

MISSION: IMPOSSIBLE

Social Media Analysis

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Date Range: 2013-2023

- Mission: Impossible Rogue Nation and Dead Reckoning (Part One)

Background

Rogue Nation

Mission: Impossible - Rogue Nation is an American action spy film written and directed by Christopher McQuarrie. A sequel to Mission: Impossible - Ghost Protocol (2011), Rogue Nation is the fifth installment to the Mission: Impossible series.

The film follows Impossible Missions Force agent, Ethan Hunt (played by Tom Cruise), and his team must surreptitiously fight The Syndicate, an international black ops terrorist group of rogue government agents from around the world.



Dead Reckoning

Mission: Impossible – Dead Reckoning (Part One) directed by Christopher McQuarrie hit theaters in 2023 is the seventh installment to the series. In the film, Ethan Hunt and his IMP team face off against yet another impossible mission against “The Entity”, a powerful rogue AI.



Data Sources

Looking at a 10 year time frame to gauge the overall volume of interest in the Mission: Impossible series over time.



Google Trends

- Interest in search term “Mission: Impossible”, “Mission: Impossible - Rogue Nation”, “Mission: Impossible - Fallout” and “Mission: Impossible - Dead Reckoning”. (Indicates the most basic level of interest.)
- Date range: October 7, 2013 to November 17, 2023



Wikipedia Page Views

- Number of views on the Wikipedia page, signifies higher level of interest and user’s desire to learn more about the *Mission: Impossible* series.



Brandwatch

- Indicated high level of interest - includes posting about the subject
- Gather Twitter and News posts containing the Boolean phrase:
 - **(("mission impossible" AND ("rogue nation" OR fallout OR "dead reckoning")) OR ("tom cruise" AND "mission impossible")) OR #missionimpossible7 OR #missionimpossiblefallout OR #missionimpossible OR @missionfilm OR missionimpossibleroguenation OR #missionimpossibledeadreckoning**
- Language: agnostic

Benchmark Comparisons

Rogue Nation

Trailer Release

- Trailer 1: March 22, 2015
- Trailer 2: June 3, 2015

Opening Weekend

- Theatrical Release: July 31, 2015
 - July 31, 2015 - August 3, 2015

Two Week Post

- August 4, 2015 - August 18, 2015

Dead Reckoning Part One

Trailer Release

- Trailer 1: May 23, 2022
- Trailer 2: September 7, 2022

Opening Weekend

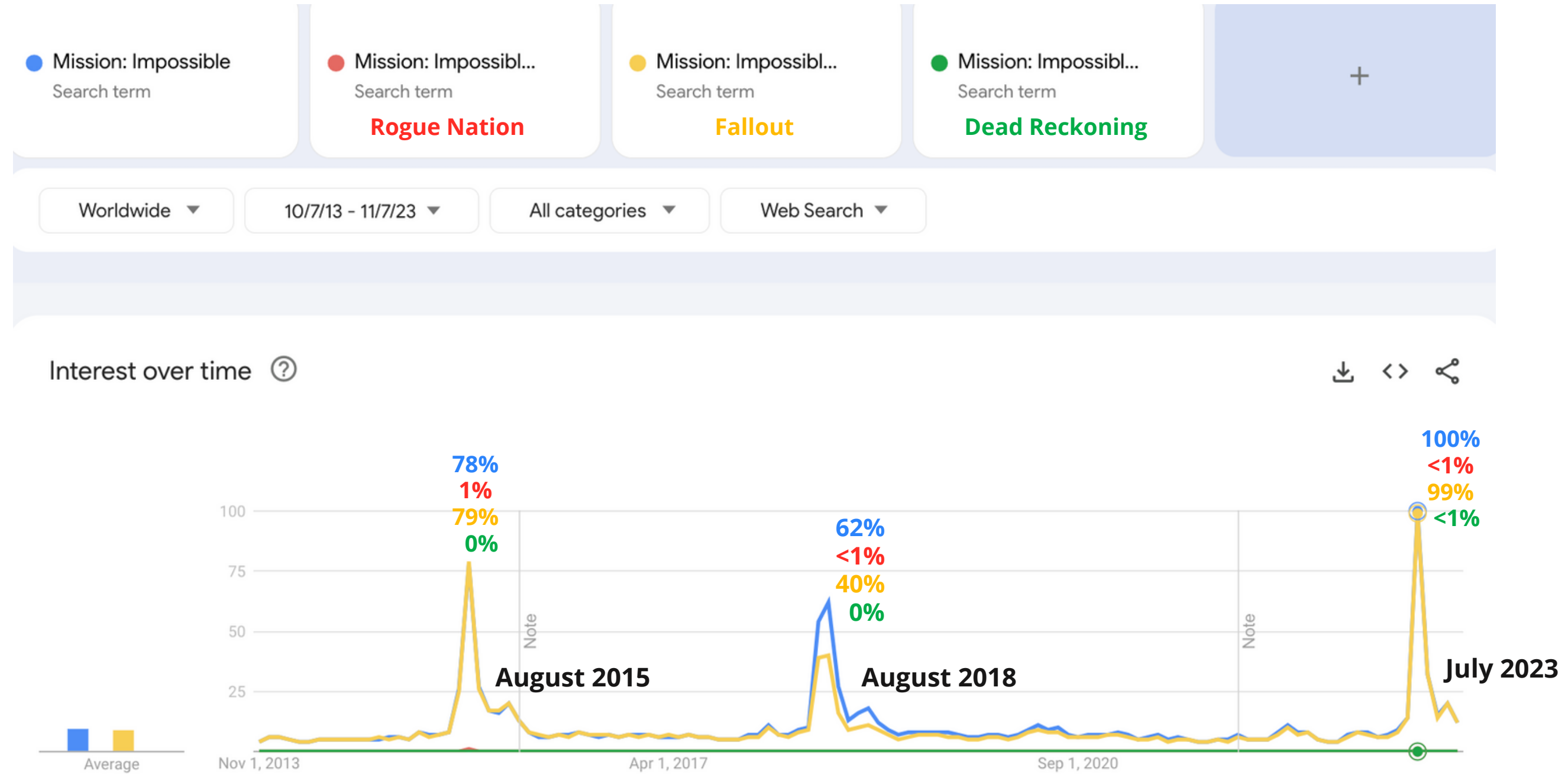
- Theatrical Release: July 12, 2023
 - July 12, 2023 - July 17, 2023

Two Week Post

- July 18, 2023 - August 1, 2023

Big Picture Analysis

Google Trends (2013 to 2023)



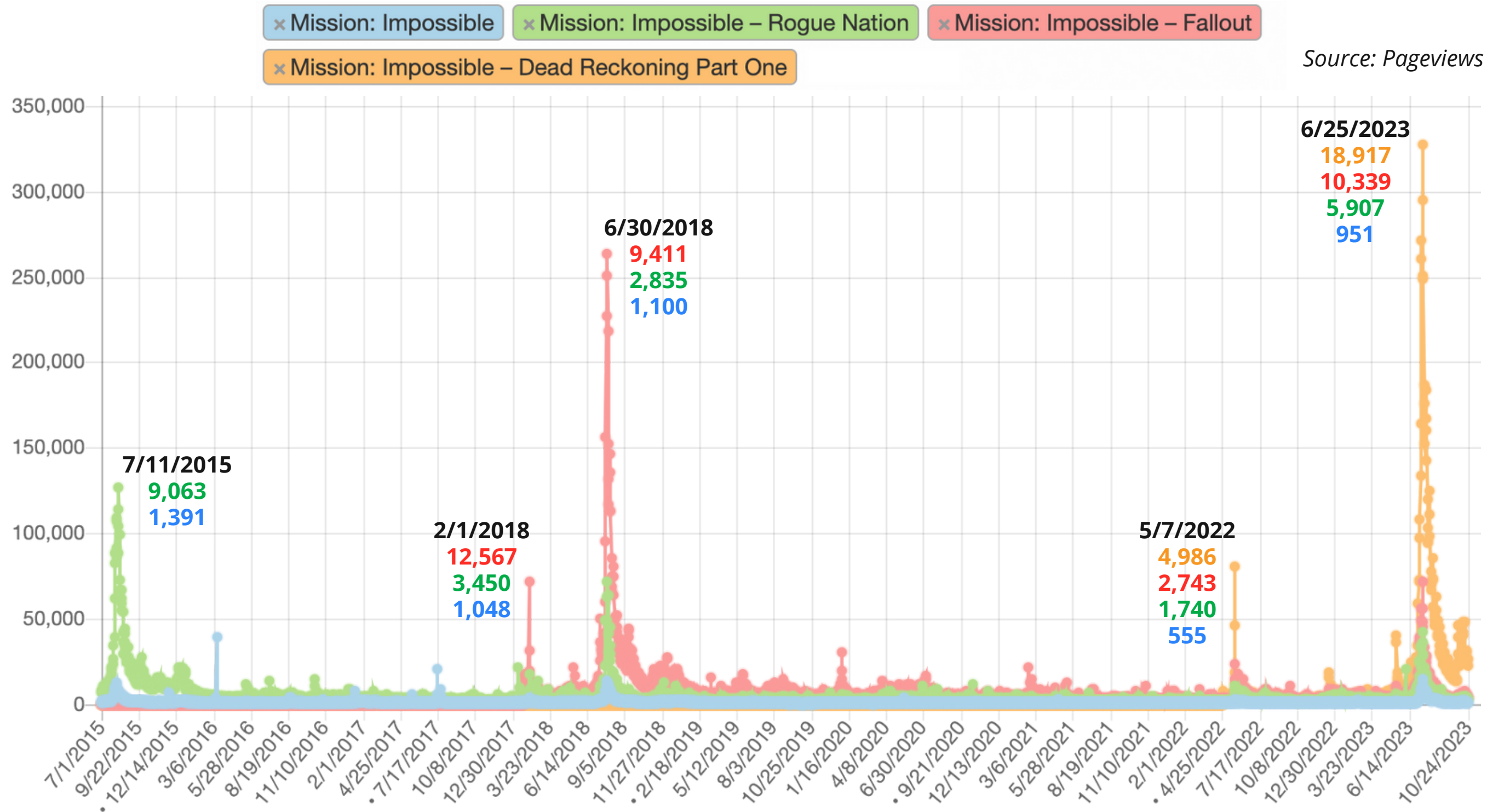
Source: Google Trends

Interest for the term, "Mission Impossible" was highest in August 2015 at **78%** and July 2023 at **100%**.

Interest for the term, "Fallout" was highest in August 2015 and 2023.

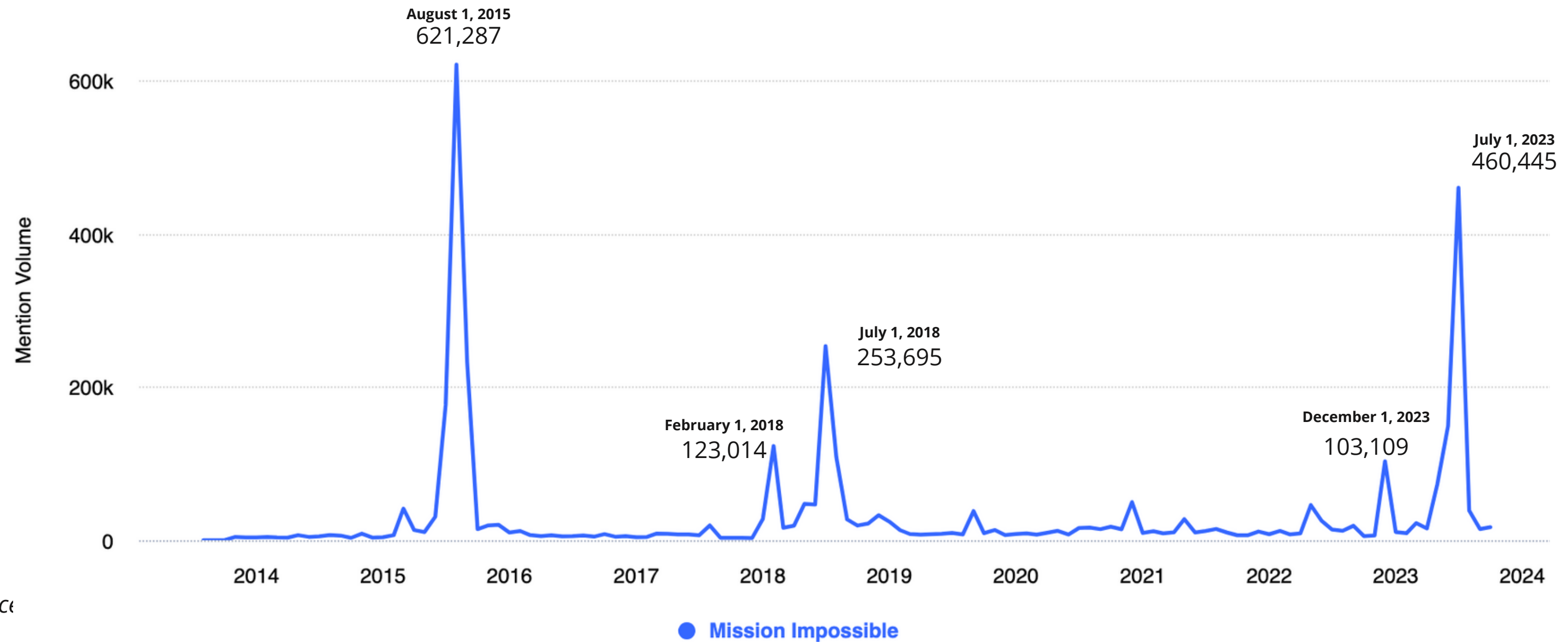
Interest for "Dead Reckoning" remained 0% until it reached July 2023, where it turned to **<1%**. It's likely attributed to users using the term "Mission: Impossible" for a quick analysis.

