



***73rd ANNUAL GOLDEN GLOBE® AWARDS
CONTINUE TO DRIVE SOCIAL ENGAGEMENT***

HOLLYWOOD, Calif., Jan. 13, 2016 – The Hollywood Foreign Press Association (HFPA) announced today that the 73rd Annual Golden Globe Awards produced an upward trend in digital and social media statistics.

On Twitter, beginning three hours before the live show through 10 minutes after it ended, 4.4 million Golden Globe Awards-related Tweets were sent globally, resulting in a total of 1.2 billion views. Additionally, the HFPA worked in partnership with Amy Poehler’s Smart Girls organization to generate fan engagement and questions. According to Twitter, over 10 thousand Tweets tagged with the #SmartGirlsAsk hashtag were submitted, resulting in being seen over 10 million times through Retweets, likes and shares.

On Facebook, more than 9 million users globally participated in a total of 19 million interactions on show day, which included posts, comments and likes. During the same period in 2015, 8 million users contributed to 17 million interactions.

Instagram, in which 11 million users globally partook in 34 million interactions relating to the awards show, introduced the first implementation of Spotlight Compilations showing how celebrities and fans on Instagram celebrated the Golden Globe Awards. The debut of this feature provided users with a real-time look at moments as they happened.

The Golden Globe Awards also utilized Snapchat this year to produce a story that was viewed by millions of other Snapchat users.

“In today’s ever-changing world where digital communication is our way into the lives of tomorrow’s generation, the Hollywood Foreign Press Association makes interaction via social channels a top priority,” HFPA President Lorenzo Soria said. “Digital conversations are evolving and we are proud to say that we are at the forefront. We want everyone – celebrities and fans – to be connected and feel like they are part of the Golden Globe Awards.”

Produced by dick clark productions in association with the HFPA and broadcast in the U.S. on NBC, the Golden Globe Awards are viewed in more than 236 countries worldwide and are one of the few awards ceremonies to include both motion picture and television achievements.

About The Hollywood Foreign Press Association

Founded in the 1940s during World War II, the HFPA was originally comprised of a handful of LA-based overseas journalists who sought to bridge the international community with Hollywood, and to provide distraction from the hardships of war through film. Seventy years later, members of the HFPA represent 55 countries with a combined readership of 250 million in some of the world's most respected publications. Each year, the organization holds the third most watched awards show on television, the Golden Globe® Awards, which has enabled the organization to donate more than \$23.9 million to entertainment related charities and scholarship programs. For more information, please visit www.hfpa.org and www.GoldenGlobes.com and follow us on Twitter (@GoldenGlobes) and Facebook (www.facebook.com/GoldenGlobes).

###

Media Contacts:

Hollywood Foreign Press Association/Golden Globe Awards

Michael Samonte/Alyssa Furnari

Sunshine Sachs

GoldenGlobes@SunshineSachs.com

323-822-9300

NBC

Rebecca Marks, Rebecca.Marks@nbcuni.com, 818-777-3030 Lesley Cerwin,

Lesley.Cerwin@nbcuni.com, 818-777-2888

Jill Carmen, Jill.Carmen@nbcuni.com, 805-376-1962

dick clark productions

Liz Morentin/ Lydia Baskharoon/Gina Sorial

Imorentin@dickclark.com / LBaskharoon@dickclark.com / GSorial@dickclark.com

310-255-4600