BuzzFeed
presents

FOX BROADCAST
PROGRAM RECAP REPORT
06.26.19

PROGRAM OVERVIEW

TASTY CREATOR VIDEO W/ ALEXIS

- 1 - Hero Video (incl. distribution)
- 1 - :60s Cutdown for Instagram
- 1 - Recipe Post on BuzzFeed
- 1 - Tasty Facebook Organic Post
- 1 - Tasty YouTube Organic Post
- 1 - Tasty Pinterest Organic Post
- 1 - Alexis Organic Instagram Post
- *1,666,667 Guaranteed Cross-Platform :03s Views*

ADDED VALUE

- 1 - Tasty Presents Facebook Share
- 1 - BuzzFeed Food Facebook Share
- 1 - BuzzFeed Video Facebook Share
- 1 - Tasty Instagram Organic Post
- 1 - Tasty Twitter Organic Post
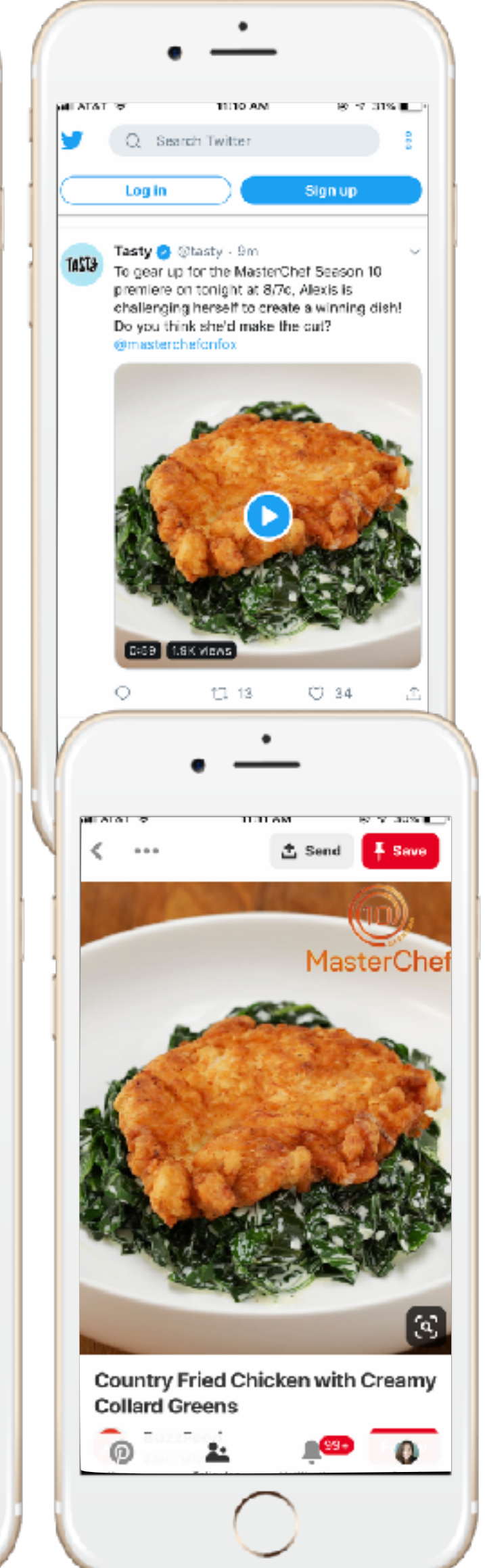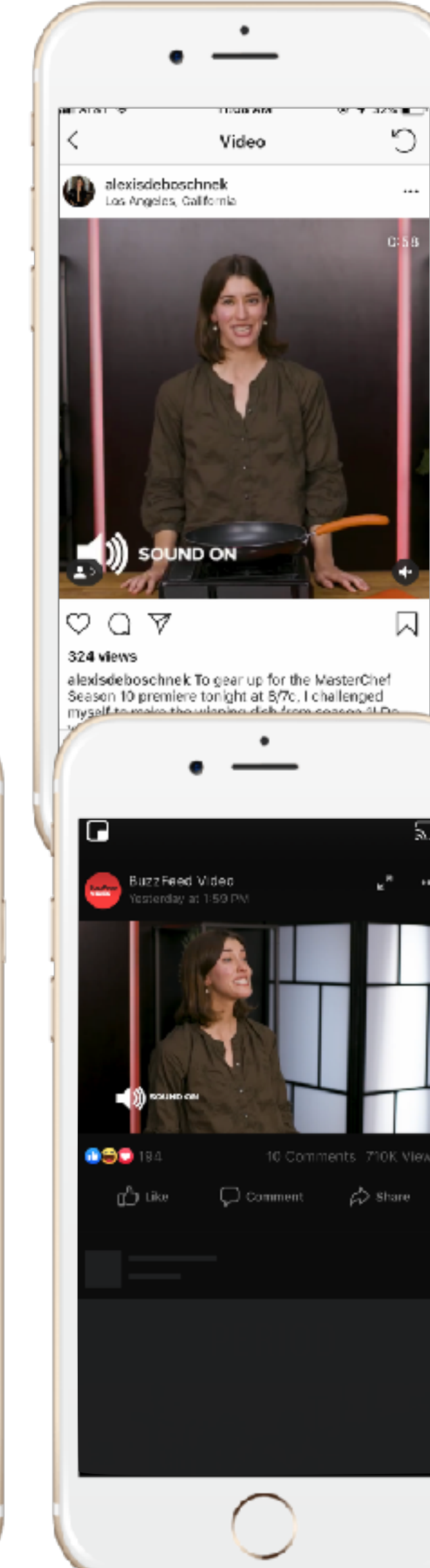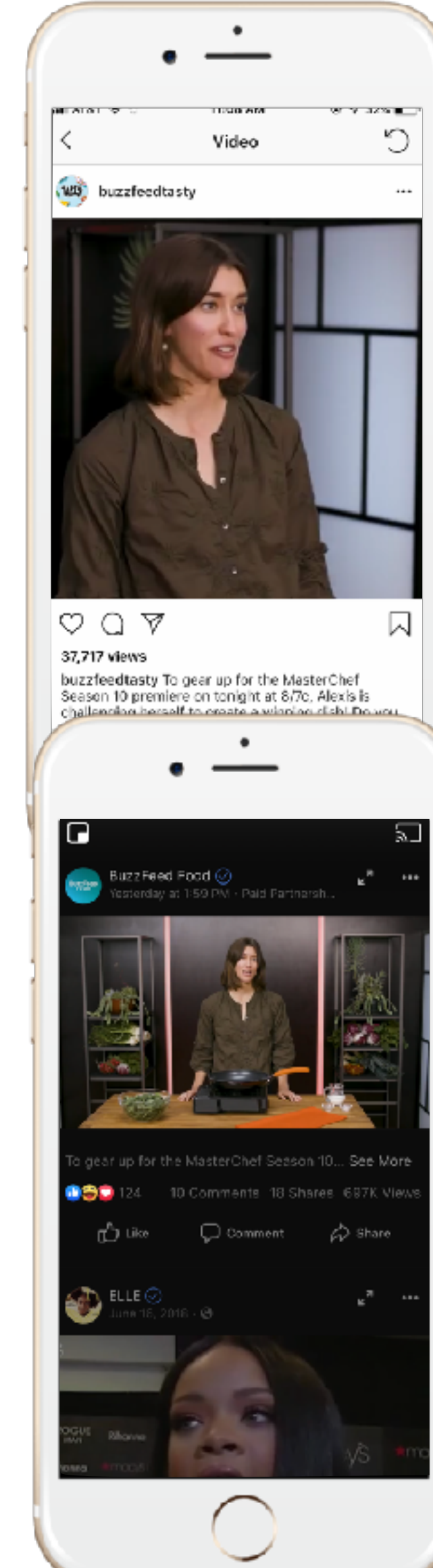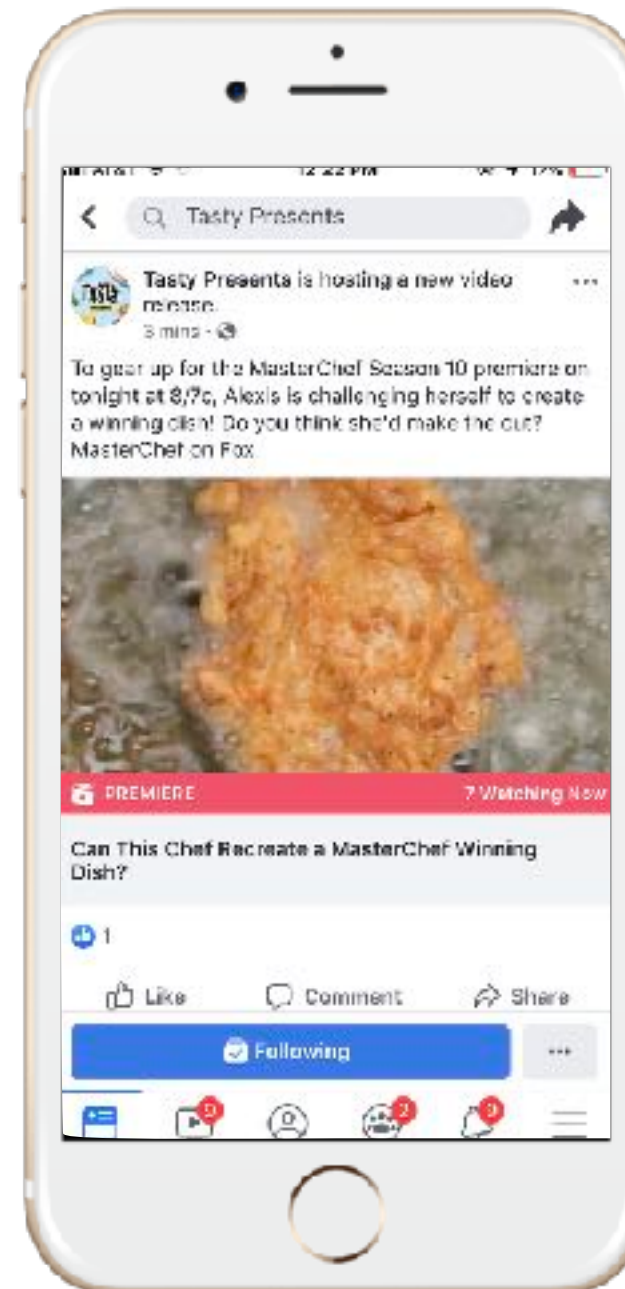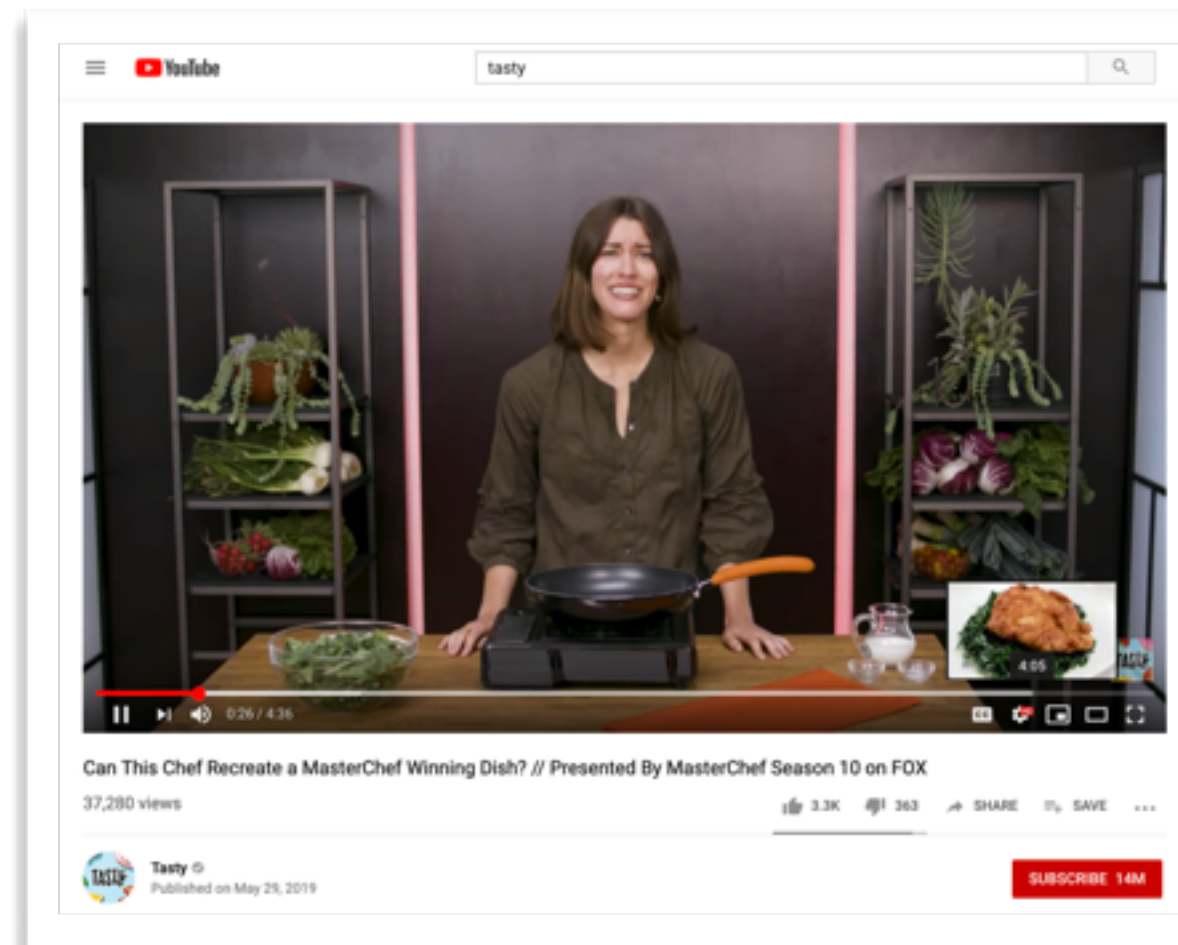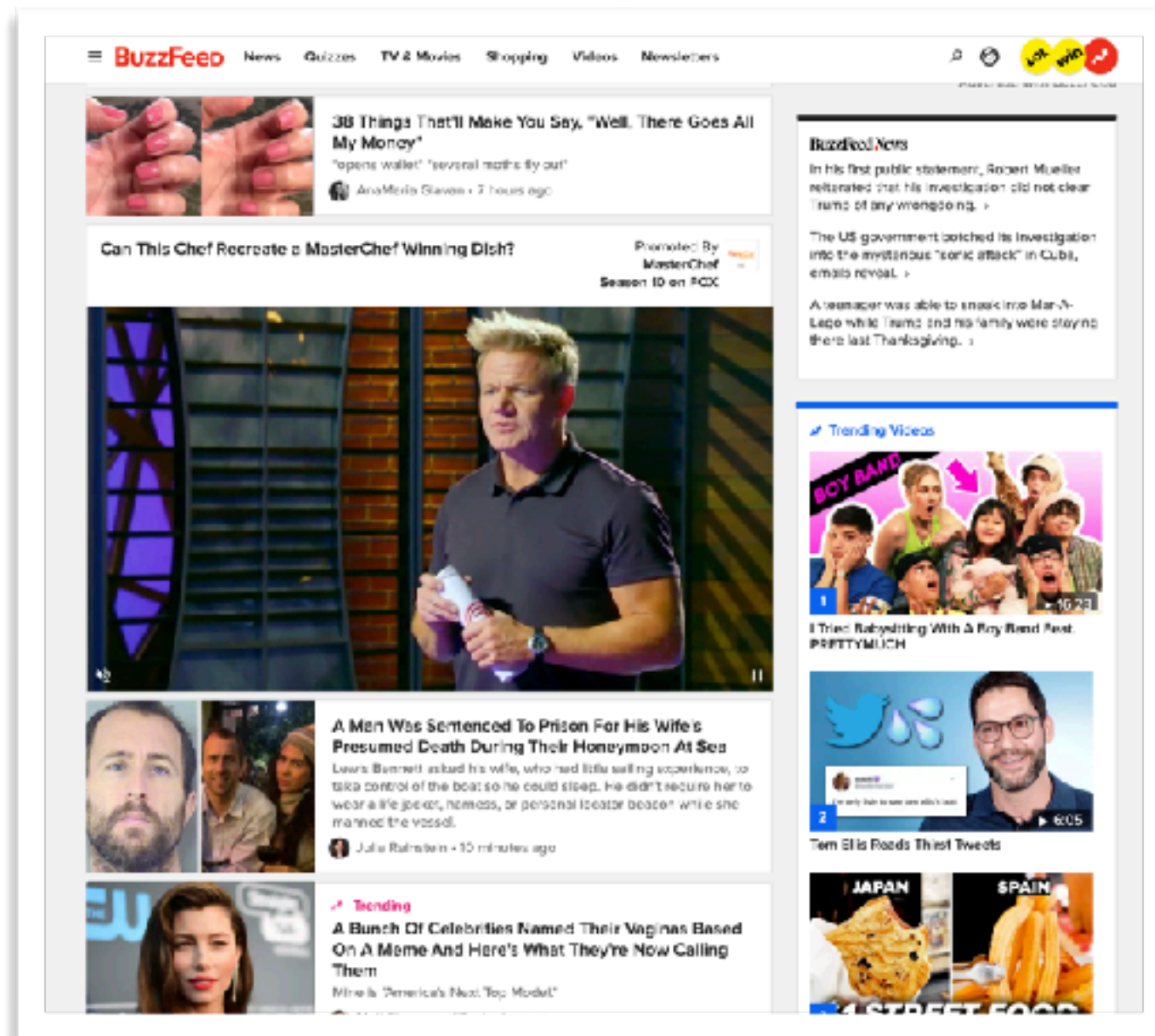- *52,083 Added Value Cross-Platform :03s Views*