Wikipedia Page Views - 7/1/2015 - 10/24/2023



The highest amount of page views, signifying a desire to learn more about the Mission: Impossible series, occurred in **2015, 2018, 2022, and 2023**.

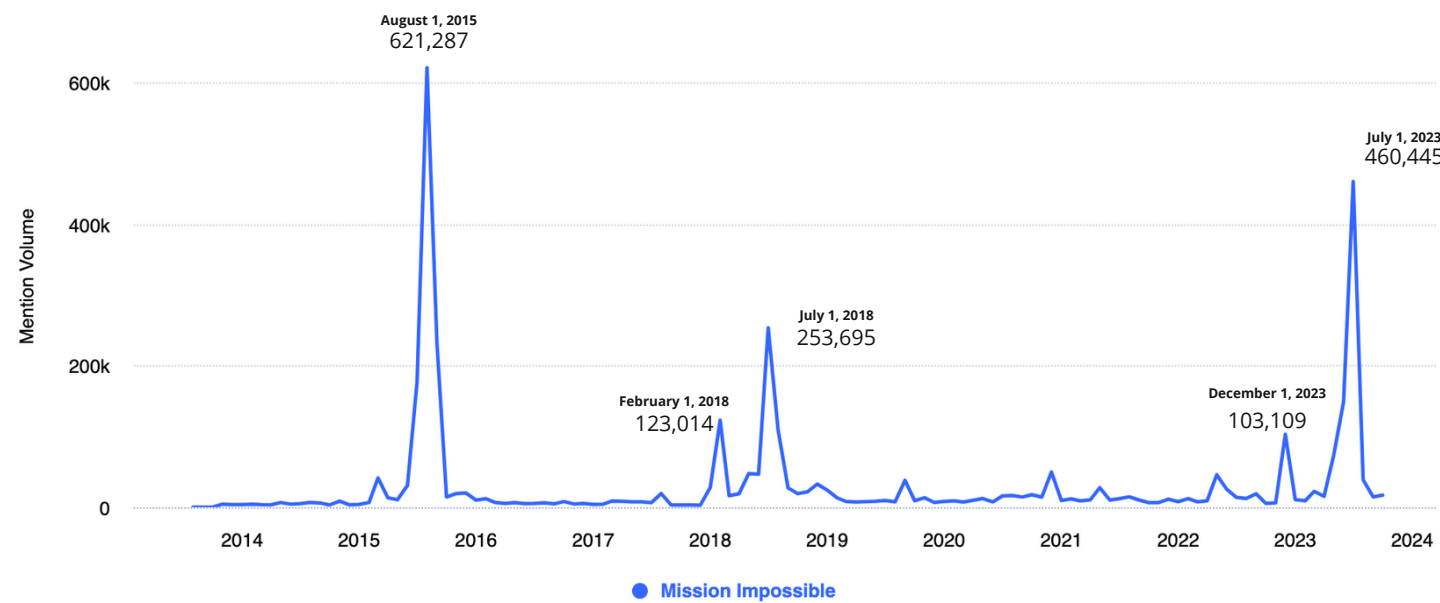
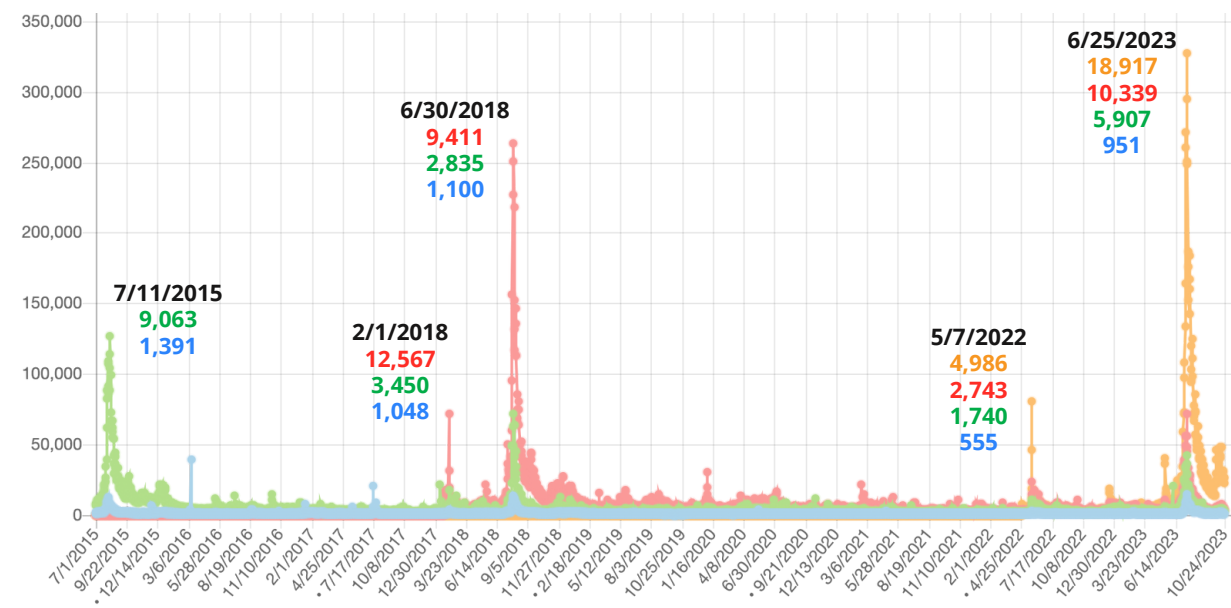
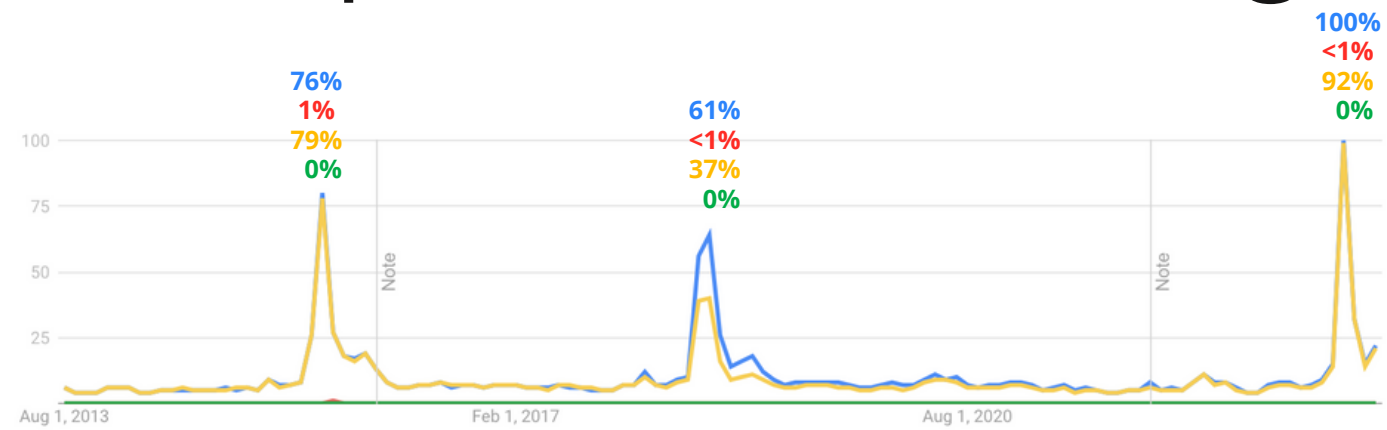
Brandwatch Volume Over Time (2013 - 2023)



Using Brandwatch, volume of Twitter and News peaks were highest in 2015 with **621,287** mentions and in 2023 with **460,445**.

There was a **69.38%** increase from 2017 to 2018.

