REPORT for Oxfam for COP17 video distribution

Oxfam’s COP17 videos were promoted across the GREEN.TV network both during the COP and the subsequent weeks after.

Video views to date across the distribution network are: 26,524

Placements:
The videos received exposure and are continuing to be hosted on -
- www.green.tv
- GREEN.TV’s iTunes podcasts
- GREEN.TV’s Nokia apps
- www.blinkx.com
- www.dailymotion.com

Placement screen grabs and links

www.green.tv

Oxfam’s COP17 films were featured on GREEN.TV as part of the Climate Change, COP17, People, and Oxfam channels. During the COP they also received promotion on the GREEN.TV homepage:
iTunes

Oxfam’s COP17 videos were featured in GREEN.TV’s Climate Change and People podcasts on iTunes and received placement in the Top Charts and What’s Hot section of the Science & Medicine category and received over 8,000 views on iTunes.

To view live go to:
Nokia apps

The Oxfam at COP17 videos were promoted and continue to be available in the following GREEN.TV Nokia apps:

- Climate Change
- People

View the apps on the Nokia store: http://store.ovi.com/publisher/green.tv
The Oxfam at COP17 videos are currently being promoted as part of GREEN.TV’s channel on blinkx. The environment category receives over 11 million uniques per month and each Oxfam video has received approximately 5,000 views per video.
Dailymotion is the second largest video platform to YouTube. GREEN.TV has just started a partnership with them and Oxfam’s video’s are currently being distributed on the Dailymotion.