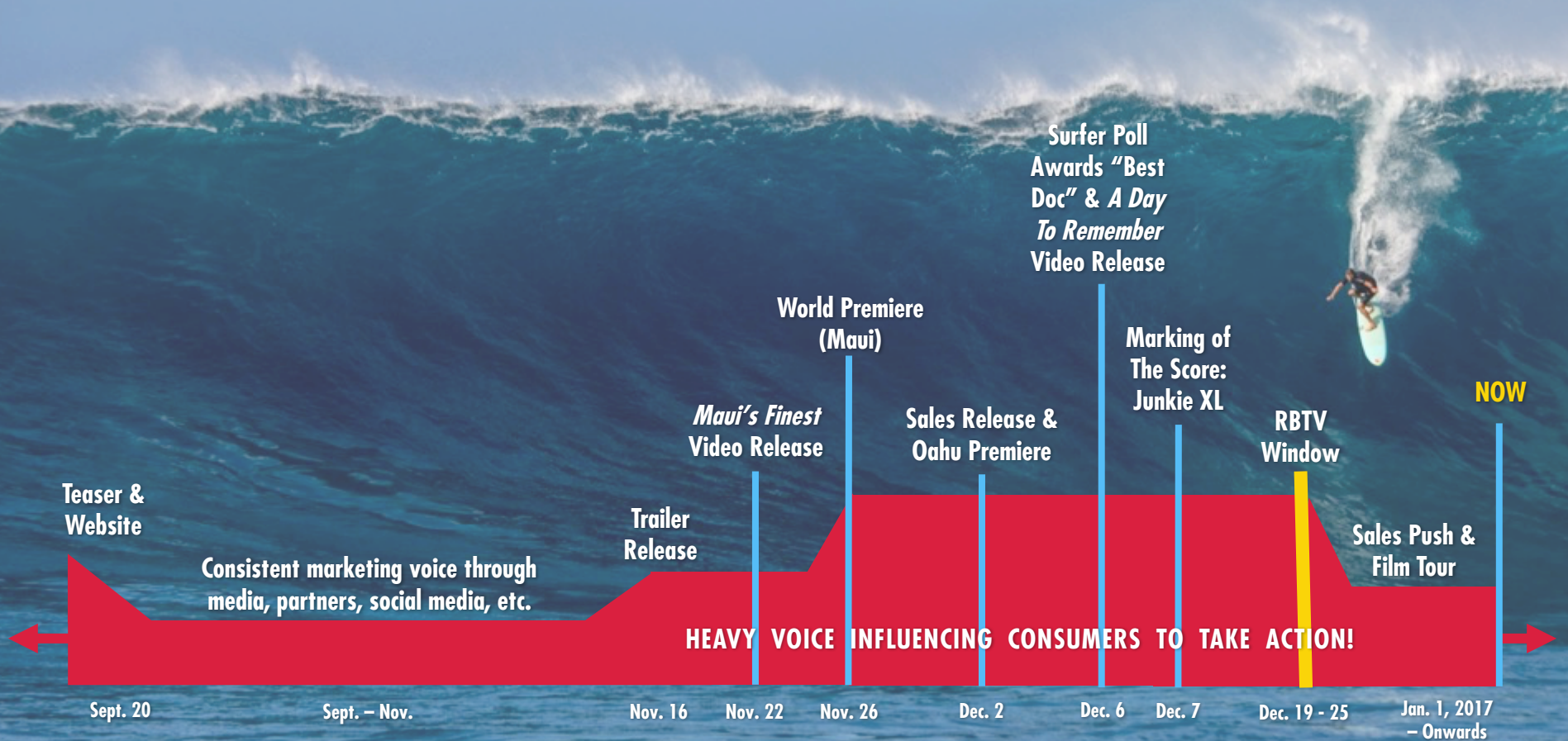




DISTANCE
BETWEEN
DREAMS

DISTANCE BETWEEN DREAMS – MILESTONES



SUCCESS:

(TO DATE, BY IMPRESSIONS)

PAID

60M+ IMPRESSIONS

EARNED

32.2M U.S. IMPRESSIONS AND COUNTING

SHARED (RED BULL CHANNELS)