A FOX FIRST

TASTY CREATOR VIDEO
WITH ALEXIS DEBOSCHNEK

PROGRAM SCREENSHOTS

PROGRAM HIGHLIGHTS

8.4M+
TOTAL IMPRESSIONS

2.45M+
TOTAL :03s GLOBAL VIDEO VIEWS

$18K+
ADDED VALUE MEDIA

TASTY CREATOR VIDEO
CAN THIS CHEF RECREATE THIS MASTERCHEF WINNING DISH?

6.09%
BUZZFEED AVERAGE ONSITE VTR

25.57% omg
MASTERCHEF S10 ONSITE VTR

32.88%
BUZZFEED AVERAGE INSTAGRAM VTR

46.94% win
MASTERCHEF S10 INSTAGRAM VTR

19.39%
BUZZFEED AVERAGE FACEBOOK VCR

23.52% win
MASTERCHEF S10 FACEBOOK VCR

0.62%
BUZZFEED AVERAGE YOUTUBE ER

8.85% omg
MASTERCHEF S10 YOUTUBE ER

TASTY CREATOR VIDEO
CAN THIS CHEF RECREATE THIS MASTERCHEF WINNING DISH?
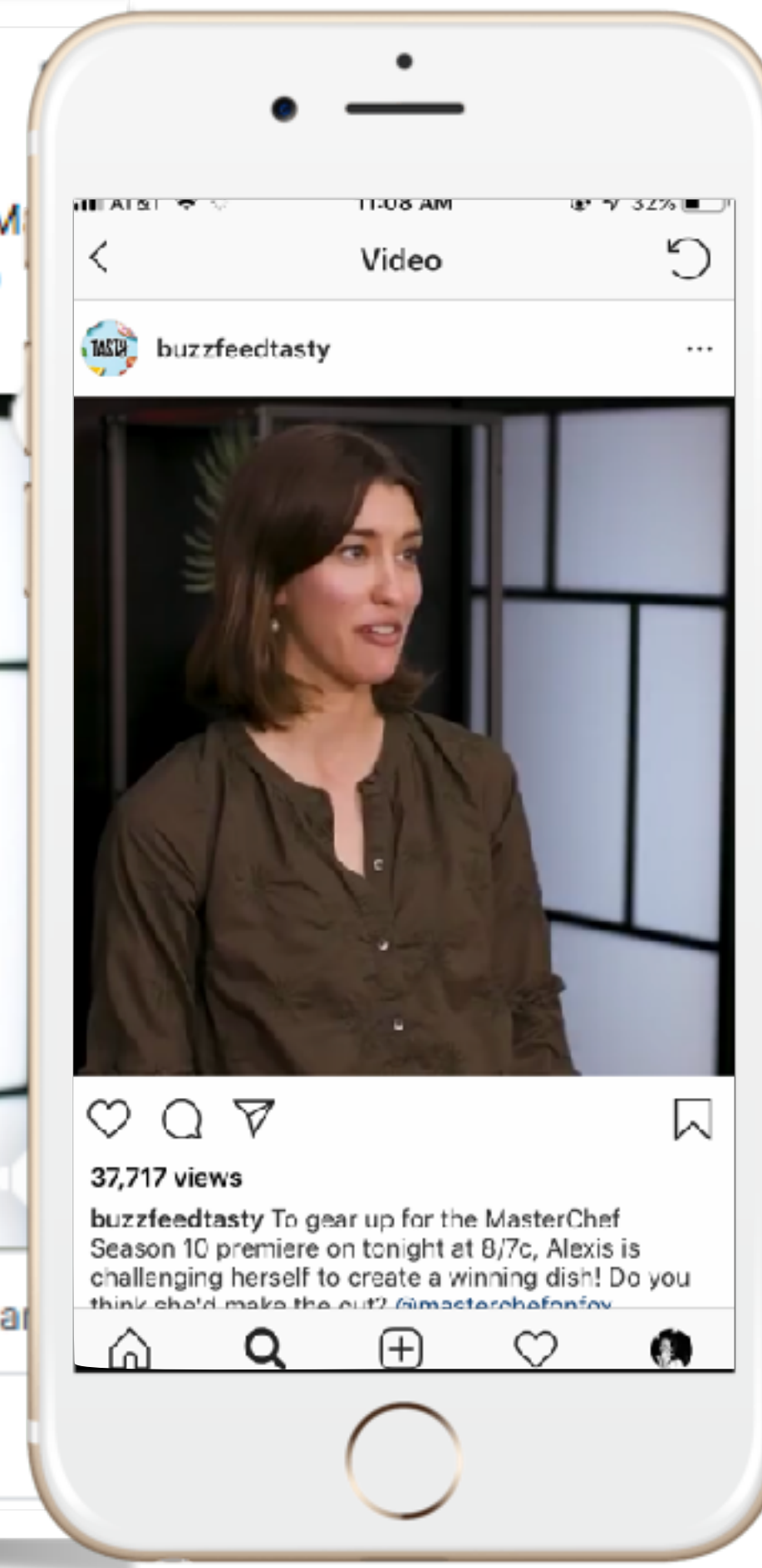
US VIEW GUARANTEE: 1,666,667
AV US VIEWS: 52,083
108% DELIVERY

Tasty with MasterChef
Paid Partnership · 🌐

To gear up for the MasterChef Season 10 premiere on Wednesday, May 29 at 8/7c, Alexis is challenging herself to create a winning dish! Do you think she'd make the cut?

241   12 Comments 42 Shares

👍 Like   💬 Comment   ➤ Share

Video

buzzfeedtasty

37,717 views
buzzfeedtasty To gear up for the MasterChef Season 10 premiere on tonight at 8/7c, Alexis is challenging herself to create a winning dish! Do you think she'd make the cut? @masterchefonfox

GLOBAL VIEWS
2,449,388

8,498,192 PAID IMPRESSIONS

1,854,915 US VIDEO VIEWS

174,403 PAID COMPLETES

1,731 PAID CLICKS

20,646 PAID ENGAGEMENTS

18,376 PAID REACTIONS

1,391 PAID SHARES

879 PAID COMMENTS

Flight: 05/28/19 - 05/29/19

Tasty with MasterChef
Paid Partnership · 🌐

To gear up for the MasterChef Season 10 premiere on Wednesday, M[...] 29 at 8/7c, Alexis is challenging herself to create a winning dish! Do you think she'd make the cut?

👍😂❤️ 241   12 Comments 42 Shar[...]

