pick up)	http://www.azfamily.com/story/34429095/michael	471,896
5-Feb	B 98.5 (AP pick up)	http://www.b985.com/entertainment/michael-ph	N/A
5-Feb	Billings Gazette (AP pick up)	http://billingsgazette.com/entertainment/michael	315,498
5-Feb	Brown County Democrat (AP pick up)	http://www.bcdemocrat.com/2017/02/05/us-supe	N/A
5-Feb	Carroll County Times (AP pick up)	http://www.carrollcountytimes.com/newsletters/b	54,196
5-Feb	Chron	http://www.chron.com/life/society/article/Scenes	14,532,421
5-Feb	Columbia Basin Herald (AP pick up)	http://www.columbiabasinherald.com/article/201	847,771
5-Feb	Daily Herald (AP pick up)	http://www.heraldextra.com/sports/football/micha	302,789
5-Feb	Dayton Daily News (AP pick up)	http://www.daytondailynews.com/sports/michael	492,126
5-Feb	East Oregonian (AP pick up)	http://www.eastoregonian.com/michael-phelps-r	50,323
5-Feb	Fox 10 TV (AP pick up)	http://www.fox10tv.com/story/34429095/michael	96,509
5-Feb	FOX 25 WFXT (AP pick up)	http://www.fox25boston.com/news/michael-phel	493,405
5-Feb	FOX 8 Live (AP pick up)	http://www.fox8live.com/story/34429094/michael	238,061
5-Feb	FOX Sports (AP pick up)	http://www.foxsports.com/nfl/story/michael-phel	7,207,723
5-Feb	FOX Wilmington (AP pick up)	http://www.foxwilmington.com/story/34429095/m	795,152
5-Feb	Getty Images	http://www.gettyimages.com/event/the-giving-ba	3,719,206
5-Feb	Global Grind	https://globalgrind.com/4216091/t-i-french-mont	237,222
5-Feb	Go Carolinas (AP pick up)	http://www.gocarolinas.com/entertainment/micha	990,019

5-Feb	K95.5 Tulsa (AP pick up)	http://www.k95tulsa.com/entertainment/michael-	N/A
5-Feb	KAIT8 (AP pick up)	http://www.kait8.com/story/34429095/michael-ph	206,681
5-Feb	KCTV 5 (AP pick up)	http://www.kctv5.com/story/34429095/michael-p	369,526
5-Feb	KEYC Mankato (AP pick up)	http://www.keyc.com/story/34429094/michael-ph	92,263
5-Feb	KFBB (AP pick up)	http://www.kfbb.com/story/34429094/michael-ph	771,871
5-Feb	KFVE (AP pick up)	http://www.k5thometeam.com/story/34429095	N/A
5-Feb	KHQ (AP pick up)	http://www.khq.com/story/34429094/michael-ph	212,201
5-Feb	KITV (AP pick up)	http://www.kitv.com/story/34429094/michael-ph	138,420
5-Feb	KLTV (AP pick up)	http://www.kltv.com/story/34429095/michael-ph	183,301
5-Feb	KMIR (AP pick up)	http://www.kmir.com/story/34429094/michael-ph	44,218
5-Feb	KPLC-TV (AP pick up)	http://www.kplctv.com/story/34429095/michael-p	83,489
5-Feb	KPRC	http://www.click2houston.com/news/big-game-b	777,965
5-Feb	KPTV (AP pick up)	http://www.kptv.com/story/34429095/michael-ph	780,127
5-Feb	KTAR (AP pick up)	http://ktar.com/story/1449516/michael-phelps-m	154,314
5-Feb	KTRE (AP pick up)	http://www.ktre.com/story/34429088/michael-ph	117,890
5-Feb	KTXS (AP pick up)	http://www.ktxs.com/sports/michael-phelps-mak	86,753
5-Feb	KULR News (AP pick up)	http://www.kulr8.com/story/34429094/michael-p	326,808
5-Feb	KUSI (AP pick up)	http://www.kusi.com/story/34429094/michael-ph	138,770
5-Feb	KVOA (AP pick up)	http://www.kvoa.com/story/34429094/michael-ph	153,665
5-Feb	KVVU-TV (AP pick up)	http://www.fox5vegas.com/story/34429095/mich	230,286
5-Feb	KZTV (AP pick up)	http://www.kztv10.com/story/34429088/michael-	508,551
5-Feb	Las Vegas Sun (AP pick up)	https://lasvegassun.com/news/2017/feb/05/mich	481,660
5-Feb	MI Sports Now (AP pick up)	http://www.misportsnow.com/story/34429094/mi	N/A
5-Feb	My FOX Tri-Cities (AP pick up)	http://www.myfoxtricity.com/michael-phelps-m	N/A
5-Feb	My Palm Beach Post (AP pick up)	http://www.mypalmbeachpost.com/sports/micha	250,725
5-Feb	NBC 12 (AP pick up)	http://www.nbc12.com/story/34429095/michael-	410,000
5-Feb	New York Daily News	http://www.nydailynews.com/sports/football/mich	14,291,265
5-Feb	News Center 1 (AP pick up)	http://www.newscenter1.tv/story/34429094/mich	44,530
5-Feb	News Channel 10 (AP pick up)	http://www.newschannel10.com/story/34429088	128,804
5-Feb	News West 9 (AP pick up)	http://www.newswest9.com/story/34429095/mich	97,888
5-Feb	Newsday (AP pick up)	http://www.newsday.com/entertainment/michael-	1,919,178
5-Feb	San Luis Obispo Tribune (AP pick up)	http://www.sanluisobispo.com/entertainment/cel	328,037
5-Feb	Seattle Pi (AP pick up)	http://www.seattlepi.com/news/texas/article/Mich	1,774,870
5-Feb	SNJ Today (AP pick up)	http://www.snjtoday.com/story/34429094/micha	N/A
5-Feb	SRN News (AP pick up)	http://www.srnnews.com/michael-phelps-makes	57,811
5-Feb	Star Tribune (AP pick up)	http://www.startribune.com/michael-phelps-mak	2,570,589
5-Feb	The Baltimore Sun (AP pick up)	http://www.baltimoresun.com/sports/olympics/ph	2,025,969
5-Feb	The Daily Astorian (AP pick up)	http://www.dailyastorian.com/michael-phelps-m	52,912
5-Feb	The Spectrum (AP pick up)	http://www.thespectrum.com/story/sports/olympi	136,951
5-Feb	The Washington Times (AP pick up)	http://m.washingtontimes.com/news/2017/feb/5/	5,450,138
5-Feb	The Wayne County News (AP pick up)	http://www.thewaynecountynews.com/syndicate	N/A
5-Feb	The Winchester Star (AP pick up)	http://www.winchesterstar.com/associated_pres	53,717
5-Feb	TriState Update (AP pick up)	http://www.tristateupdate.com/story/34429094/m	111,971