16.6M ESTIMATED POTENTIAL IMPRESSIONS

OWNED

1M IMPRESSIONS



HIGHLIGHTS: (TO DATE)

RED BULL TV WINDOW

145K videos views, most viewed VOD content of December & one of the most-viewed films of 2016

COMMERCIAL RELEASE

**#2 Sports Film & #6 Doc. in the U.S., #3 Sports & #2 Independent film in Australia & #4 Sports Film in the U.K. on iTunes
On target to hit revenue projections**

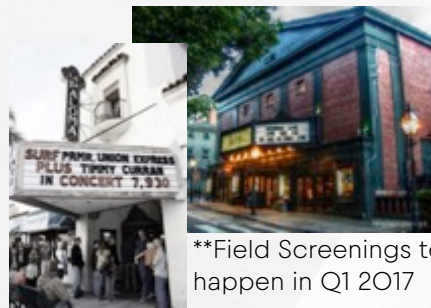
PREMIERES

Highly successful premieres in Maui and Oahu with 5K+ attendees with all top endemic media, surfers & influencers, such as Billy Currington & Owen Wilson, in attendance

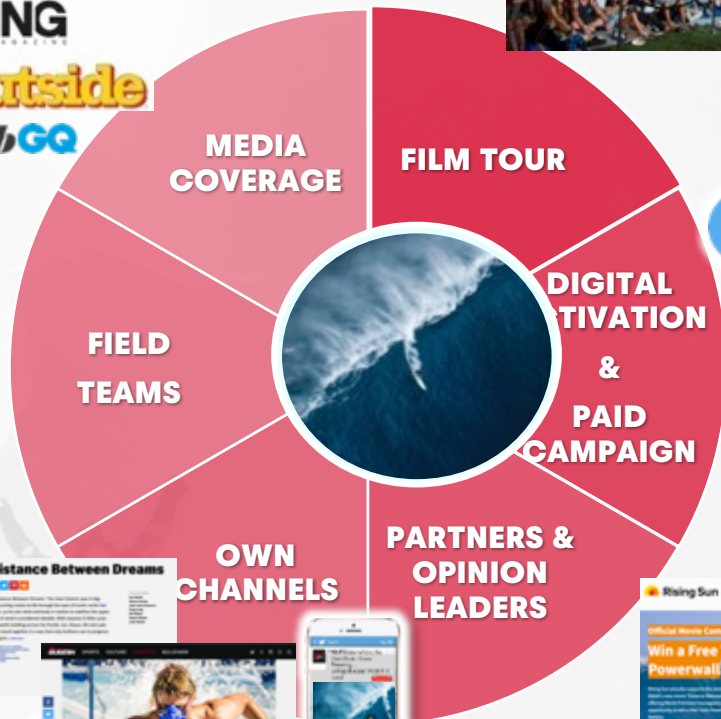
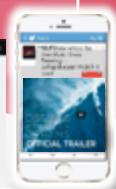
AWARDS

**2016 Surfer Poll Awards Documentary of the Year
Best Film at Bells Beach Film Festival**

360° CAMPAIGN ACTIVATION



**Field Screenings to happen in Q1 2017



FILM PREMIERES

MAUI & OAHU

MAUI ARTS & CULTURAL CENTER, MAUI

2 SCREENINGS

TOTAL ATTENDEES: 2,400

INFLUENCERS BILLY CURRINGTON & OWEN WILSON ATTENDED

TURTLE BAY, NORTH SHORE OF OAHU

TOTAL ATTENDEES: 3,000+

ALL SURF MEDIA & INFLUENCERS IN ATTENDANCE

MUSICAL PERFORMANCE BY TOM CURREN

TURTLE BAY VALUATION:

- 93 stories came back
- Total run time: 6 mins 45 seconds
- Reach: 55,936,810 unique viewers
- Estimated publicity value: \$475,373
- Estimated ad value: \$159,805

KEY INSIGHTS & EXECUTIVE SUMMARY



PUBLIC SOCIAL

Authors
Posts
Engagements



1.6K
1.6K
N/A



443
772
644.1K



Not
collected

OWNED SOCIAL

Authors
Posts
Engagements



No
Posts
made



4
38
249.OK



5
77
53.OK

- The release of the film's trailer on November 16th led to a surge in social posts as 67% of all relevant Twitter and Instagram posts occurred during November 16th through December 12th.
- 1.7M unique video views were registered on owned channel video posts, including the single Instagram Stories post, with 41% having occurred on Facebook and 59% on Instagram.
- The 150.OK engagements on the top owned post-- @RedBull Instagram post titled 'Motion of the ocean'-- accounted for nearly 50% of all 302.OK engagements and was reshared by 29 other Instagram users.
- As of January 24th the 'Motion of the ocean' post is the **10th most highly engaged post of all time** on the official Red Bull Instagram channel.