👍 Like   💬 Comment   ➤ Share

Video

buzzfeedtasty ···

❤️ 💬 ✈️   🔖

37,717 views

buzzfeedtasty To gear up for the MasterChef Season 10 premiere on tonight at 8/7c, Alexis is challenging herself to create a winning dish! Do you think she'd make the cut? @imasterchefonfox
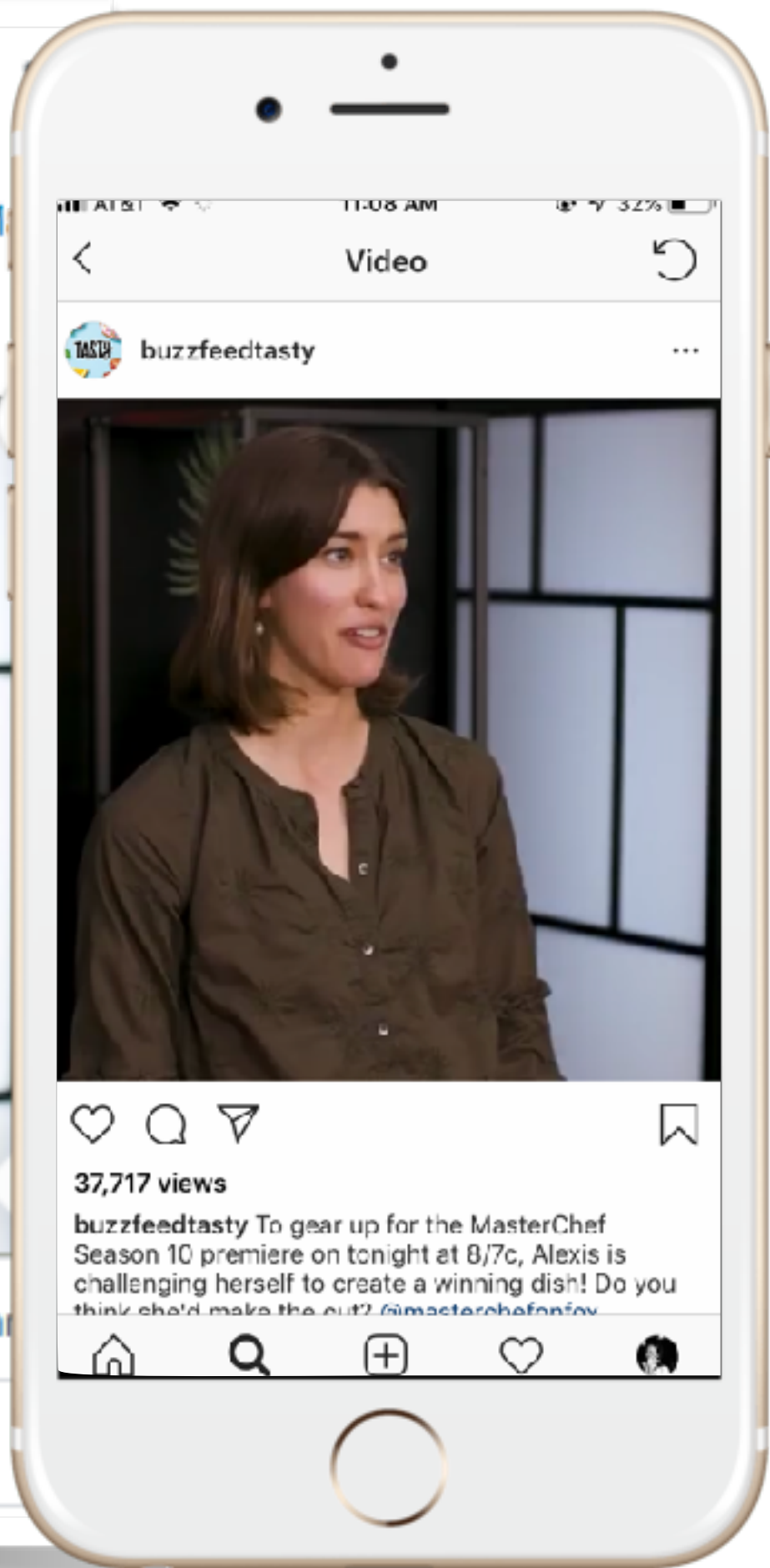
GLOBAL VIEWS
2,449,388
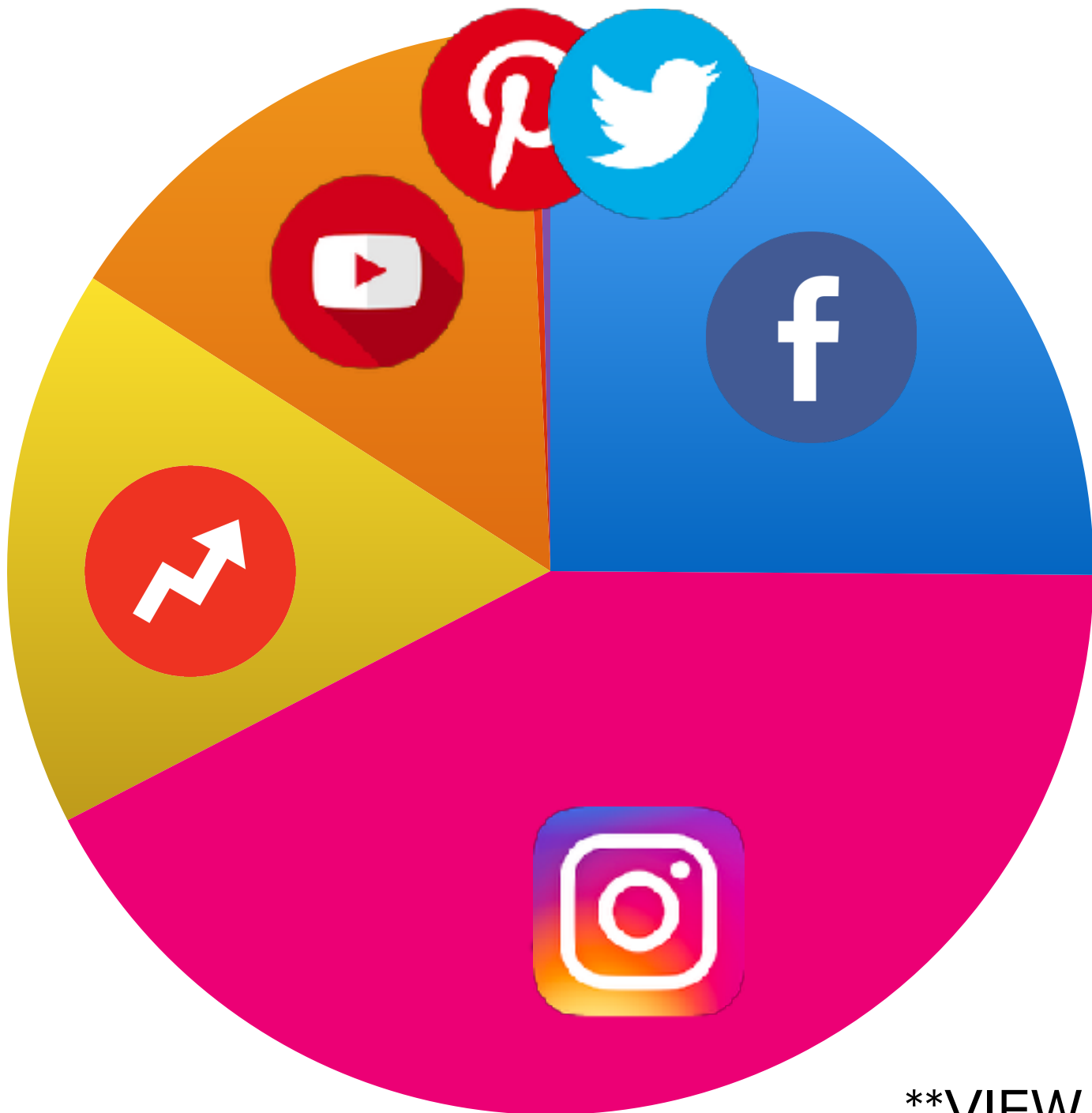
Flight: 05/28/19 - 05/29/19