Comparison of Google Trends and Brandwatch



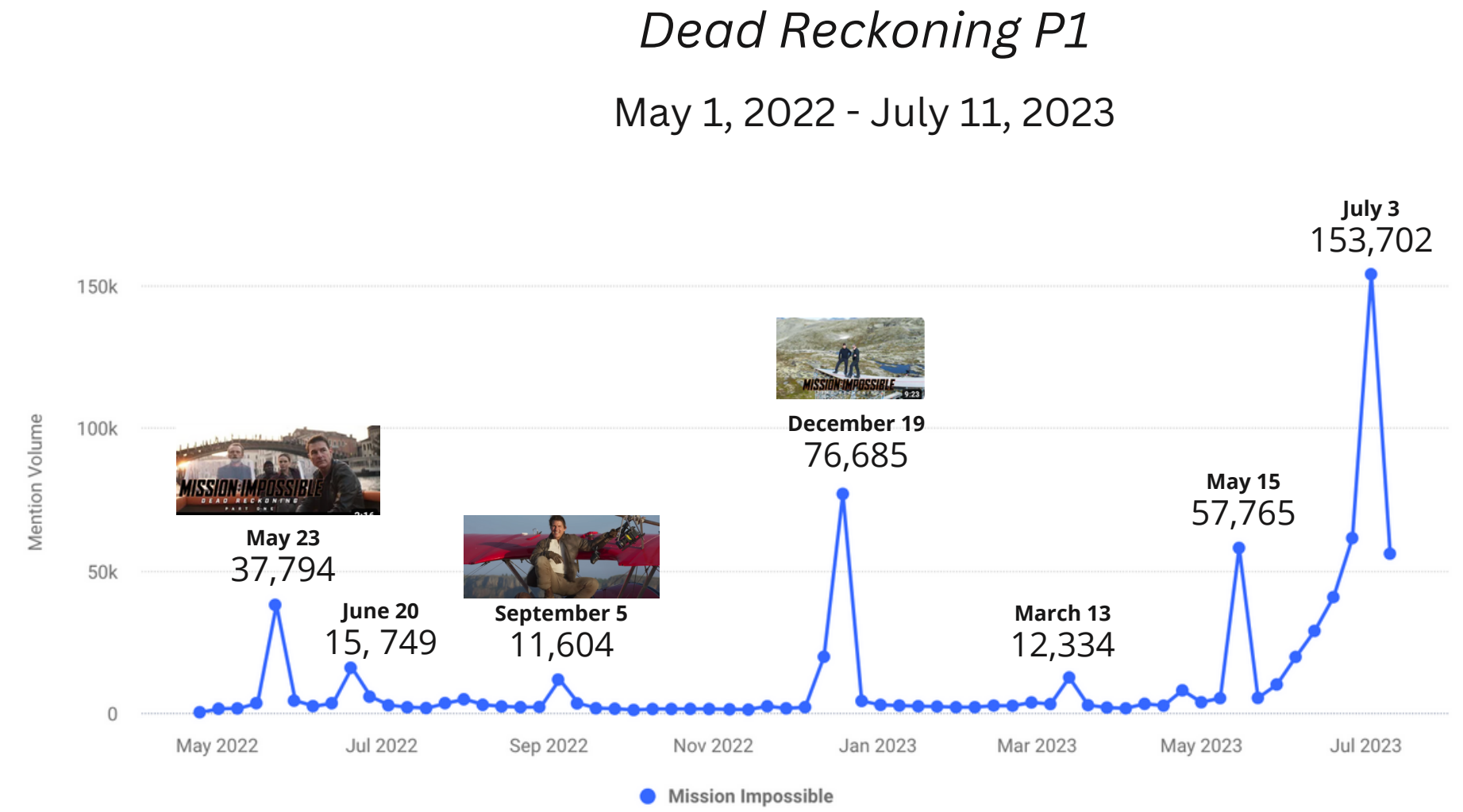
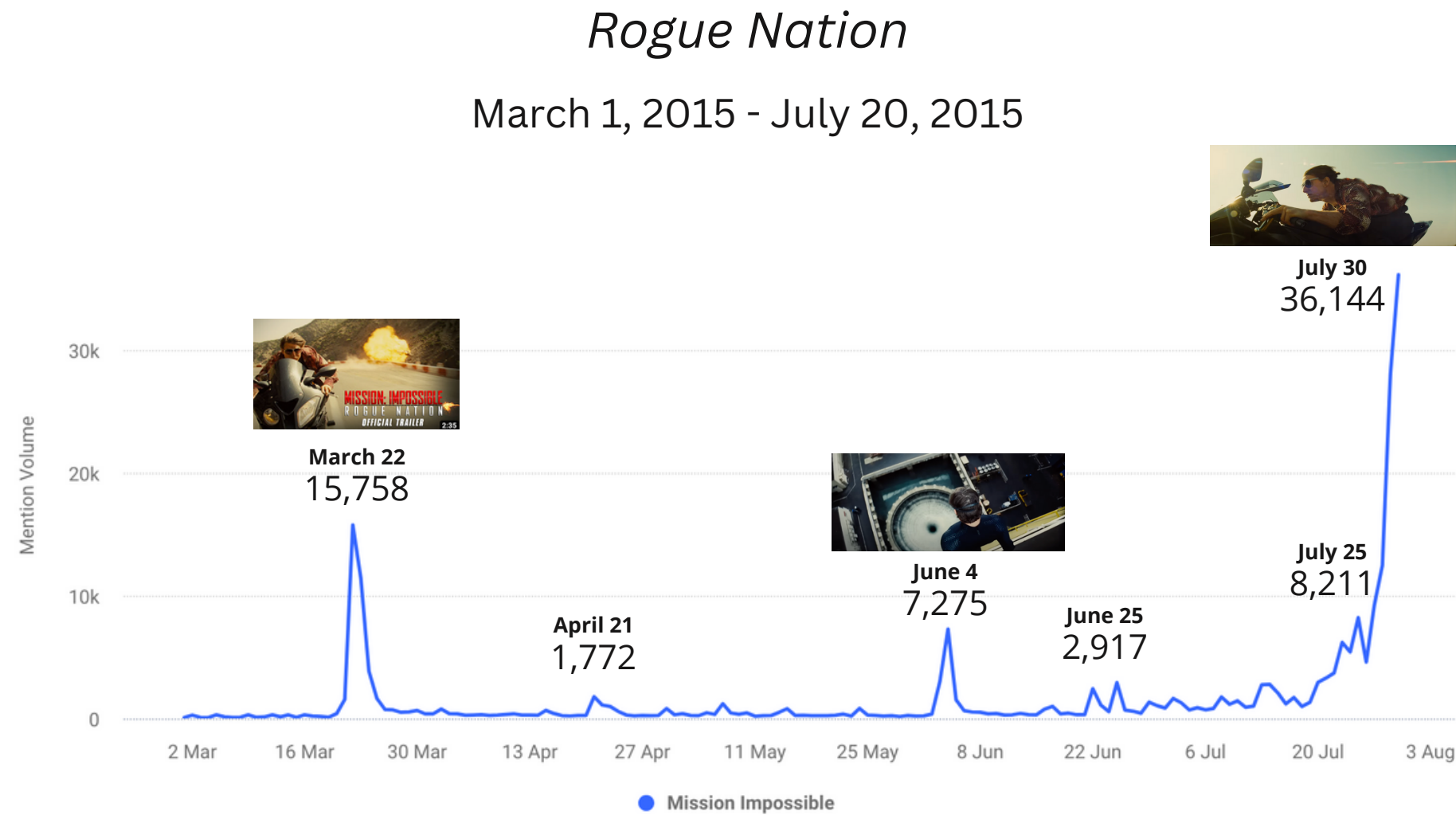
On all three of the graphs, peaks occurred in 2015 for *Rogue Nation*, in 2018 for *Fallout*, and 2023 for *Dead Reckoning*.

Each of the graphs from Google Trends, Pageviews, and Brandwatch represent similarities in engagement with the Mission Impossible franchise.

Marketing Period

Mention Volume Over Time

Marketing Period



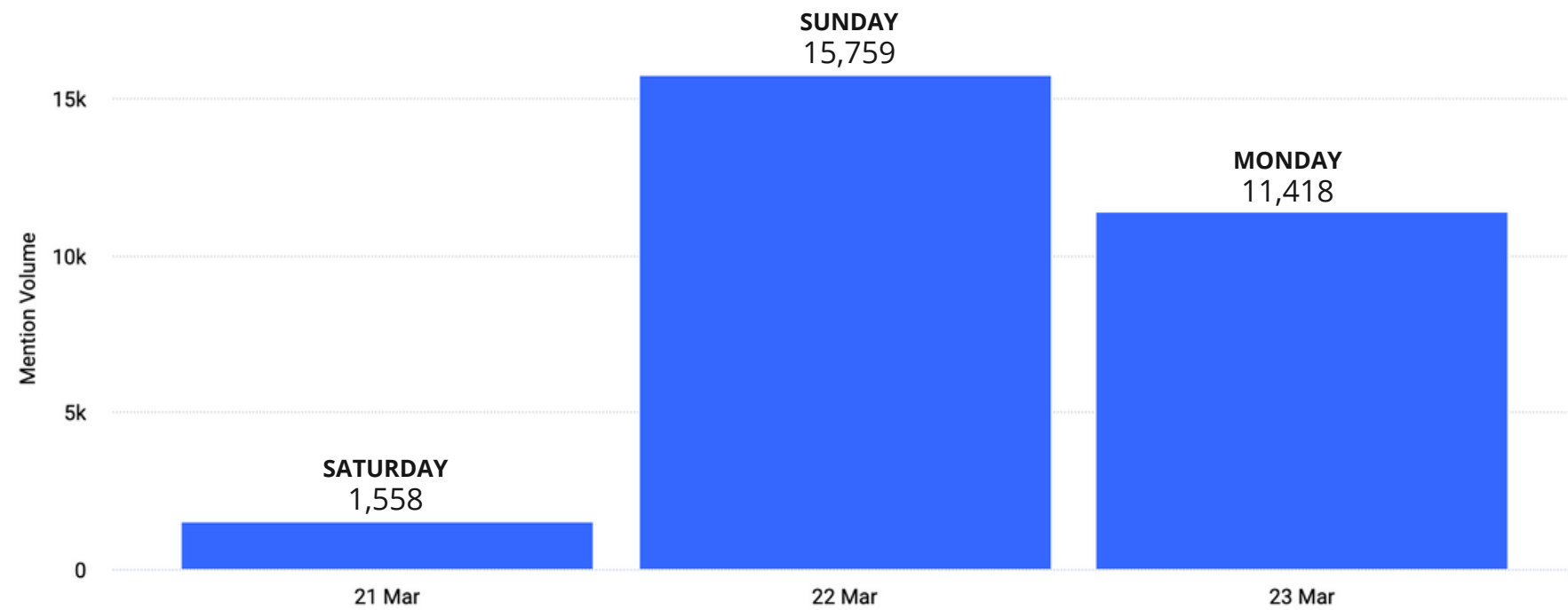
For *Rogue Nation's* marketing period in 2015, the highest volume of Tweets and news occurred on March 22, 2015 with **15,758** mentions and **36,144** mentions on July 30.

Dead Reckoning had three significant peaks through their marketing period. They first mention on May 23, 2022 with **37,794**, second on December 19, 2022 at **76,685**, and a third peak on July 3, 2023 with **153,702**. A behind-the-scenes look at *Dead Reckoning* debuted at *Avatar: The Way of Water* (2022) and released online four days later on December 19, 2022 suggesting the spike in interest.