71 % OF THE TOTAL ENGAGEMENTS OCCURRED ON THE MAIN RED BULL ACCOUNTS



ALL PLATFORMS OMITTING STORY POSTS	RED BULL	RED BULL TV	RBMH FILMS	RED BULLETIN	RED BULL SURFING	TOTALS
TOTAL POSTS	11	4	86	3	11	115
IMPRESSIONS	11.7M	400.6K	3.9M	53.3K	581.4K	16.6M
ENGAGEMENTS	214.6K	14.5K	45.5K	3.3K	24.0K	302.0K
VIDEO VIEWS	1.03M	23.7K	236.0K	N/A	25.2K	1.3M

SOURCE: Red Bull Audience Insights. Public Facebook data for Sep 18, 2016 through Jan 1, 2017. Native Video Posts are uploaded video files and/or YouTube video embedded link posts.

RED BULL SURFING HAD THE HIGHEST ENGAGEMENT RATE OF 6%



FACEBOOK NATIVE VIDEO POSTS

	RED BULL	RED BULL TV	RBMH FILMS	RED BULLETIN	RED BULL SURFING	TOTALS
TOTAL POSTS	8	1	56	1	11	77
IMPRESSIONS	6.9M	187.0K	3.2M	22.3K	581.4K	10.9M
ENGAGEMENTS	14.4K	2.2K	10.4K	2.0K	24.0K	53.0K
VIDEO VIEWS	435.0K	13.9K	222.0K	N/A	25.2K	696.1K

SOURCE: Red Bull Audience Insights. Public Facebook data for Sep 18, 2016 through Jan 1, 2017. Native Video Posts are uploaded video files and/or YouTube video embedded link posts.

INSTAGRAM HAD 33% OF ALL POSTS BUT PRODUCED 82% OF TOTAL ENGAGEMENTS



INSTAGRAM NATIVE VIDEO POSTS

	RED BULL	RED BULL TV	RBMH FILMS	RED BULLETIN	RED BULL SURFING	TOTALS
TOTAL POSTS	3	3	30	2	No Posts	38
IMPRESSIONS	4.8M Actual	213.6K Est. Potential	667.2K Est. Potential	31.0K Est. Potential	No Posts	5.7M
ENGAGEMENTS	200.2K	12.3K	35.1K	1.3K	No Posts	249.0K
VIDEO VIEWS	597.0K	9.8K	14.0K	N/A	No Posts	620.8K

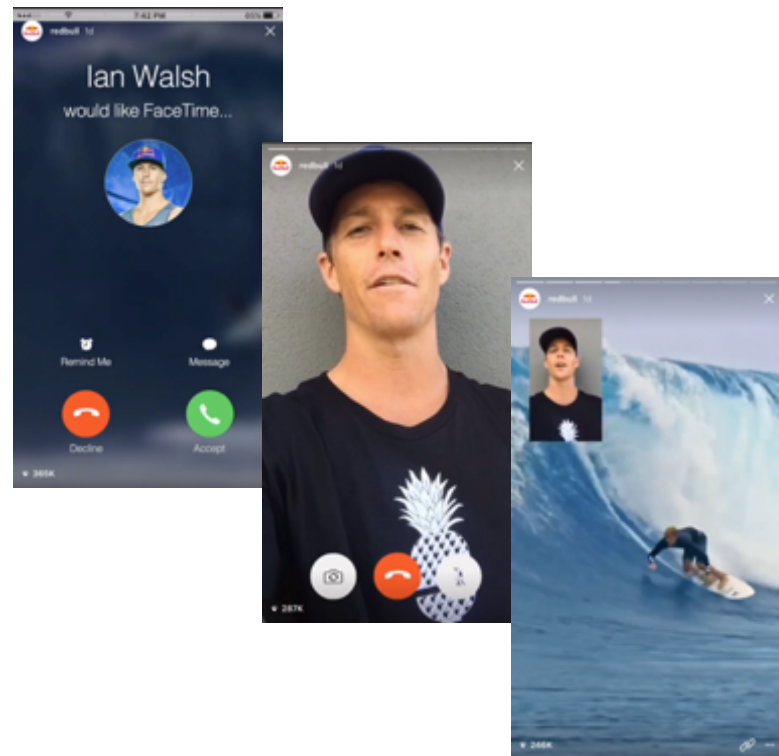
SOURCE: Red Bull Audience Insights. Public Instagram data for Sep 18, 2016 through Jan 1, 2017. Native Video Posts are uploaded video files.