**VIEW BREAKDOWN

BuzzFeed   7

TASTY CREATOR VIDEO
CAN THIS CHEF RECREATE THIS MASTERCHEF WINNING DISH?

	ONSITE	FACEBOOK	INSTAGRAM	YOUTUBE
PAID IMPRESSIONS	2,128,872	1,749,861	1,438,222	N/A
:03s US VIEWS	544,309	821,330	378,791	110,465
ER (ENGAGEMENTS/:03s VIEWS)	N/A	0.56% (exceeding our average of 0.50%)	4.50% (exceeding our average of 2.33%)	8.85% (exceeding our average of 0.62%)
VTR (25% VIEWS/IMPS)	25.57% (exceeding our average of 6.09%)	46.94% (exceeding our average of 32.88%)	26.34% (slightly below our average of 32.97%)	N/A
VCR (COMPLETES/:03s VIEWS)	2.43% (below our average of 24.71%)	3.13% (slightly below our average of 5.90%)	23.52% (exceeding our average of 9.11%)	N/A

includes PAID data only

Flight: 05/28/19 - 05/29/19

Tasty with MasterChef.
Paid Partnership · 🌐

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VIEW THROUGH RATE
TOP PERFORMING AUDIENCES
1. Nifty/DIY Custom Audience - **46.98%**
2. Celeb Chefs Targeting - **45.98%**
3. Tasty Custom Audience - **45.89%**

FACEBOOK AVG: 32.88%

VIDEO COMPLETION RATE
TOP PERFORMING AUDIENCES
1. MasterChef Targeting - **7.06%**
2. Gordon Ramsay Interests - **5.39%**
3. Cooking Show Interests - **4.17%**

FACEBOOK AVG: 5.90%

includes PAID data only

includes PAID data only

VIEW THROUGH RATE
TOP PERFORMING AUDIENCES
1. BuzzFeed Food Custom Audience - **29.64%**
2. Tasty Custom Audience - **27.58%**
3. BuzzFeed Reviews Custom Audience - **27.51%**

INSTAGRAM AVG: 32.97%

VIDEO COMPLETION RATE
TOP PERFORMING AUDIENCES
1. Tasty Custom Audience - **25.47%**
2. Cooking Targeting - **23.47%**
3. Chef Interests - **23.36%**

INSTAGRAM AVG: 9.11%

SOCIAL SENTIMENT ANALYSIS
CAN THIS CHEF RECREATE THIS MASTERCHEF WINNING DISH?

Tasty with MasterChef.
Paid Partnership · 🌐

To gear up for the MasterChef Season 10 premiere on Wednesday, May 29 at 8/7c, Alexis is challenging herself to create a winning dish! Do you think she'd make the cut?

👍😂❤️ 241   12 Comments 42 Shares

👍 Like   💬 Comment   ➤ Share

TOP LINE FACEBOOK STATS
- 870 Shares
- 32 Comment Tags

POSITIVE REACTIONS
- 4,874 Like
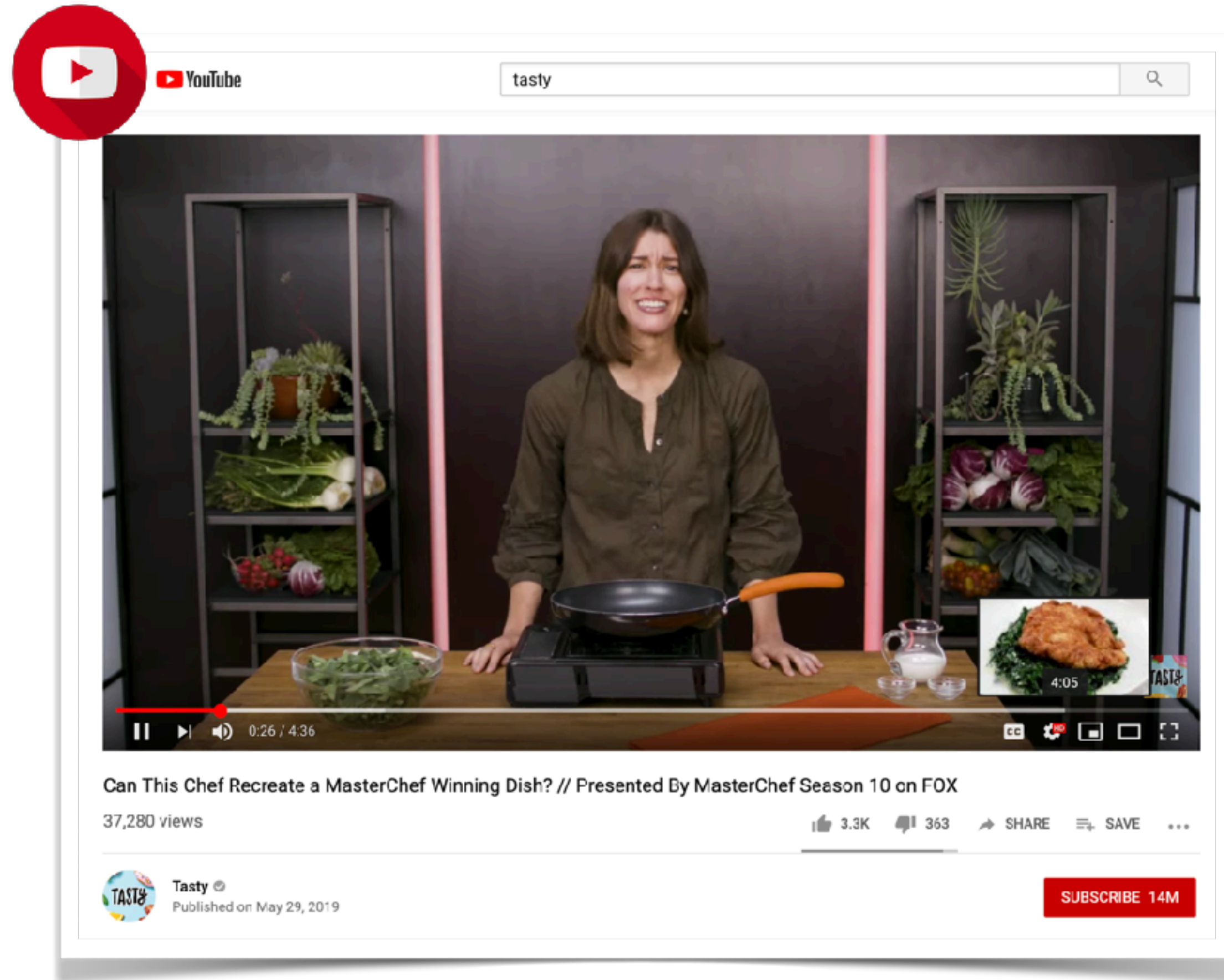- 599 Love
- 769 Haha