Mention Volume by Day - Trailer One

Rogue Nation

March 21, 2015 - March 23, 2015



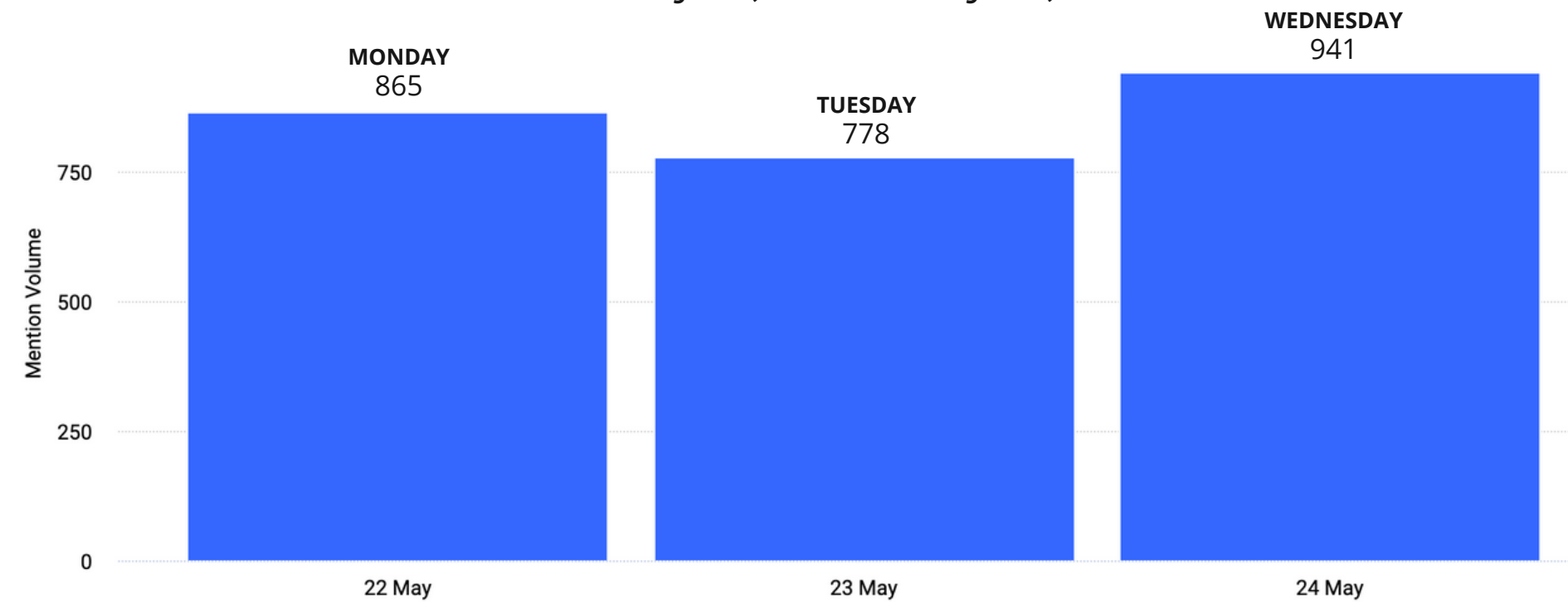
Source: Brandwatch

● Mission Impossible

28,735 mentions in total

Dead Reckoning P1

May 22, 2022 - May 24, 2022



● Mission Impossible

2,584 mentions in total

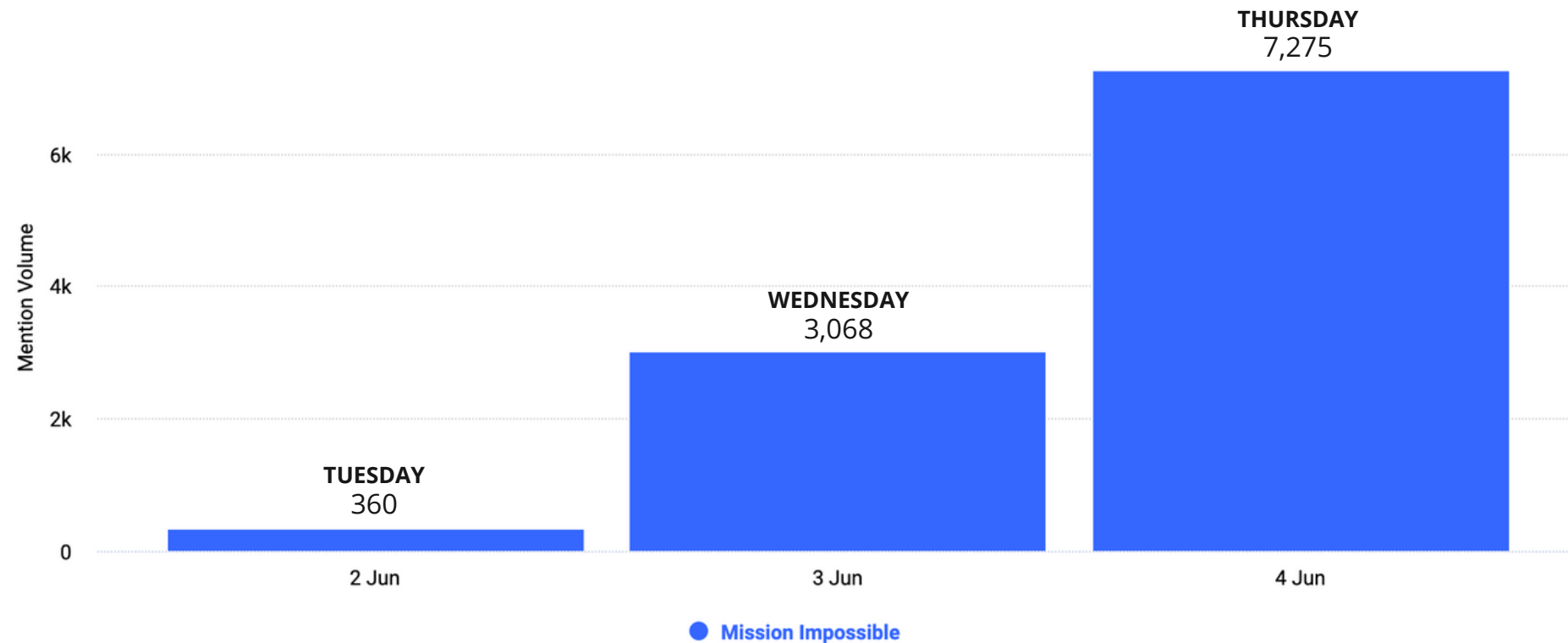
Rogue Nation experienced the greatest volume on Sunday, March 22, 2015 with **15,759** mentions for trailer one.

Whereas *Dead Reckoning*, experienced greater consistently through the three days. **Monday with 865, Tuesday with 778, and Wednesday with 941** mentions.

Mention Volume by Day - Trailer Two

Rogue Nation

June 2, 2015 - June 4, 2015

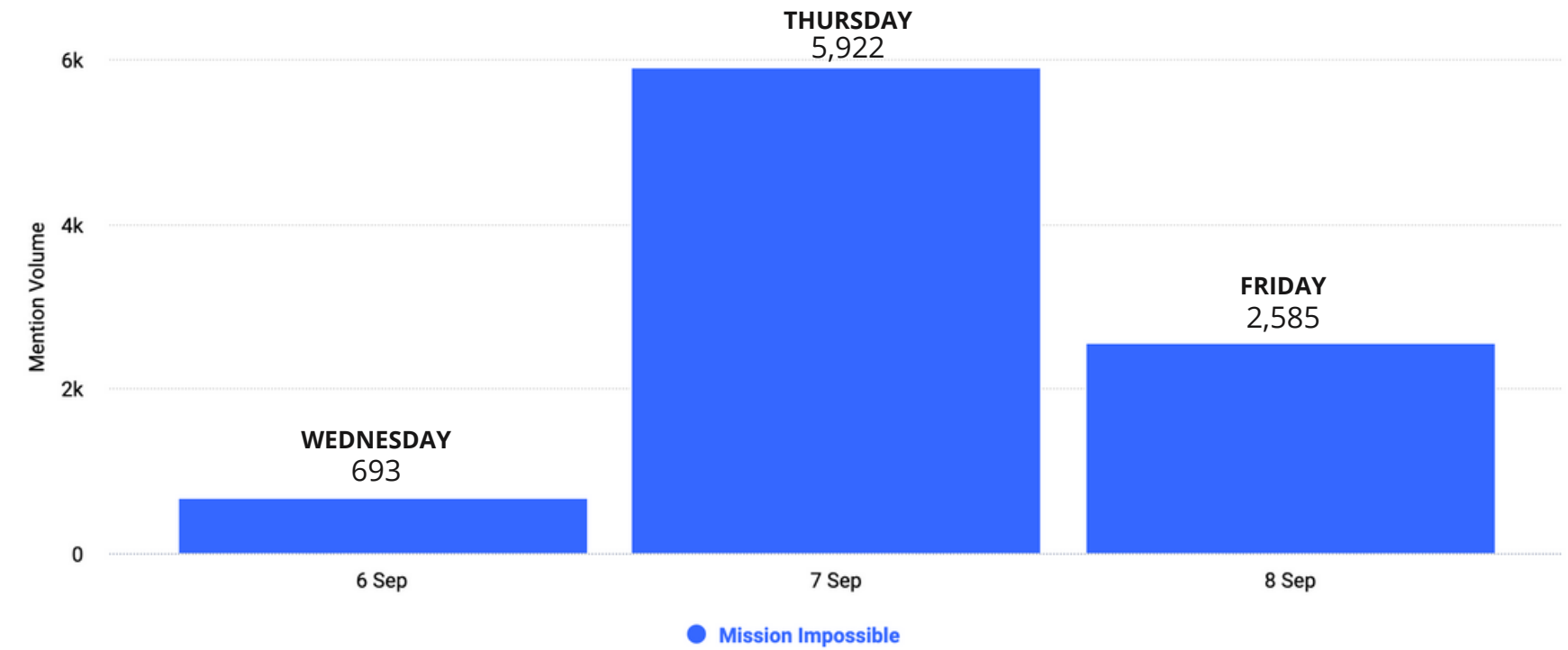


Source: Brandwatch

10,703 mentions in total

Dead Reckoning P1

September 6, 2023 - September 8, 2023



9,200 mentions in total

Rogue Nation experienced the greatest mentions on June 4, 2015 with **7,275**--an 81.35% increase from the day prior, Wednesday June 3, 2015 with **3,068** mentions.

Dead Reckoning peaked on September 7, 2023 with **5,922** mentions and decreased to **2,585** mentions the day after, September 8.

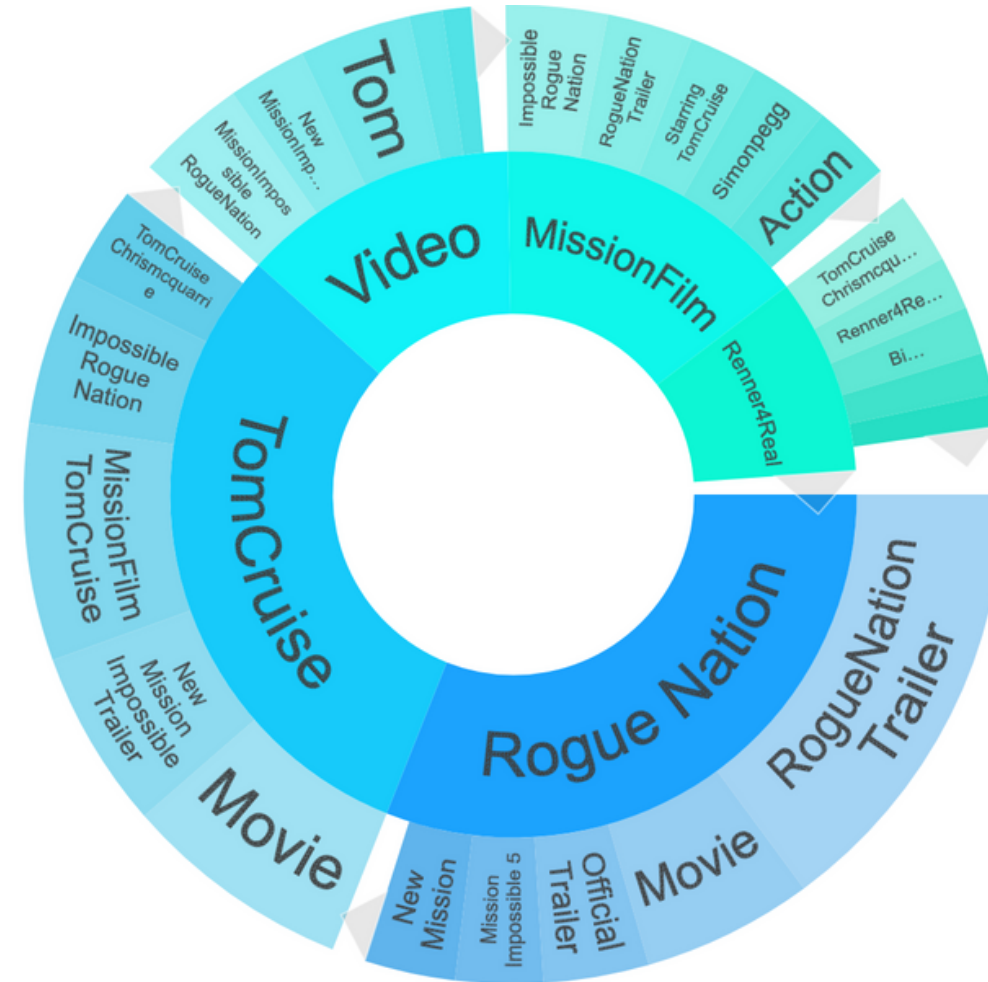
Topic Wheels

Rogue Nation

March 1, 2015 - July 20, 2015

Topics that surfaced during the marketing period of *Rogue Nation* included:

- Rogue Nation
- Tom Cruise
- Mission Film
- Mission Impossible 5
- Trailer
- Action
- Chris McQuarrie (Director)
- Simon Pegg (Co-Star)