EACH INSTAGRAM STORY FRAME AVERAGED 244.4K VIEWERS



INSTAGRAM STORY POSTS

FACETIMING WITH IAN WALSH ABOUT DBD DEC 20, 2016	
TOTAL VIEWS OF ALL FRAMES Est. Potential Impressions	2.2M
UNIQUE VIEWERS At Least Viewed The 1 st Frame	365.0K
TOTAL COMPLETIONS Finished Through The Last Frame	199.0K made it to 9 th frame
COMPLETION RATE Completions % Of Unique Viewers	54.5%



No additional story posts

TOP OWNED POSTS OVERALL



redbull Motion of the ocean. 🌊
The most historic year in big wave surfing
comes to life in Distance Between Dreams.
Full film available now. Link in bio 📺
👤 @ian.walsh
#surf #surfing #DistanceBetweenDreams

@REDBULL

150.4K Engagements (**418.3K** Views)
Instagram – Dec 19, 2016



redbull All you can sea. 🌊
👤 @ian.walsh
👤 @zaknoyle
#surf #surfing

@REDBULL

80.4K Engagements
Instagram – Dec 16, 2016



redbull 🌊 Incoming: Distance Between
Dreams
📺 RedBull.tv
👤 @ian.walsh
#surf #wave #distancebetweendreams

@REDBULL

49.8K Engagements (**179.3K** Views)
Instagram – Nov 17, 2016

TOP OWNED POSTS BY ACCOUNT



redbull Motion of the ocean. 🌊
The most historic year in big wave surfing comes to life in Distance Between Dreams. Full film available now. Link in bio 📌
👉 @ian.walsh
#surf #surfing #DistanceBetweenDreams



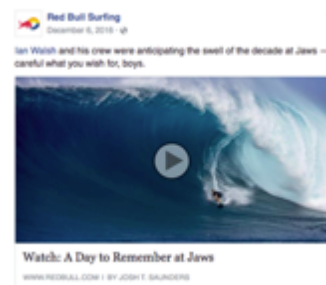
redbulltv Under the scenes..
Trailer-Distance Between Dreams
RedBull.tv
@zaknoyle
#surf #wave #sendit



Red Bull Media House Films
November 16, 2016 · 40 · Like Page
Red Bull Media House presents the official trailer for Distance Between Dreams.
The most historic year in big wave surfing comes to life through the eyes of iconic surfer Ian Walsh, as he sets mind and body in motion to redefine the upper limits of what's considered "rideable."
November 26 | World Premiere Maui, HI • win.galmaupremiere
December 2 | North Shore Premiere | Oahu, HI • win.galshupremiere
For More Info Visit: win.gs/DistanceBetweenDreams



The Red Bulletin
December 6, 2016 · 40 ·
Rising it all for a big wave.
The Red Bulletin Podcast Talks To Ian Walsh About Life As A Big Wave Surfer
There was one episode that changed everything for Ian Walsh.
www.redbulletin.com



Red Bull Surfing
December 6, 2016 · 40 ·
Ian Walsh and his crew were anticipating the swell of the decade at Jaws — careful what you wish for, boys.
Watch: A Day to Remember at Jaws
www.redbull.com | BY JOSH T. BAUNDERS

* This is an clickable link image. Not a video. It appears designed as a video to attract users to click an watch on RedBulletin.com