NEUTRAL REACTIONS
- 89 Wow

NEGATIVE REACTIONS
- 40 Anger
- 41 Sorry

SOCIAL SENTIMENT ANALYSIS
CAN THIS CHEF RECREATE THIS MASTERCHEF WINNING DISH?

TOP LINE YOUTUBE STATS

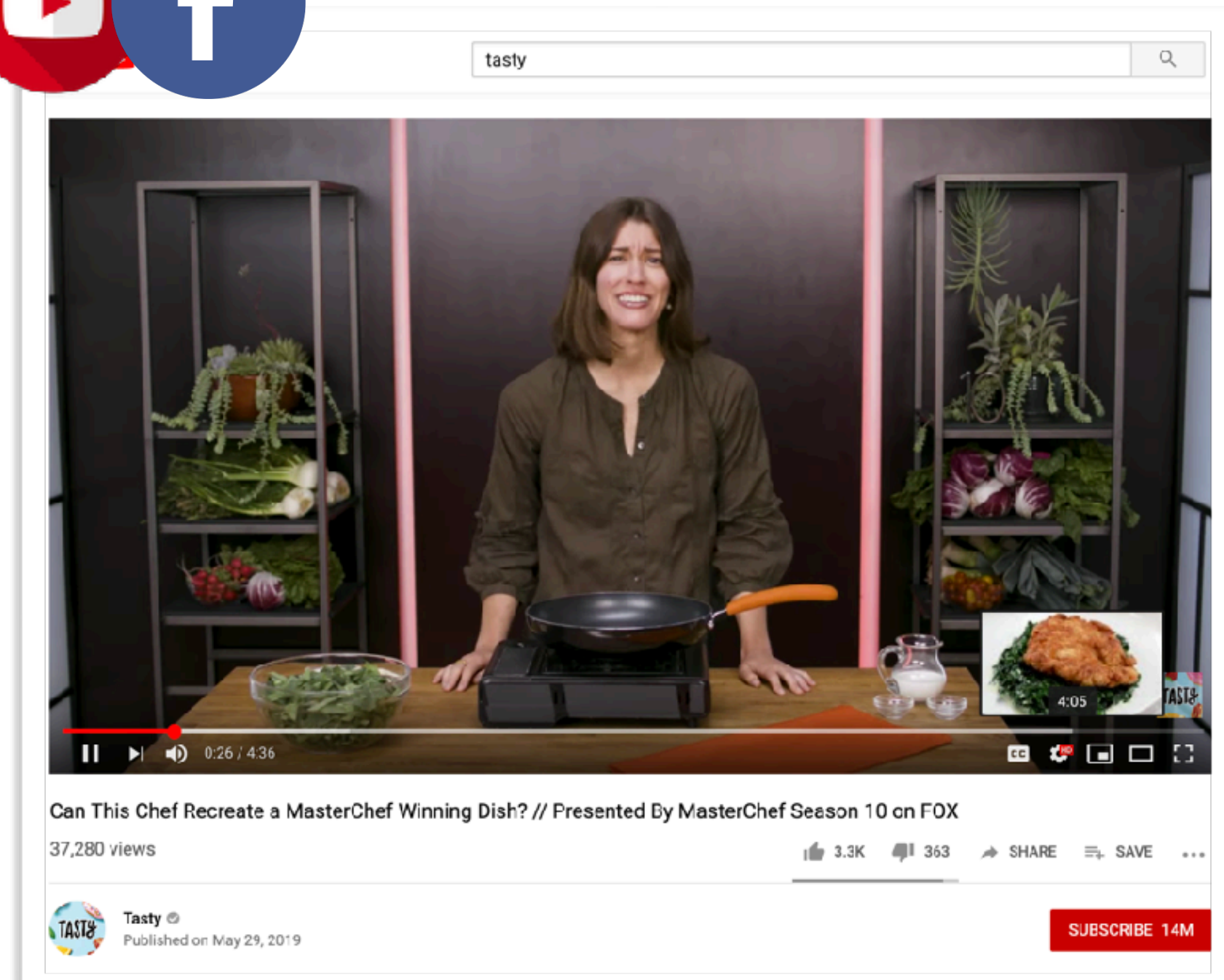- 16.1K Likes (88.9% Positive Sentiment)
- 468 Shares

KEYWORD MENTIONS

- MasterChef: 88
- Gordon Ramsay: 72
- Aaron Sanchez: 3
- Joe Bastianich: 6
- Show: 37
- Watch: 58
- Competition: 7

TOTAL: 242

SOCIAL SENTIMENT ANALYSIS
CAN THIS CHEF RECREATE THIS MASTERCHEF WINNING DISH?