5-Feb	Tucson News Now (AP pick up)	http://www.tucsonnewsnow.com/story/34429095/	217,946
5-Feb	Tulsa World (AP pick up)	http://m.tulsaworld.com/sportsextra/ap/michael-g	703,958
5-Feb	USA Today (AP pick up)	http://www.usatoday.com/story/sports/olympics/	33,094,976
5-Feb	WAFF (AP pick up)	http://www.waff.com/story/34429095/michael-ph	215,669
5-Feb	Watch Fox 29 (AP pick up)	http://www.watchfox29.com/story/34429095/mic	N/A
5-Feb	Wave 3 News (AP pick up)	http://www.wave3.com/story/34429095/michael-	359,611
5-Feb	WBNG (AP pick up)	http://www.wbng.com/story/34429094/michael-p	129,745
5-Feb	WBTW (AP pick up)	http://www.wbtw.com/story/34429095/michael-ph	324,701
5-Feb	We Are WV Proud (AP pick up)	http://www.wearewvproud.com/story/34429094/	460,476
5-Feb	WEEK (AP pick up)	http://www.week.com/story/34429094/michael-p	45,071
5-Feb	Western Mass News	http://www.westernmassnews.com/story/344290	63,930
5-Feb	WFSB (AP pick up)	http://www.wfsb.com/story/34429095/michael-ph	389,509
5-Feb	WFXG (AP pick up)	http://www.wfxg.com/story/34429095/michael-ph	N/A
5-Feb	WGAU (AP pick up)	http://www.wgauradio.com/ap/ap/top-news/mich	N/A
5-Feb	WHK Radio (AP pick up)	http://whkradio.com/news/entertainment/michae	N/A
5-Feb	WMBF (AP pick up)	http://www.wmbfnews.com/story/34429095/mich	141,457
5-Feb	WMC Action News 5 (AP pick up)	http://www.wmcactionnews5.com/story/3442909	301,129
5-Feb	WOKV (AP pick up)	http://www.wokv.com/ap/ap/top-news/michael-p	53,731
5-Feb	WSB Radio (AP pick up)	http://www.wsbradio.com/news/ap/top-news/mic	156,909
5-Feb	WSB-TV (AP pick up)	http://www.wsbtv.com/entertainment/michael-ph	1,120,736
5-Feb	WSIL-TV (AP pick up)	http://www.wsiltv.com/story/34429094/michael-p	77,686
5-Feb	WSMV (AP pick up)	http://www.wsmv.com/story/34429094/michael-g	308,092
5-Feb	WTHR (AP pick up)	https://www.wthr.com/article/michael-phelps-ma	565,950
5-Feb	WTOL (AP pick up)	http://www.wtol.com/story/34429095/michael-ph	342,883
5-Feb	WTVM (AP pick up)	http://www.wtvm.com/story/34429095/michael-p	130,648
5-Feb	Your Ohio Valley (AP pick up)	http://www.yourohiovalley.com/story/34429094/r	49,114
4-Feb	Hollywood Life	http://hollywoodlife.com/2017/02/04/celebrities-p	2,436,047
2-Feb	Biz Bash	http://www.bizbash.com/super-bowl-li-preview-w	199,184
Total Online Placements			118
Total Online Impressions			203,621,025
Broadcast			
Date	Outlet	Link	Viewership
5-Feb	KPRC	https://sunshinesachs.egnyte.com/dl/nPTuA1Ro	23,720
4-Feb	KPRC	https://sunshinesachs.egnyte.com/dl/uolY3ldjLZ	32,421
4-Feb	KPRC	https://sunshinesachs.egnyte.com/dl/M4CXk2bF	82,215
Total Broadcast Placements			3
Total Broadcast Impressions			138,356
Print			
Date	Outlet	Link	Viewership
20-Feb	People	https://sunshinesachs.egnyte.com/dl/lzF0xCOoJ	3,527,541
27-Feb	Star	https://sunshinesachs.egnyte.com/dl/wE3nrfLbS	122,630
Total Print Placements			4

Total Print Impressions

3,650,171