@REDBULL

150.4K Eng (418.3K Views)
Instagram – Dec 19, 2016

@REDBULLTV

6.6K Eng
Instagram – Nov 17, 2016

@RBMHFILMS

4.6K Eng (103.0K Views)
Facebook – Nov 16, 2016

@REDBULLETIN

2.0K Eng
Facebook – Dec 6, 2016

@REDBULL_SURFING

17.6K Eng
Facebook – Dec 6, 2016

TOP ORGANIC SOCIAL POSTS OVERALL



awesomelife.style Motion of the ocean. Video @redbull 🐮 @ian.walsh #surf #surfing #DistanceBetweenDreams #awesomelifestyle

@AWESOMELIFE.STYLE

28.OK Engagements (**84.1K** Views)
Instagram – Dec 21, 2016



surfer_magazine Are you ready to enter the big-wave lineup? To welcome the impact zone? To immerse yourself in the power and the panic, but also the camaraderie and community of the wild world of modern hellmen? @ian.walsh takes you there in his big-wave feature film, #DistanceBetweenDreams. Take a first look, now at the #Surfer site. Link in bio. Photo: @zaknoyle

@SURFER_MAGAZINE

24.2K Engagements
Instagram – Nov 16, 2016

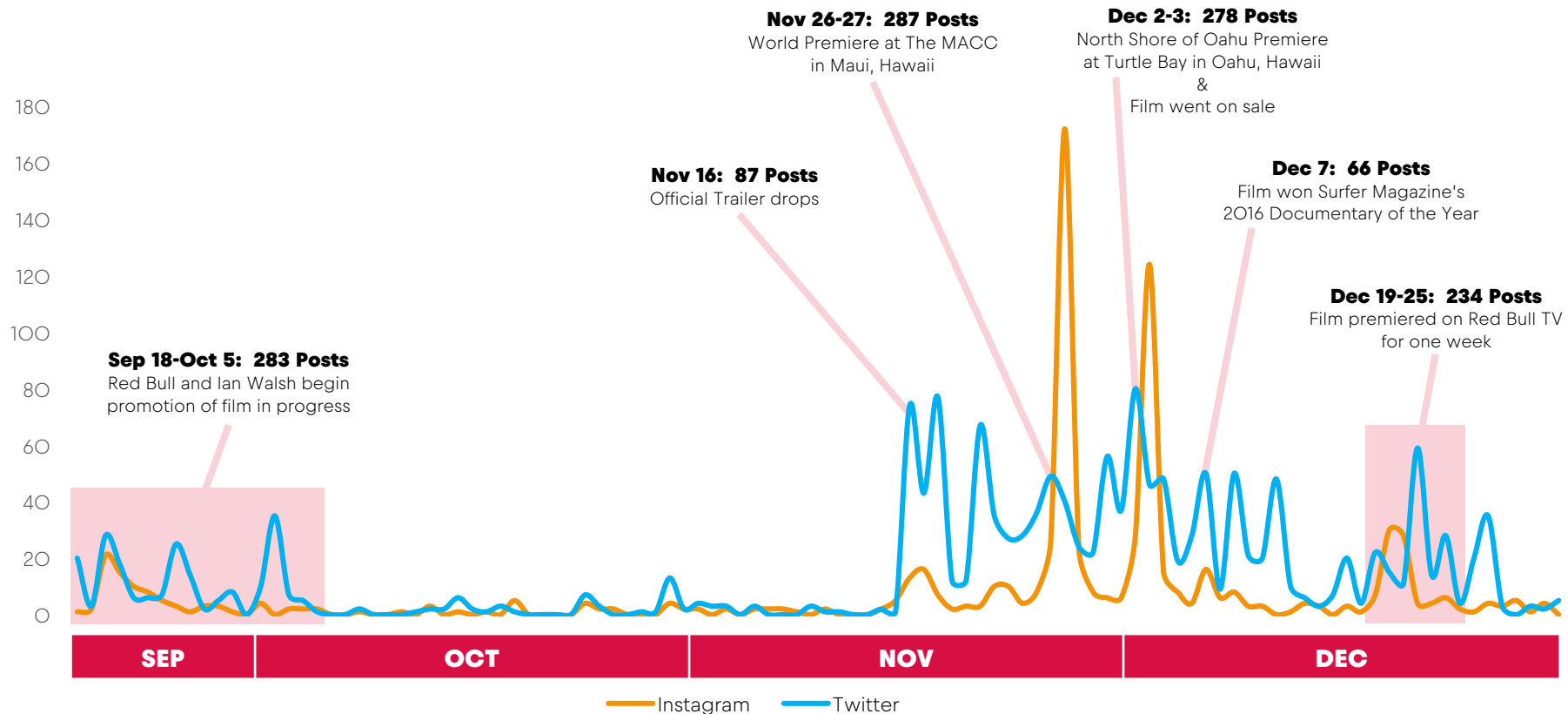


surfing "We want everyone to understand and feel from a first-hand basis what's going on when we're surfing big waves. From the fear to the danger to the excitement, we want them to experience it all the same way we experience it. That's what this movie is about." - @ian.walsh on #DistanceBetweenDreams, a collaboration between Ian and @rbmhfilms, out this December.

@SURFING

10.3K Engagements (**29.4K** Views)
Instagram – Sep 22, 2016

STRONG INSTAGRAM POST SURGES OCCURRED THE DAY AFTER EACH FILM PREMIERE



SOURCE: Red Bull Audience Insights. Public Instagram and Twitter data for Sep 18, 2016 through Jan 1, 2017. Filtered for posts containing 'distance between dreams' or #DistanceBetweenDreams.

RED BULL ATHLETES' DISTANCE BETWEEN DREAMS POSTS



INSTAGRAM SORTED BY ENGAGEMENTS

	POSTS	ENGAGEMENTS	EST. POTENTIAL IMPRESSIONS*
SHANE DORIAN @shanedorian	2	11.8K	832.OK
GREG LONG @gerglong	3	6.8K	170.7K
JUNKIE XL @junkie_xl	15	5.1K	303.OK
DK WALSH @dklegend	15	5.1K	138.OK
JUSTIN KALANI BURBAGE @justinkalaniburbage	2	4.9K	87.8K
