**SALES PERFORMANCE**

BOOKERS: 2,648

TOTAL TICKETS SOLD: 7,465

£97,2891 FULL PRICE (84%: 5541)  
£19,160 CONCESSION (16%: 1924)

TOTAL COMPS: 290

TOTAL GROSS SALES: £116,451.50

**EVENT LANDING PAGE**46,000 PAGEVIEWS / 25,000 UNIQUE PAGEVIEWS

**EDITORIAL: ONE DAY MAYBE**

PAGEVIEWS: 2,600  
  
**EDITORIAL: INTERNATIONAL PIONEERS DTS HEAD TO HULL**PAGEVIEWS: 2,000

**VIDEO 1: TRAILER 1**

30,000 VIEWS  
*across Facebook / Twitter / Instagram / YouTube*

**VIDEO 2: TRAILER 2**70,000 VIEWS

*across Facebook / Twitter / Instagram / YouTube*

**VIDEO 3: VOX POPS**15,000 VIEWS

*across Facebook / Twitter / Instagram / YouTube*