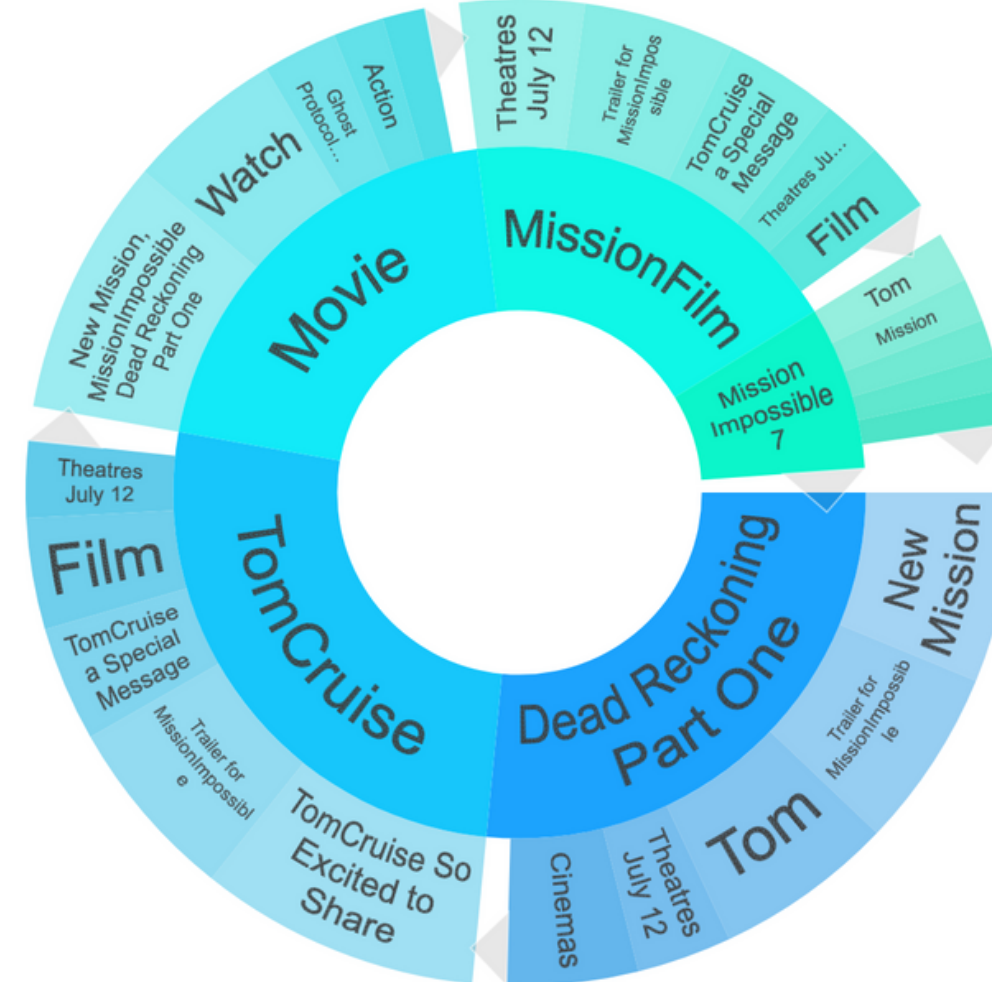


Dead Reckoning P1

May 1, 2022 - July 11, 2023

Topics that surfaced during the marketing period of *Dead Reckoning* included:

- Dead Reckoning
- Tom Cruise
- Mission Film
- Mission Impossible 7
- "Tom Cruise a Special Message"
- "Theaters July 12"
- "Tom Cruise Excited to Share"



Source: Brandwatch

Both of the wheels included mention of Mission: Impossible, Mission Film, and Tom Cruise.

Dead Reckoning included more verbiage such as "Tom Cruise Excited to Share" or "Tom Cruise a Special Message".

Content Sources

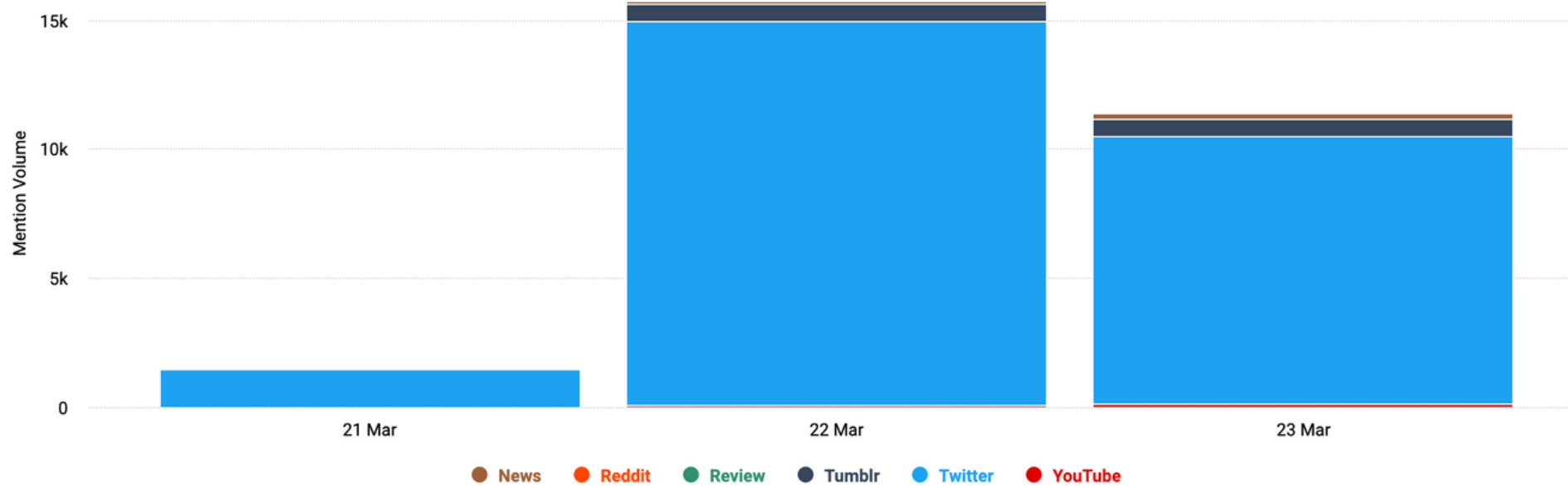
Trailer One

Mention Volume By Day by Content Sources - At a Glance

Trailer One

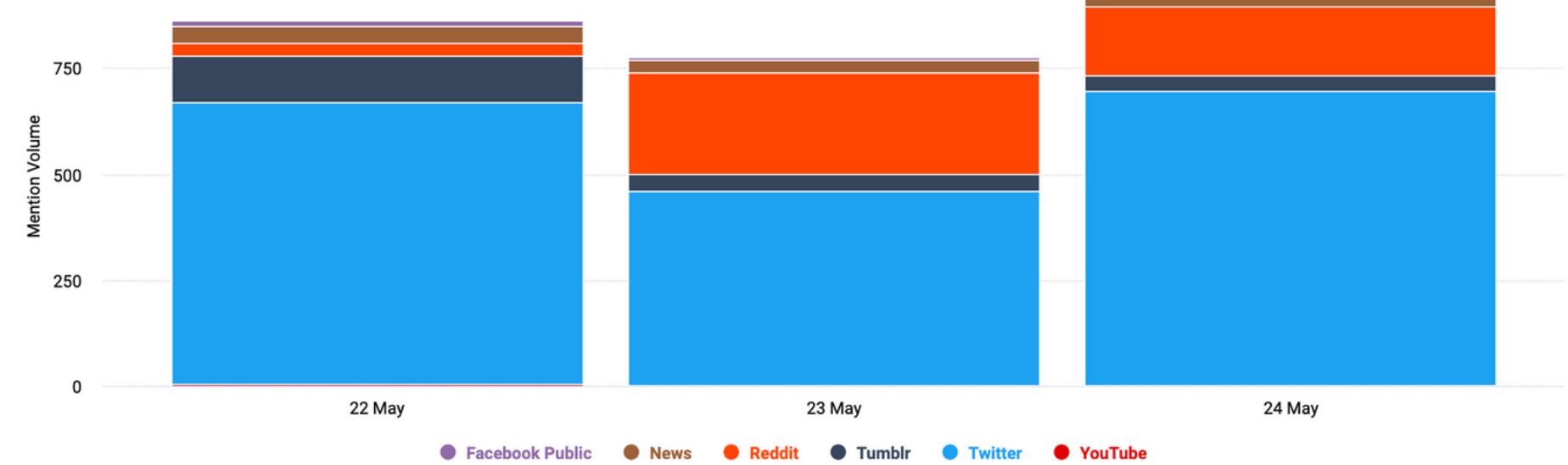
Rogue Nation

March 21, 2015 - March 23, 2015



Dead Reckoning P1

May 22, 2022 - May 24, 2022



Source: Brandwatch

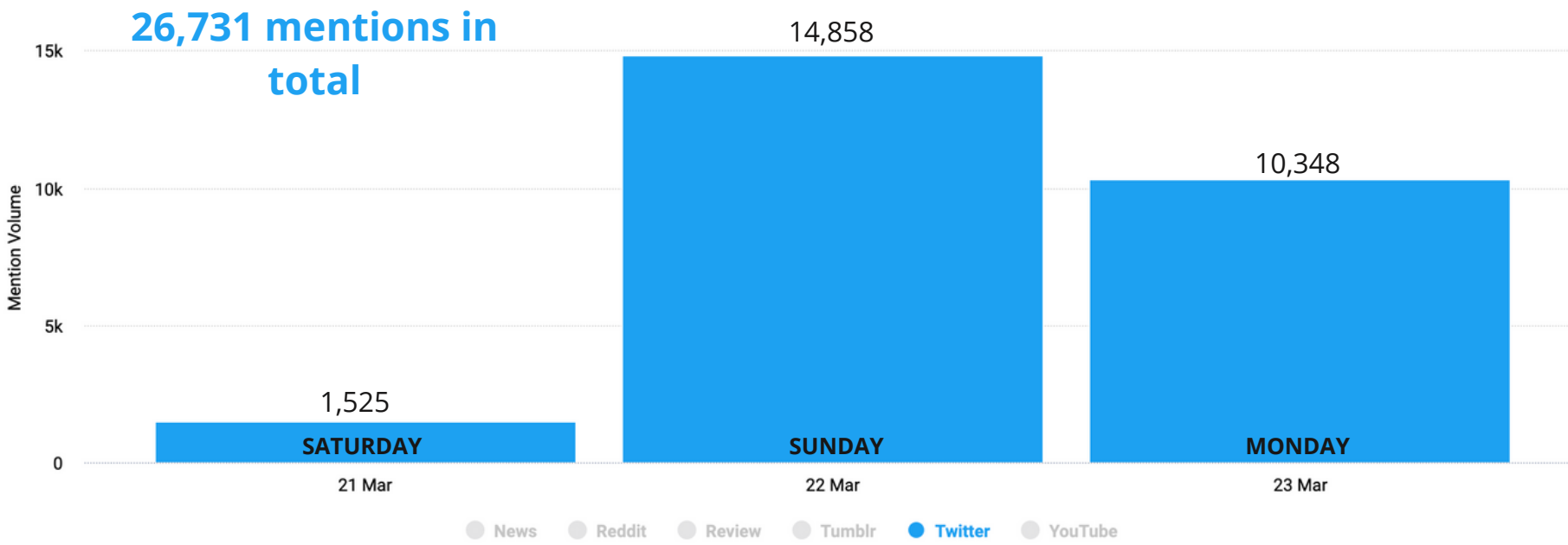
In 2015, *Rogue Nation* leaned heavily towards Twitter and Tumblr sources, while *Dead Reckoning* leaned heavily towards Twitter, Reddit, and Tumblr.

Sources will be analyzed closely in the preceding slides.

Mention Volume By Day by Content Sources - Twitter Trailer One

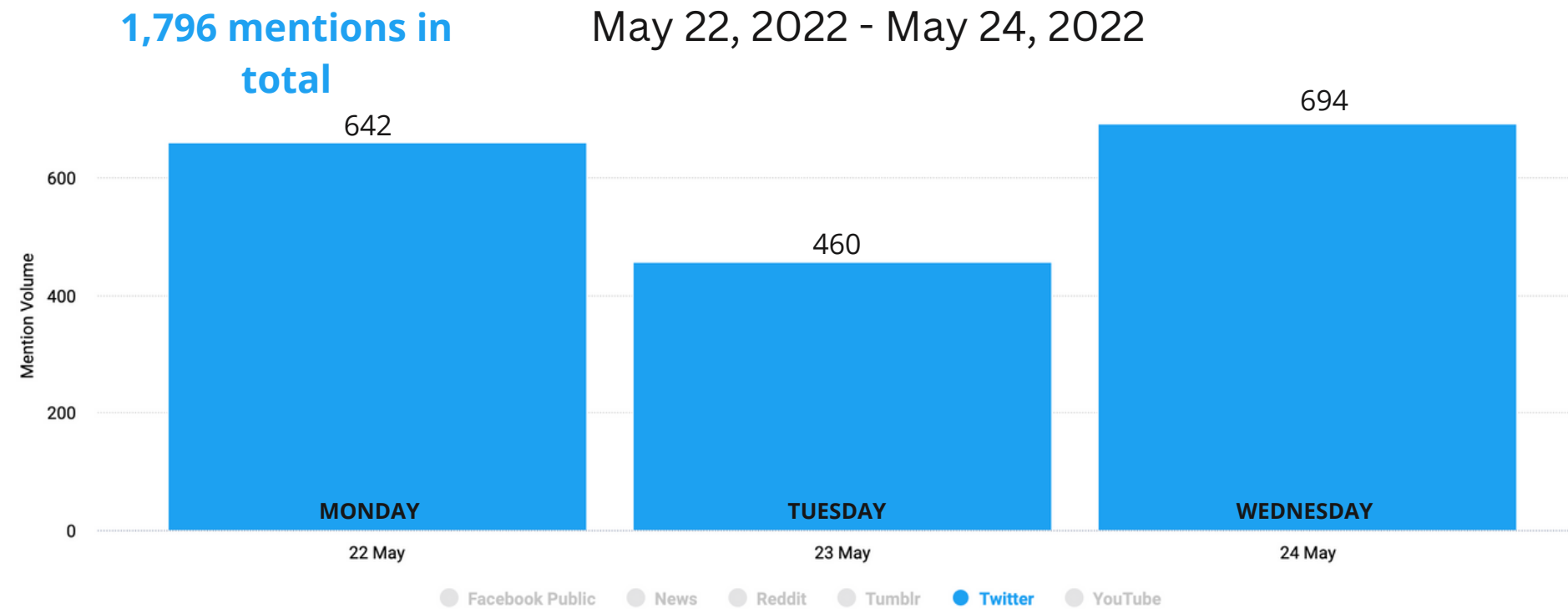
Rogue Nation

March 21, 2015 - March 23, 2015



Dead Reckoning P1

May 22, 2022 - May 24, 2022



Source: Brandwatch

Rogue Nation peaked on March 22, 2015 with **14,858** mentions on Twitter and again **10,348** on the following day, March 23, 2015.