CHRIS CHRISTENSON @chris_christenson73	6	3.9K	165.6K
SHAUN WALSH @shaunwalsh20	10	2.8K	71.9K
GRANT TWIGGY BAKER @granttwigbaker	1	1.4K	33.9K
JJ FLORENCE @john_john_florence	0	0	0
LUKE WALSH @lukewalsh44	Unable to collect data. Listed as a private account.		
TOTALS	54	41.8K	1.8M

SOURCE: Red Bull Audience Insights. Instagram data only for Sep 18, 2016 through Jan 1, 2017. Filtered for posts containing 'distance between dreams' or #DistanceBetweenDreams.

* Estimated Potential Impressions are the number of followers multiplied by the number of posts.

TOP RED BULL ATHLETE POSTS OVERALL



shanedorian Can't wait to see this film!!
@ian.walsh 🏄 #distancebetweendreams

@SHANEDORIAN

60.1K Engagements (**31.9K** Views)
Instagram – Sep 23, 2016



shanedorian Had a blast last night at the world premiere of Distance Between Dreams, a film that @ian.walsh has been working on for 2 years, a detailed look at the epic El Niño of 2015/2016 and all the preparation leading up to it. The film will be released digitally on December 2nd. Make sure you check it out and if you're on Oahu come to the premiere that same night. Congrats Ian and the whole crew on an

@SHANEDORIAN

5.6K Engagements
Instagram – Nov 27, 2016



gerglong What most people don't acknowledge when they see a surfer on a big wave is all that has happened prior to taking that drop. That includes countless hours of training, and preparation. During arguably the most historic season in big wave history @ian.walsh shows us exactly the level of commitment and sacrifice needed to build the physical and mental confidence to perform at the highest level

@GERGLONG

2.6K Engagements
Instagram – Oct 13, 2016

OWNED MEDIA



PRINT & PODCAST COVERAGE

- 1) Print: **550K**
- 2) Podcast: Second-Best Performing on Platform



STORY ANGLES, IMAGES, CLIPS

1. 6 articles generated & **34K** page visits



DistanceBetweenDreams.com
36K total page visits



ON CHANNEL PROMOTION

- 1) **145K** Video Views
- 2) Bullet points
- 3) OAP
- 4) Shoulder Content
- 5) Push Notifications



