



Full Report

2018

THE IMP TEAM

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YEAR:	TOTALS ----->	PRODUCTIVITY SCORE '18	TOT PPL REACHED: FB	TOT VWS: FB	TOT ENG: FB	TOT VWS: YT	TOT LKS: YT	TOT VIEWS	TOT ENG
2018	RED = YOUTUBE, BL = FACEBOOK	= 12376.33	7043	3794	661	676	67	4470	771

POS #	FILM TITLE	DATE RELEASED	TOTAL SCORE	PEOPLE REACHED: FB	VIEWS: FB	ENGAGEMENT FB	VIEWS: YT	LIKES: YT	VWS/REACHED: FB	ENG/VWS: FB	L/V: YT
1	Spirit	9/28/18	4124	2487	1345	220	63	8	54.08%	16.36%	12.70%
2	Ghost	5/18/18	3541	2110	1122	175	124	9	53.18%	15.60%	7.26%
3	Top Ramen	1/6/18	1690	1086	447	73	75	8	41.16%	16.33%	10.67%
4	Reflection	12/21/18	810	466	244	59	36	4	52.36%	24.18%	11.11%
5	Giftwrapper's Guidebook	1/6/18	510	238	171	34	60	6	71.85%	19.88%	10.00%
6	Powerless	10/15/18	486	254	154	40	35	2	60.63%	25.97%	5.71%
7	Loyal	9/10/18	415	194	154	35	29	2	79.38%	22.73%	6.90%
8	<3	11/1/18	320	168	111	19	18	3	66.07%	17.12%	16.67%
9	Giftwrapper's Guidebook: Fails	1/26/18	69	9	15	2	36	5	166.67%	13.33%	13.89%
10	The Lizard	1/26/18	66	17	15	2	25	6	88.24%	13.33%	24.00%
11	Top Ramen: Fails	1/26/18	63	14	16	2	25	5	114.29%	12.50%	20.00%

POS #	LIVE STREAM TITLE	DATE	TOTAL SCORE	LIVE CON. VIEWS: YT	LIVE CHAT: YT	NON-LIVE VIEWS: YT	LIKES: YT	L/V: YT	LIVE VIEWS: FB	VIEWS: FB	ENG: FB	ENG/VWS: FB
1	DTDL S2, E3: Dare to Dream 5 Shot F. F.	10/20/18	159	9	41	27	2	5.56%	8	55	17	26.98%
2	Dare to Deam LIVE S2, E1	1/5/18	85	4	0	78	3	3.66%	N/A	N/A	N/A	N/A
3	Dare to Deam LIVE S2, E2	1/26/18	38	2	2	30	4	12.50%	N/A	N/A	N/A	N/A

2018 was a year of incredible things for Infinity Moon Productions. We began the year by beginning our second season of Dare to Dream LIVE, which has been a much greater success in 2018 than years past. We released 2 episodes featuring our own skits and were able to display our community's work in the third episode, our most watched to date.

2018 has been the most active year for IMP ever, and it's all thanks to you. We released 11 videos, including 3 sketches, 2 "fails" (bloopers) reels, and 6 short films. We've shown off our funny side in videos like "Top Ramen" and "The Lizard," and got very serious in the Spring with our strong message in "Ghost." We showed how dramatic we can get in "Powerless," and displayed the full force of our storytelling strength in "Spirit" and "Reflection."

We love getting to see just how far our films can go, and the impacts they have on people.

In total, our videos have reached just over 7,000 people on Facebook, which is absolutely amazing. On YouTube and Facebook combined, our videos have an unthinkable 4,470 views, and 771 reactions from you. Among your favorites were the following top 5:

1. Spirit (1,325 FB views, 2,487 people reached)
2. Ghost (1,122 FB views, 2,110 people reached)
3. Top Ramen (447 FB views, 1086 people reached)
4. Reflection (224 FB views, 466 people reached)
5. Giftwrapper's Guidebook (171 FB views, 238 people reached)

As we get ready to head into 2019 and beyond, we thank each and every person who's enjoyed our hard work. You are the reason we keep fighting to go bigger and get better. In short, 2018 has been our best year yet, and we don't plan on stopping here. Thank you so, so much for a great 2018, and we wish you all the best in 2019!

Happy New Year!

- JB & The IMP Team

Two handwritten signatures in black ink. The first signature is a stylized, cursive 'JB'. The second signature is a more complex, cursive signature, likely representing 'The IMP Team'.