Dead Reckoning experienced similar peaks on May 22, 2022 with **642** mentions and May 14, 2022 with **694** mentions.

Mention Volume By Day by Content Sources - Reddit Trailer One

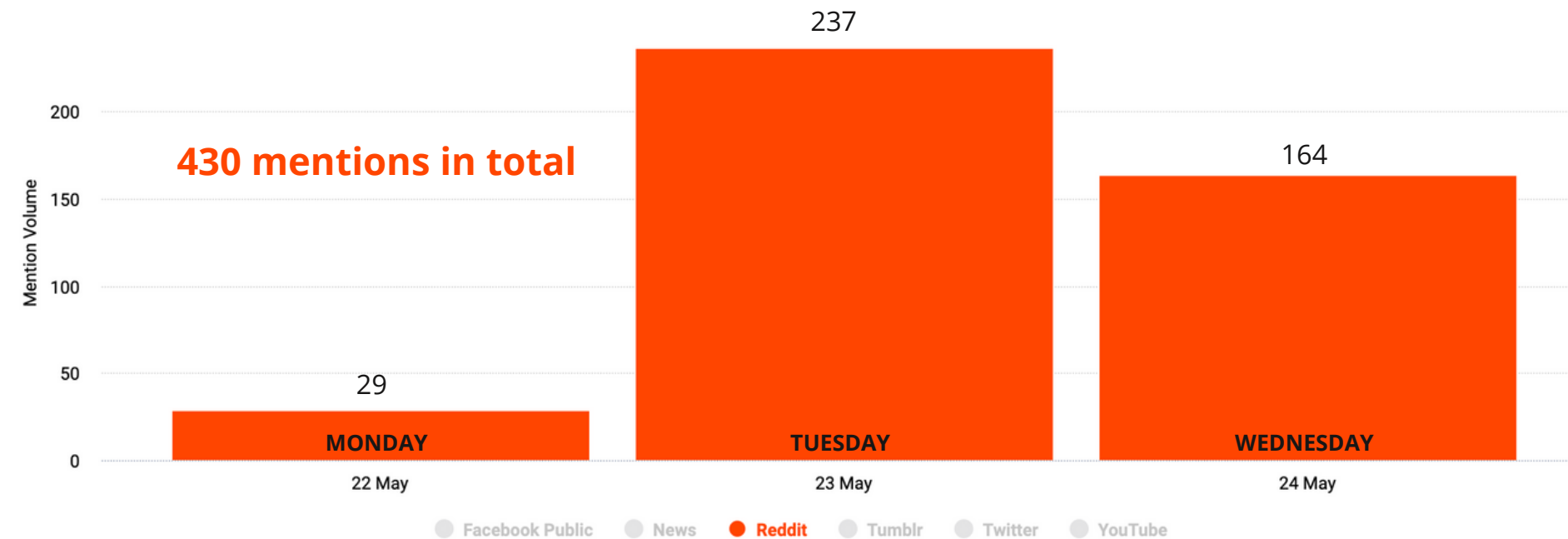
Rogue Nation

March 21, 2015 - March 23, 2015



Dead Reckoning P1

May 22, 2022 - May 24, 2022



Source: Brandwatch

In 2015, *Rogue Nation* experienced **421** less mentions than of its counterpart *Dead Reckoning* in 2022.

Dead Reckoning peaked in 2022 on May 23 with **237** mentions on Reddit.

Conversations included:

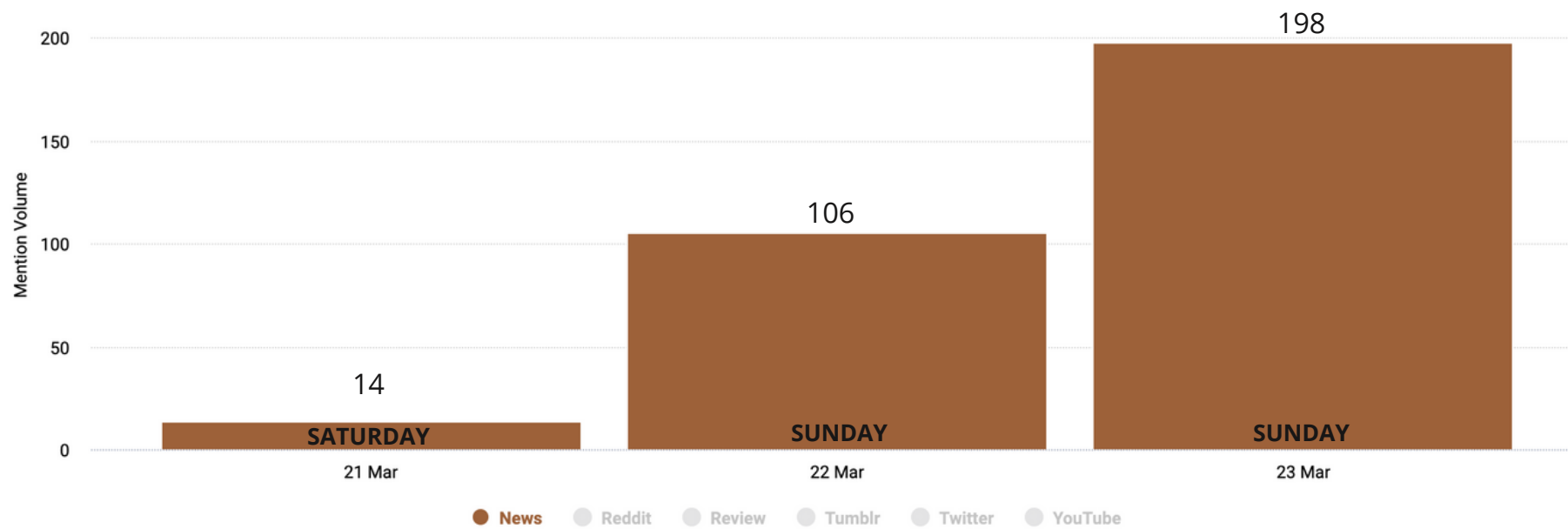
- **“This poster for the upcoming Mission: Impossible movie”**
- **“I'm happy Tom Cruise still does all his stunts. The last Mission Impossible was really good so I'm pretty stoked about this one too!”**

Mention Volume By Day by Content Sources - News Trailer One

Rogue Nation

March 21, 2015 - March 23, 2015

318 mentions in total

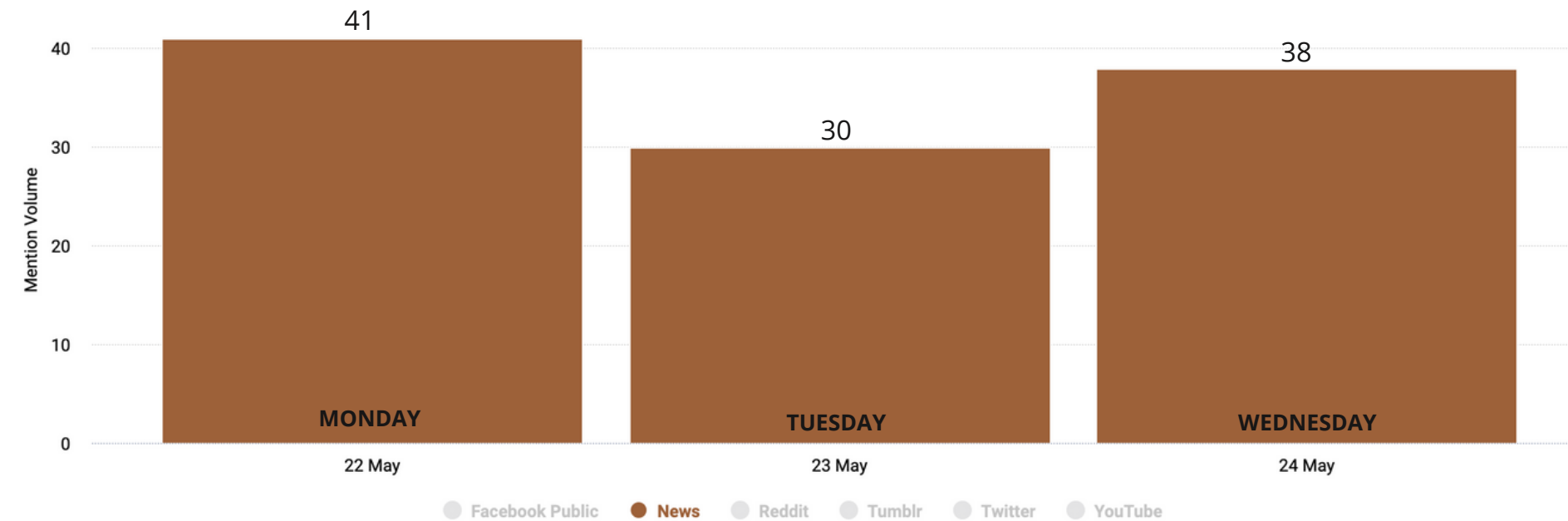


Source: Brandwatch

Dead Reckoning P1

May 22, 2022 - May 24, 2022

109 mentions in total

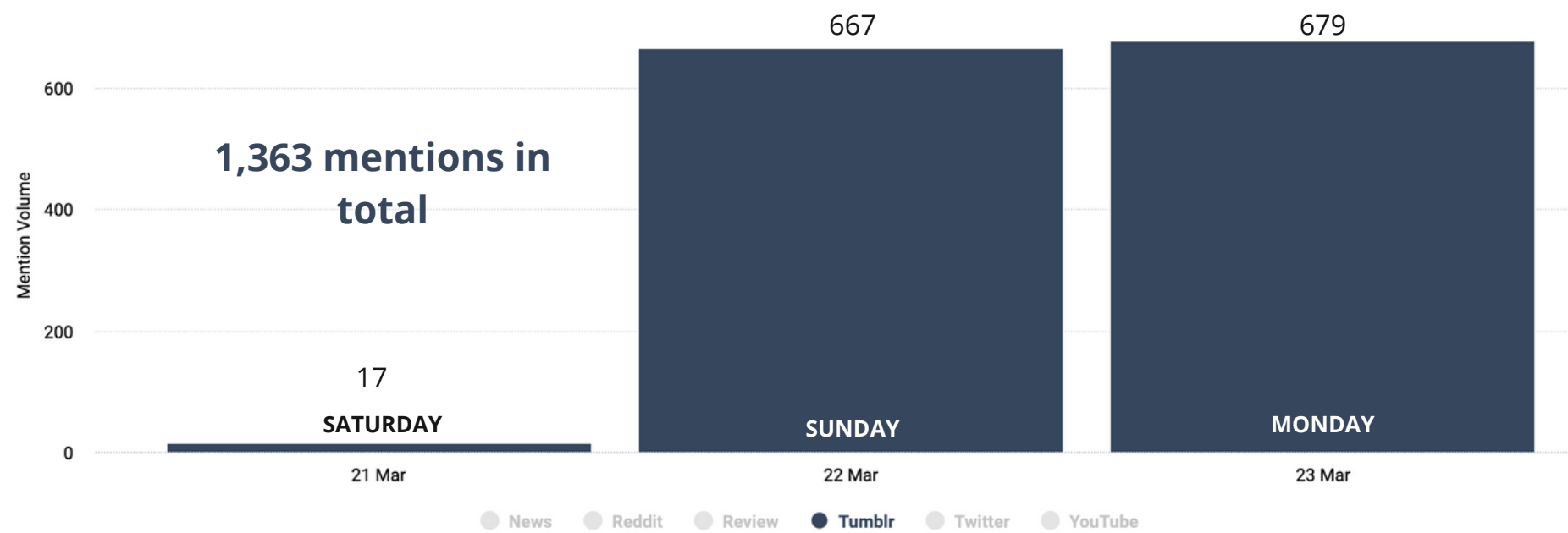


Rogue Nation peaked on March 23, 2015 with **198** mentions in the news. Yet for *Dead Reckoning* in 2022 experienced **209 less** mentions than in 2015, a **131.38%** decrease.