OWNED YOUTUBE

- 1) 7 videos generated, **295K Views** and **448K minutes** watched
- 2) Top performing videos: Trailer, Teaser & Maui's Finest

5

ARTICLE COUNT

30.3K

ARTICLE PAGE
VISITS

30.7K

TOTAL PAGE
VISITS

500K+

SOCIAL REACH

ARTICLES:

[IAN WALSH'S 'DISTANCE BETWEEN DREAMS' IS COMING: 6.6K PAGE VIEWS](#)

['DISTANCE BETWEEN DREAMS' PREMIERES IN OAHU: 1.1K PAGE VIEWS](#)

[IAN WALSH TALKS HIS 'DISTANCE BETWEEN DREAMS': 2.3K PAGE VIEWS](#)

[MAUI'S FINEST SURFERS AT MAUI'S FAVORITE WAVE: 2.4K PAGE VIEWS](#)

[THIS WAS TRULY A DAY TO REMEMBER AT JAWS: 18K PAGE VIEWS](#)

+ JOHN JOHN FLORENCE + IAN WALSH (LAUNCHING 1/23)

+ DIRECT PURCHASE LINK FEATURED ON [REDBULL.COM/SURFING](https://www.redbull.com/surfing)

RED BULL TV WINDOW (DEC. 19 – 25)

TOP LINE OVERVIEW

145,859

VIDEO VIEWS

112,898

VIEWERS

20

**MINUTES WATCHED/
VIEWER**

33%

**AVERAGE VIEWER
COMPLETION RATE**

69%

VIEWED ON WEB

TOP 3 VIEWING COUNTRIES

1.

UNITED STATES

2.

AUSTRALIA

3.

UNITED KINGDOM

RED BULL TV PAID (DEC. 12- 25)

TOP LINE OVERVIEW

\$346K

BUDGET

30M

IMPRESSIONS

263K

CLICKS

78K

VIEWS

\$4.42

CPV



RBTV PAID CAMPAIGN

TOP LINE OVERVIEW

60M

IMPRESSIONS

525K

CLICKS

202K

VIEWS

CAMPAIGN INFORMATION:

FLIGHT DATES: 12/12/16 – 12/25/16

PARTNERS: AMNET (PROGRAMMATIC),
FACEBOOK & SURFLINE

PLATFORMS: DESKTOP & MOBILE

COMMERCIAL HIGHLIGHTS

CHARTS WORLD WIDE

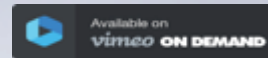
#3 SPORTS (AUSTRALIA)

#2 INDEPENDENTS (AUSTRALIA)

#4 SPORTS (UK)

#4 SPORTS (USA)

#6 DOCS. (USA)



SALES PAID CAMPAIGN

TOP LINE OVERVIEW

2.3M

IMPRESSIONS

17K

TOTAL SPEND

CAMPAIGN INFORMATION:

FLIGHT DATES: 12/1/16 – 12/10/16

PARTNERS: ORCHARD TARGETED DISPLAYS,
SURFER, SURFING, INERTIA, TGR

PLATFORMS: DESKTOP & MOBILE



PARNTERS

RIISING SUN SOLAR

TESLA POWERWALL GIVEAWAY
SOCIAL MEDIA SUPPORT
PREMEIRE PROMOTION

7TILL8 WETSUITS

CUSTOM WETSUIT SOCIAL MEDIA GIVE-AWAY
SOCIAL MEDIA SUPPORT

DAKINE

PRODUCT GIVE-AWAY AT MAUI PREMIERE

HITCASE

SOCIAL MEDIA SUPPORT

SURFRIDER

SOCIAL MEDIA SUPPORT
PREMIERE PROMOTION

CHRIS CHRISTENSON

PRODUCT GIVE-AWAY AT PREMIERES
SOCIAL MEDIA SUPPORT
PREMEIRE SUPPORT

HYDROFLASK

PRODUCT GIVE-AWAY AT PREMIERES
SOCIAL MEDIA SUPPORT
PREMEIRE SUPPORT



MEDIA COVERAGE

75+ MEDIA PLACEMENTS

PRINT FEATURES

MAXIM MAGAZINE
SURFING MAGAZINE
FREESURF
HARDCORE (BRAZIL)