tasty

Can This Chef Recreate a MasterChef Winning Dish? // Presented By MasterChef Season 10 on FOX

37,280 views

3.3K   363   SHARE   SAVE

Tasty
Published on May 29, 2019   SUBSCRIBE 14M

KEY TAKEAWAYS

- *Positive sentiment mainly received around how funny people thought the video was and how much they love or like Alexis. This validates we had a good Creator match for the MasterChef audience.*

- *When including YouTube and Facebook reactions and shares into consideration, reactions to the video were overwhelmingly positive.*

- *Note that a majority of comments were positive; the sentiment analysis tool qualified 'cringe' as negative though when looking at the comment in context it was actually positive*
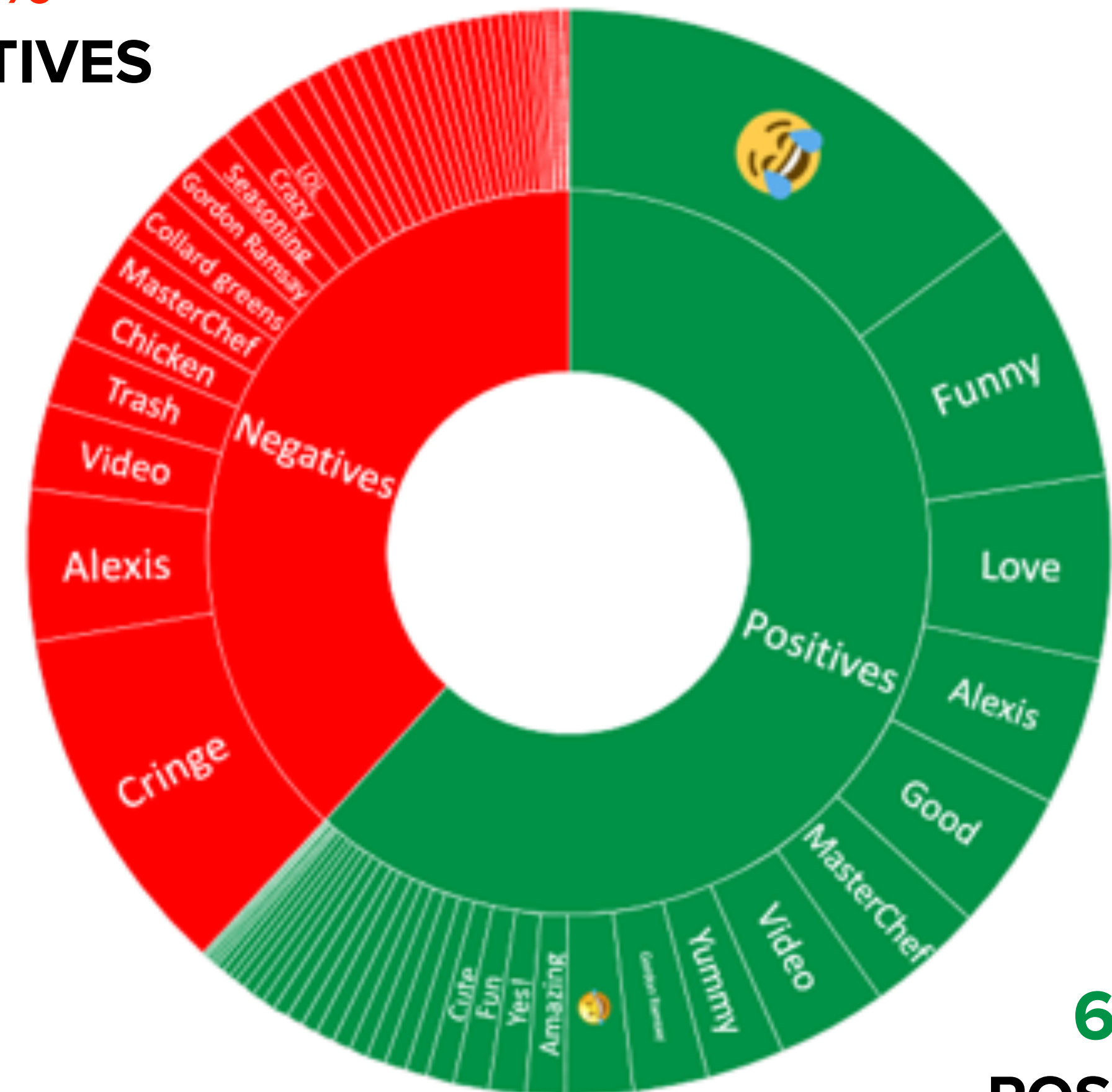
The Seventh Hokage 4 weeks ago (edited)
Who else liked the argue between Ramsay and Alexis?😭😂😂
Who also liked the conversation between the judges and Alexis?
Like if agree 🤭😂
It was cringey and funny 😂

Edit:OMG Thanks for so much likes this the most likes I ever got I never got one like 😊😇
Show less

Reply • 483

omg 4 weeks ago
I found this both cringey and funny. I cannot 😂😅
Reply • 6699

Z.z.Z 3 weeks ago
This video is iconic and cringy at the same time. xD
Reply • 4

Fatimah Ashraf 4 weeks ago
Love to see how beautifully staged
It's like height of cringiness
Reply • 2634
Hide replies ⌄

damn yeah yeah 8 weeks ago
that it is sir
Reply • 5

Teresa Thomas 3 weeks ago
It's funny tho
Reply • 1

that dude 3 weeks ago
I was hoping to have a comment bout this and it was in the top . I thank you so much kind mam
Reply • 1

LEARNINGS & RECOMMENDATIONS

LEARNINGS & RECOMMENDATIONS
MASTERCHEF S10 BUZZFEED PROGRAM

CREATIVE FORMAT INSIGHTS
Our Tasty audience responded positively to Alexis in this new format with the show clip integration into a Tasty recipe video. The style worked because of our audience's love for Alexis as well as her willingness to lean into the humor of the video and judge's reaction to allow the show integration to feel organic.

SOCIAL SENTIMENT ANALYSIS
The majority of the comments across YouTube and Facebook were overwhelming positive and showed the audiences enjoying Alexis in this new format. Additionally, the tool is unable to detect sarcasm which may have lead to a higher "negative" percentage than the number of actually negative comments.

THANK YOU.