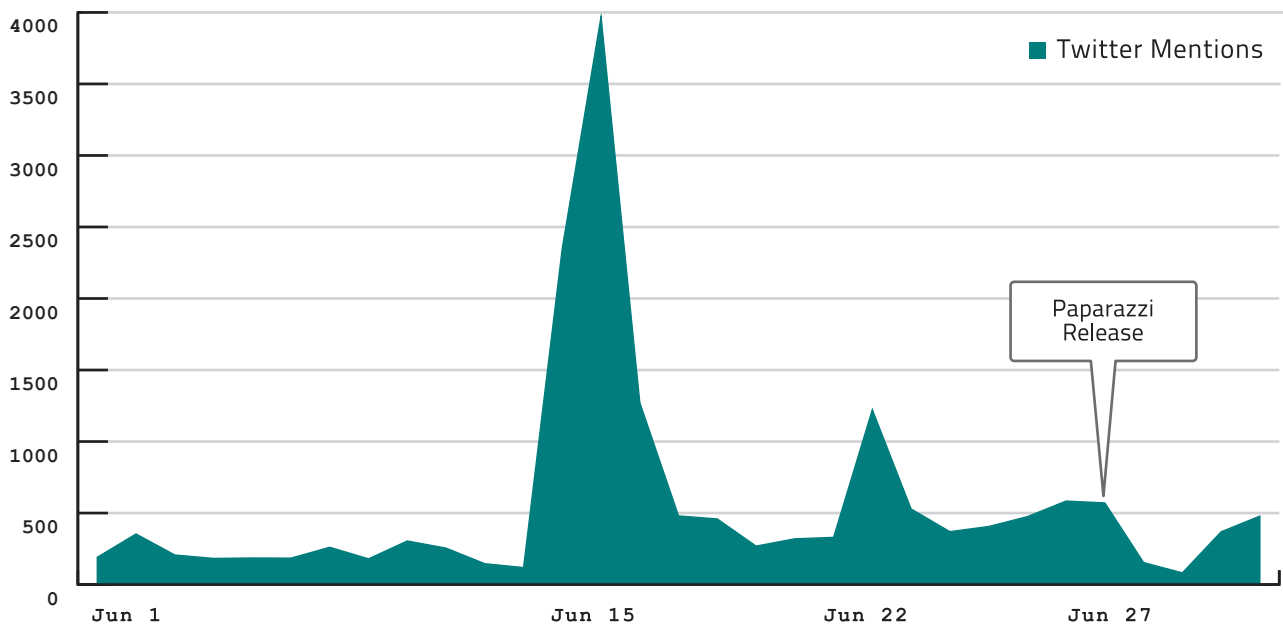


Girls' Generation (Universal Music) Paparazzi Single Release (2012/6/1 - 2012/7/1)

SOCIAL MEDIA ACTIVITY



OVERVIEW

Social media buzz for the Paparazzi single release began to pick up two weeks before the release date. Discussion peaked slightly later, on June 15th, with the premiere of the single's official promotion video (PV). The online premiere saw 4000 tweets in a 24 hour period. Following this initial excitement, discussion largely declined, but still remained higher than that prior to the PV release. This steady activity was enjoyed until the single's release on June 27th, but the single release itself failed to rouse much further discussion.

KEY TOPICS

Much buzz was generated due to the release of the official PV on June 15th, with the decision to release the video at exactly midnight on the evening of June 14th being widely mentioned and helping to build hype. Discussion dropped off sharply after the PV's online premiere but the video continued to be discussed and shared in the following weeks. Other topics of interest relating to the PV which helped maintain discussions were the release of additional re-edits of the video, such as the "Gold" and "Dance" edits (the link to the Gold edit was tweeted 7300 times). Also a fan-made parody, in which members of the band were seen selling the pink gloves worn in the PV on the home shopping network, generated a lot of discussion with users joking that the band should consider it as a sales opportunity.

Girls' Generation's live performance on Music Station on June 22nd also created discussion with 825 posts in the 9 days which followed it. Viewers were generally positive about the show. Many users attempted to upload and share their recordings of the performance on youtube, but videos were quickly removed on copyright grounds.

The release date itself was relatively subdued with just under 100 users mentioning the arrival of the release

date and the majority of other users simply sharing and retweeting the single's #2 position in the oricon daily ranking.

Popular Shared YouTube Links

1. Paparazzi Gold Version - ~7300 links
(<http://youtu.be/c3-pUNhYOR>)
2. Paparazzi Preview on Zip! - ~2900 links
(<http://youtu.be/uvq6HzVNVPo>)
3. Music Station Live Performance - ~400 links
(removed from youtube)
4. Paparazzi Original HD Version - ~300 links
(<http://youtu.be/uj7HuMbiuWU>)
5. Paparazzi Dance HD Version - ~200 links
(<http://youtu.be/Vuj2xYOROnc>)

Most Influential Users in Discussion

1. A rock music publication and promotion company.
1 tweet. Followers: 74,346
Klout Score: 72 (Thought Leader)
2. A popular comedian with a wikipedia entry.
2 tweets. Followers: 52,060
Klout score: 69 (Pundit)
3. The K-Pop division of a national music retailer.
13 tweets. Followers: 61,954
Klout Score: 66 (Pundit)