Mention Volume By Day by Content Sources - Tumblr Trailer One

Rogue Nation

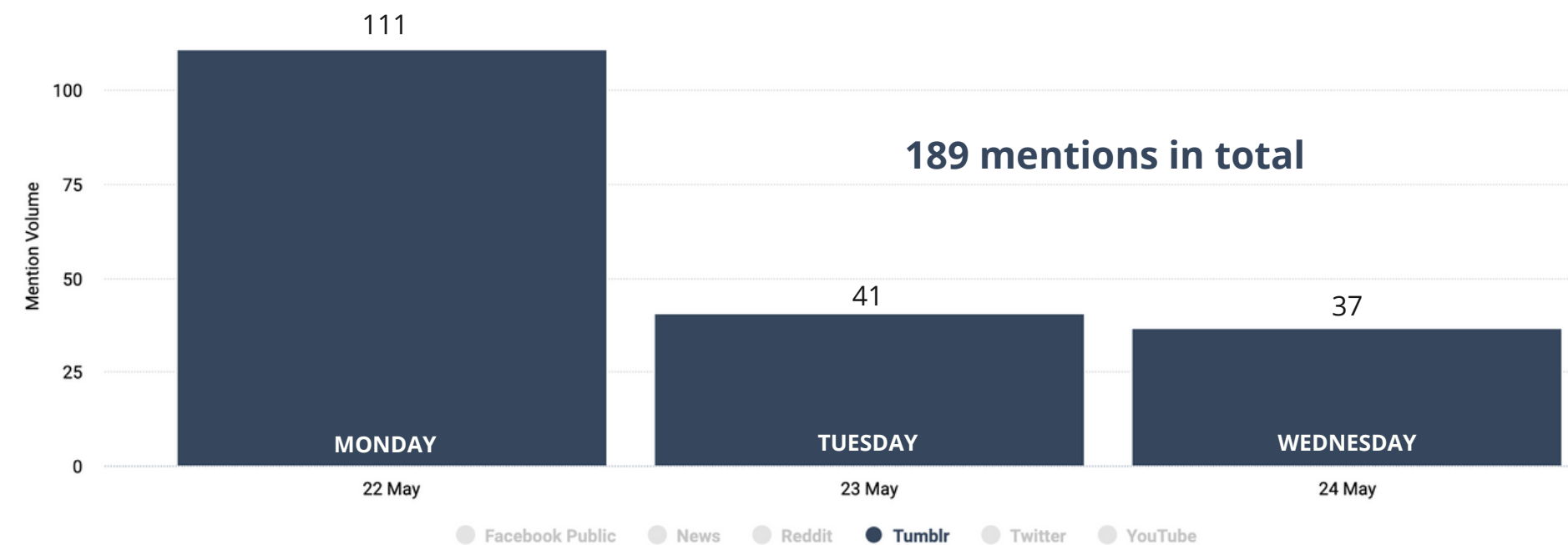
March 21, 2015 - March 23, 2015



Source: Brandwatch

Dead Reckoning P1

May 22, 2022 - May 24, 2022



Tumblr also gained traction during the marketing period of the films. Specifically *Rogue Nation* in 2015 with **667** mentions on March 22 and **679** mentions on March 23.

Dead Reckoning had a high of **111** mentions on May 22, but flattened with **41** mentions on May 23, 2022 and **37** on May 24, 2022.

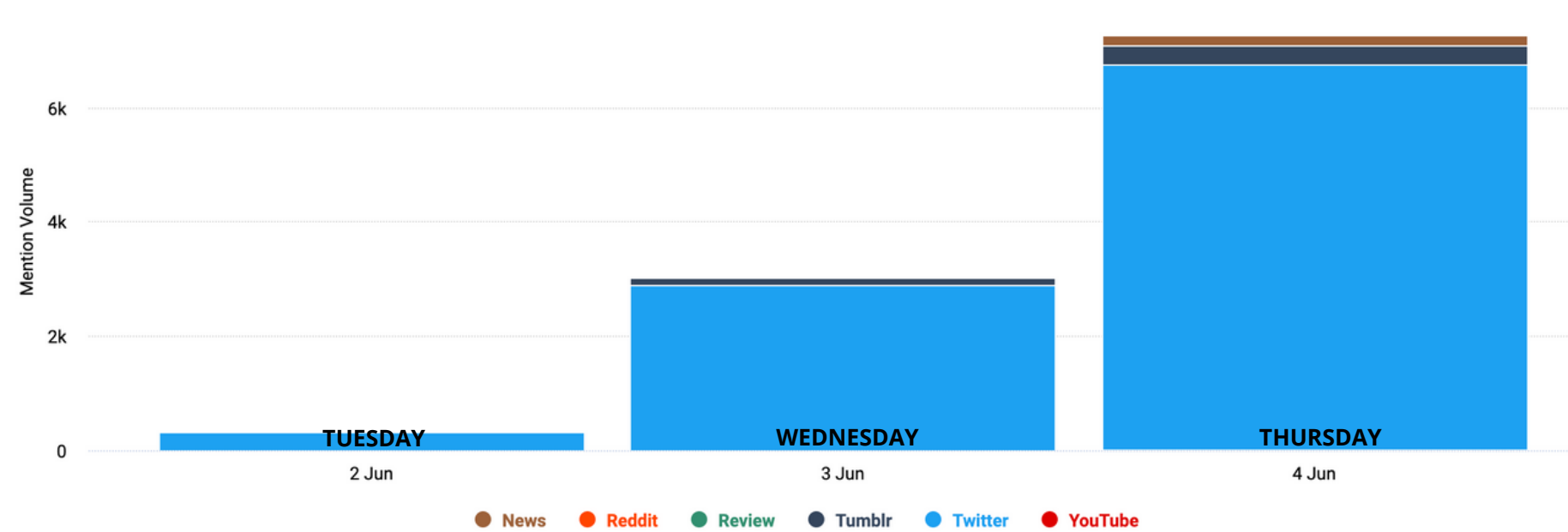
Content Sources

Trailer Two

Mention Volume by Day - Trailer Two - At a Glance

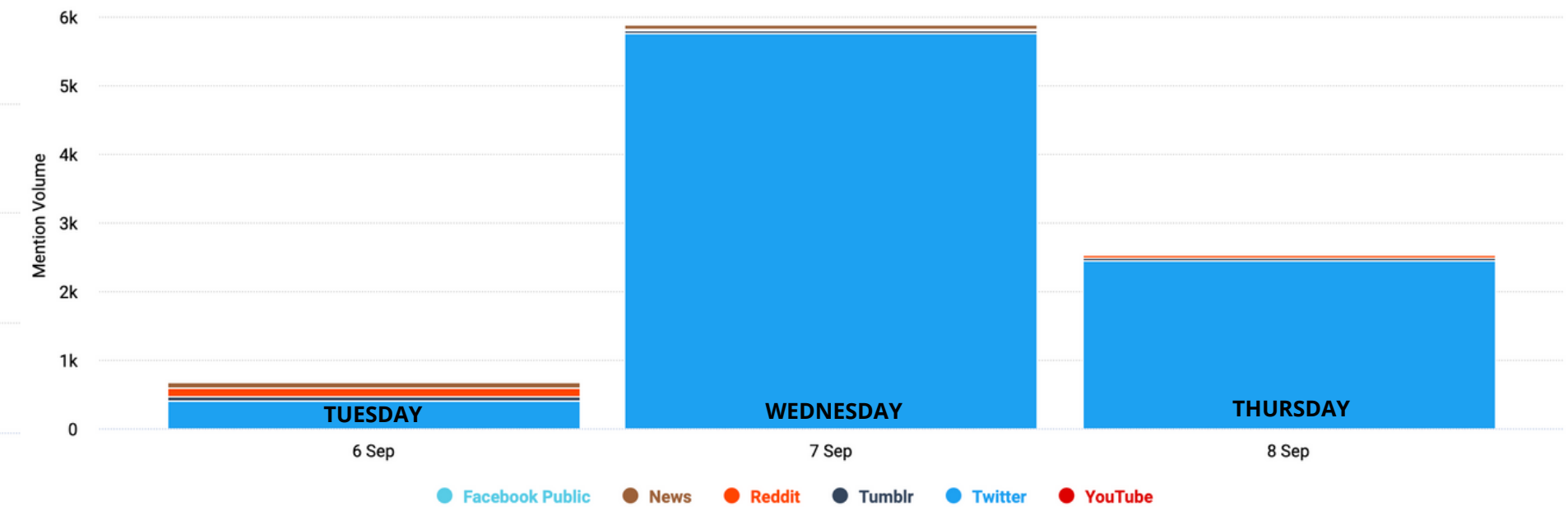
Rogue Nation

June 2, 2015 - June 4, 2015



Dead Reckoning P1

September 6, 2023 - September 8, 2023



Source: Brandwatch

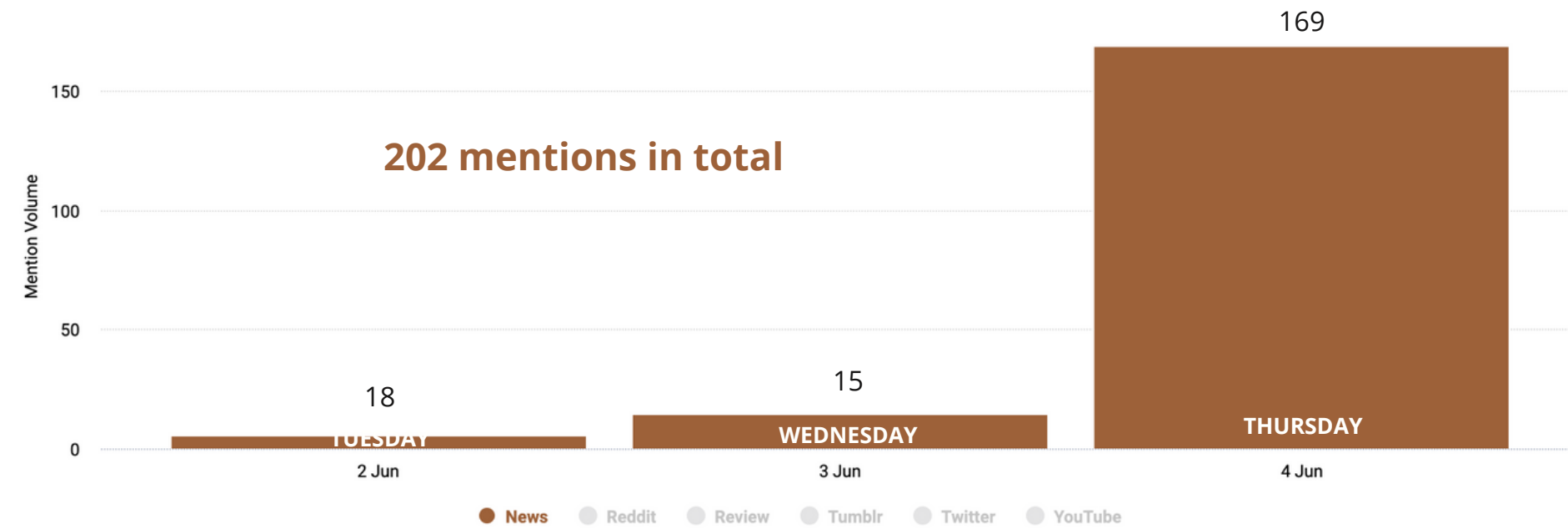
Trailer two of both films leaned heavily with the most amount of mentions on **Twitter**, with News, and Tumblr as consequent platforms.