ENDEMIC & SPORTS MEDIA

ESPN
VICE SPORTS
SPORTS ILLUSTRATED
SURFING (X5)
SURFER (X3)
SURFLINE
STAB
GRIND TV
THE INERTIA (X6)
ACTION SPORTS DAILY (X2)
SHOP-EAT-SURF
TGR (X4)
BEACH GRIT
BNQT (X5)

MUSIC MEDIA

UNDER THE RADAR
CONSEQUENCES OF SOUND

GLOBAL & INFLUENCER MEDIA

NEW YORK TIMES
DIGITAL TRENDS
YAHOO
HYPEBEAST
HIGHSNOBIETY
UNCRATE
GQ FRANCE
OUTSIDE MAGAZINE
HISTORY CHANNEL
NPR

LOCAL MEDIA

MAUI NEWS
MAUI NOW (X2)
HAWAII NEWS NOW
MAUI TIME (X2)
HAWAII PUBLIC RADIO
HONOLULU STAR ADVERTISER



EARNED MEDIA – HIGHLIGHTS

"In new documentary, Hawaii native Ian Walsh does what he does best—surf the biggest swells in the world."

Maxim

"Chicken Skin. Hair Stands up on the back of your neck..."

Sports Illustrated

"The winter of 2015/2016 saw meteorological anomaly that included massive swell unloading on the reefs of Hawaii. The fact that Maui charger [Ian Walsh](#) was there to capture it with Red Bull Media House was no accident."

Grind TV

"Solid one-hour doco, filled with fine surfing, and surfing's finest."

Big-wave surfer Ian Walsh on new film 'Distance Between Dreams'

"For Ian Walsh, surfing big waves is like a bag of trail mix. Munching through handfuls of seeds, nuts, and assorted livestock feed is fine; but it only becomes worth it once you get the rare M&M."

Surfline

"Surfing fans (and even nonfans) are in for a treat. The stunning visuals were captured from a variety of cameras and angles, mixing point-of-view footage with aerial and underwater shots to capture the beauty — and terrifying power — of big ocean swells."

Digital Trends

"For the last four years, Ian Walsh has been dreaming up a new type of big-wave surf film, one which puts you in the lineup and right in the impact zone, immerses you in the power and the panic, but also the camaraderie and hellmen. Walsh's new film, [Distance Between Dreams](#), produced by Red Bull Media House, gives you an immersive look behind the wild world of big-wave surfing today."

Surfer

FILM TOUR

Nov. 26: World Premiere, Maui, HI (Films Team)

Dec 2: North Shore Premiere, Oahu, HI (Films Team)

Jan. 20: Punta Hermosa, Peru (Red Bull Field Team)

Feb. 15: Roland Sands Designs Influencer Screening (Films Team)

Feb. 16: West Coast Premiere, San Diego, CA (Films Team)

Feb. 18: East Coast Premiere, Newport, RI (Films Team)

Mar. 21: Charleston Music Hall, Charleston, NC (Red Bull Field Team)

Mar. 22: UNC Wilmington, Wilmington, NC (Red Bull Field Team)

April 19: San Francisco, CA (Red Bull Field Team)

April 20: Tahoe, CA (Red Bull Field Team)

Mar. 22: New York, NY (Surfrider)

May 3: New York, NY (3rd Party Host)

May 4: New York, NY (Rooftop Cinema Club)

May 7: Los Angeles, CA (Rooftop Cinema Club)

May 9: Los Angeles, CA (Surfrider)

May 25: New Hampshire (Surfrider)

May 27: Biarritz, France (Red Bull Field Team)

TBD: Rockaway, Miami, Oahu (Surfrider)



U.S. FILM FESTIVALS

DEC: SURFER AWARDS – AWARDED "BEST DOC"

JAN: KONA SURF FILM FESTIVAL

JAN: WAIMEA OCEAN FILM FESTIVAL

JAN: BELLS BEACH SURF FILM FESTIVAL, AUSTRALIA – AWARDED "BEST FILM"

FEB: FLORIDA SURF FILM FESTIVAL

MAR: SILICON BEACH FILM FESTIVAL

