



MONTHLY SOCIAL FOOTPRINT

OCTOBER, 2016



NOVA ENTERTAINMENT DIGITAL FOOTPRINT



161,000
AVG DAILY UB'S



709,000
UNIQUE AUDIENCE



4.2 MIL
FACEBOOK FANS



510,000
TWITTER FOLLOWERS



365,000
INSTAGRAM FOLLOWERS



243,000
YOUTUBE SUBSCRIBERS

**NOVA ENTERTAINMENT IS HOME TO SMOOTH.COM.AU...
AUSTRALIA'S NEWEST LIFESTYLE DESTINATION!**

Source: Nielsen Marketing Intelligence, Trend Report Jan-Sept 2016 | Nielsen Digital Ratings (Monthly), Jan-Aug 2016 | Facebook, Twitter, Instagram, YouTube Australia, Sept 2016



SOCIAL



NOVA
ENTERTAINMENT

LET US TELL YOUR
Story



2016 SOCIAL FOOTPRINT



| SHOW CHANNELS | Facebook | Instagram | Twitter |
|--------------------------|------------------|----------------|----------------|
| Kate Tim Marty | n/a | 55,483 | 24,739 |
| Lewis & Lowe | 10,891 | n/a | n/a |
| Ash, Kip & Luttsy | 26,132 | 12,861 | 708 |
| Smallzy | 33,131 | 42,841 | 204,779 |
| Nathan, Nat and Shaun | 23,040 | n/a | n/a |
| Chrissie, Sam, & Brownny | 35,135 | 30,957 | n/a |
| Fitzy and Wippa | 52,254 | 63,860 | 41,575 |
| STATION CHANNELS | | | |
| Nova 100 | 849,893 | 25,220 | 55,708 |
| Nova 106.9 | 425,477 | 21,874 | 29,432 |
| Nova 919 | 659,218 | 33,270 | 17,974 |
| Nova 937 | 976,668 | 22,822 | 16,942 |
| Nova 969 | 234,883 | 44,958 | 84,393 |
| Nova Music (Australia) | 2,316 | 125 | 68 |
| smoothfm 91.5 | 383,740 | 1,771 | 3,110 |
| smoothfm 95.3 | 344,335 | 1,951 | 2,417 |
| FIVEaa | 16,464 | 1,199 | 24,727 |
| TOTAL COMMUNITY | 4,073,576 | 359,191 | 506,572 |

**NOVAFM IS #1 FOR SOCIAL VIDEO VIEWS
IN AUSTRALIAN COMMERCIAL RADIO (NOVAFM YOUTUBE CHANNEL)**

**HIGHLY ENGAGED FACEBOOK COMMUNITY
(4+ MILLION)**

**HOME TO ONE OF AUSTRALIA'S MOST
POWERFUL SOCIAL INFLUENCERS @ SMALLZY
(CONSISTENTLY TRENDING GLOBALLY ON TWITTER)**

"RADIO: WINNING IN SOCIAL ENGAGEMENT"**

READ ARTICLE [HERE](#)

**"NOVA: FOUR STATIONS IN TOP 10 FOR
ENGAGEMENT**" READ ARTICLE [HERE](#)**





NOVA ENTERTAINMENT

Digital