Each platform will be examined in the following slides.

Mention Volume By Day by Content Sources - News

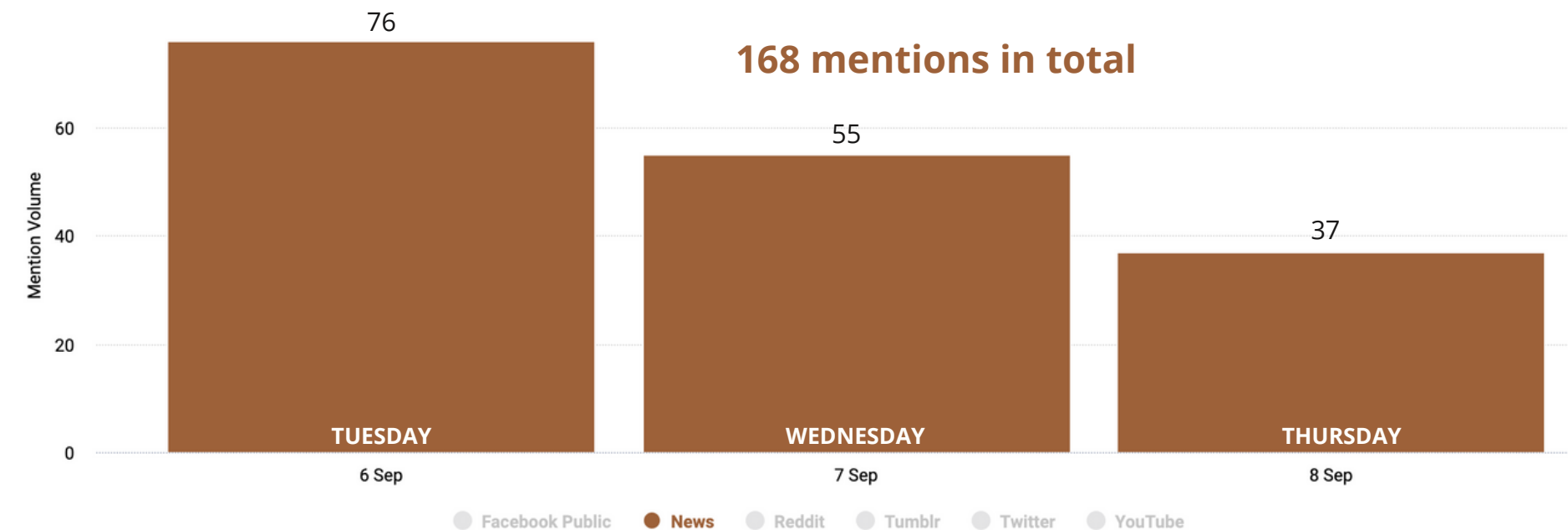
Rogue Nation

June 2, 2015 - June 4, 2015



Dead Reckoning P1

September 6, 2023 - September 8, 2023



Source: Brandwatch

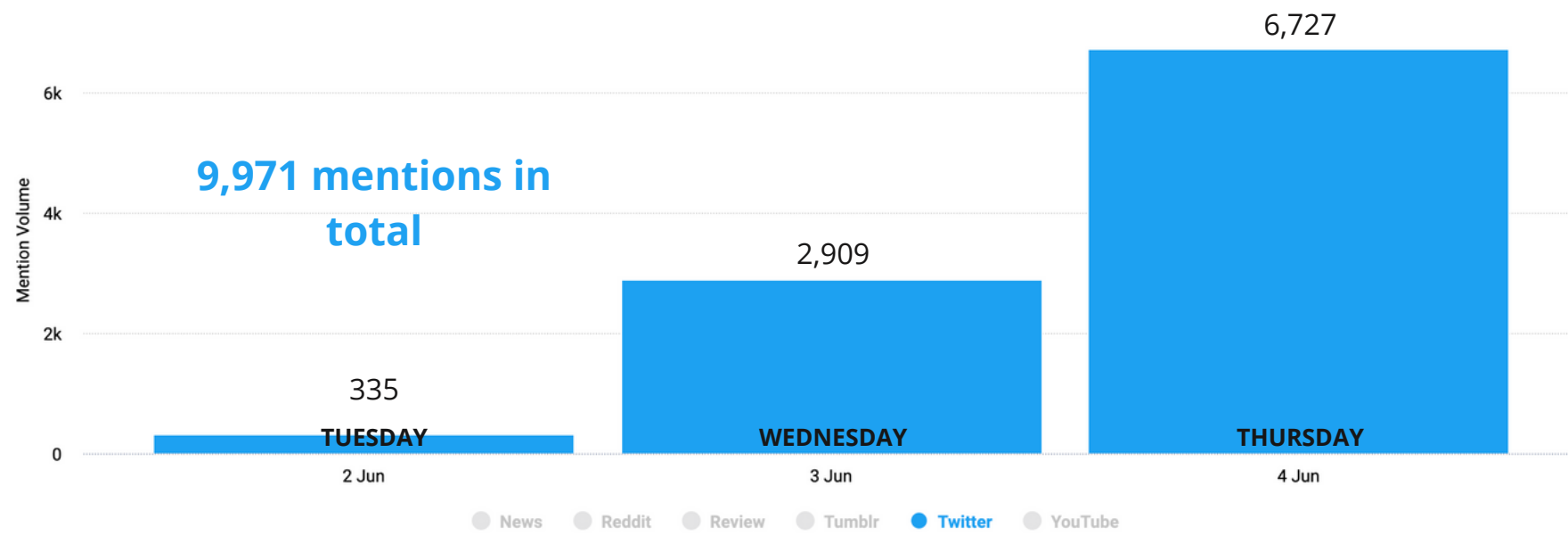
In 2015, *Rogue Nation* had the greatest number of mentions, **169**, on June 4, 2015.

While *Dead Reckoning's* greatest number of mentions occurred on September 6, 2023 with **76** mentions on the news.

Mention Volume By Day by Content Sources - Twitter

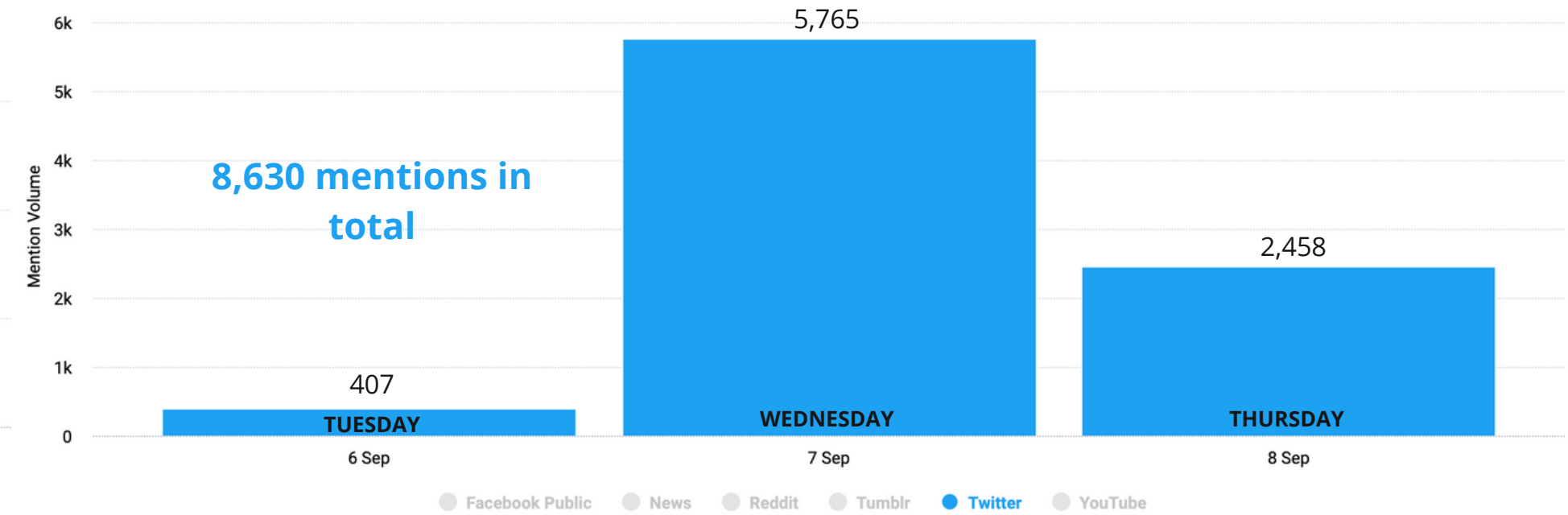
Rogue Nation

June 2, 2015 - June 4, 2015



Dead Reckoning P1

September 6, 2023 - September 8, 2023



Source: Brandwatch

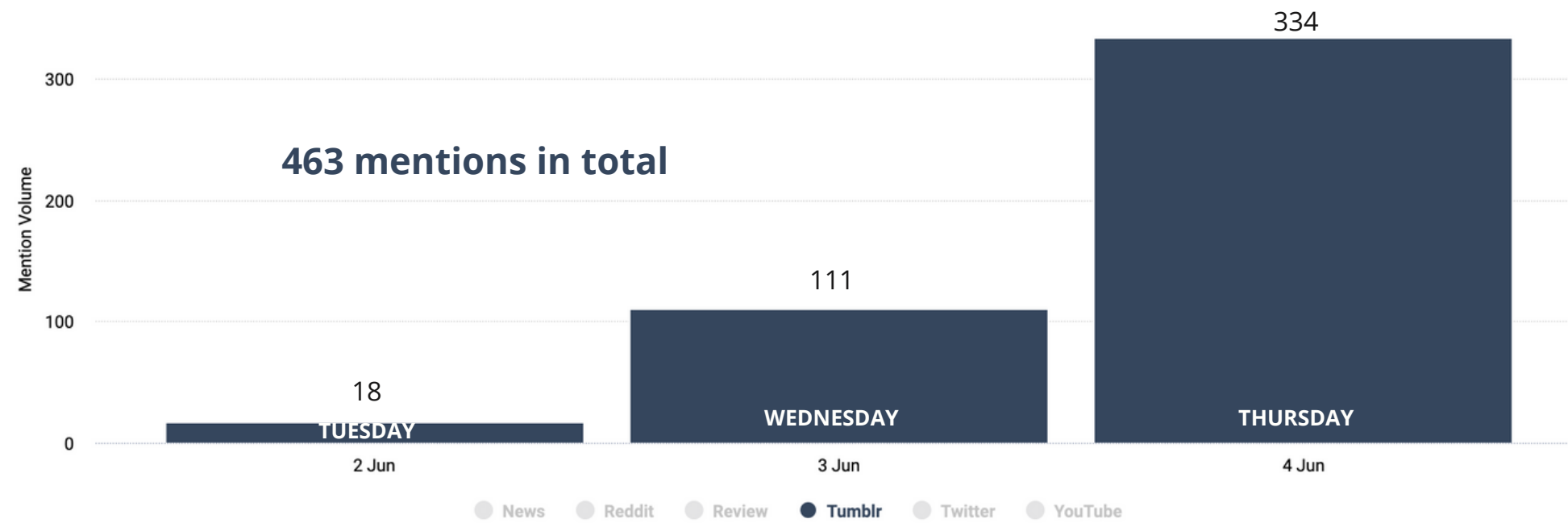
Rogue Nation had the greatest peak on June 4, 2015 with **6,727** mentions.

For *Dead Reckoning*, there were **5,765** mentions on September 7, 2023.

Mention Volume By Day by Content Sources - Tumblr

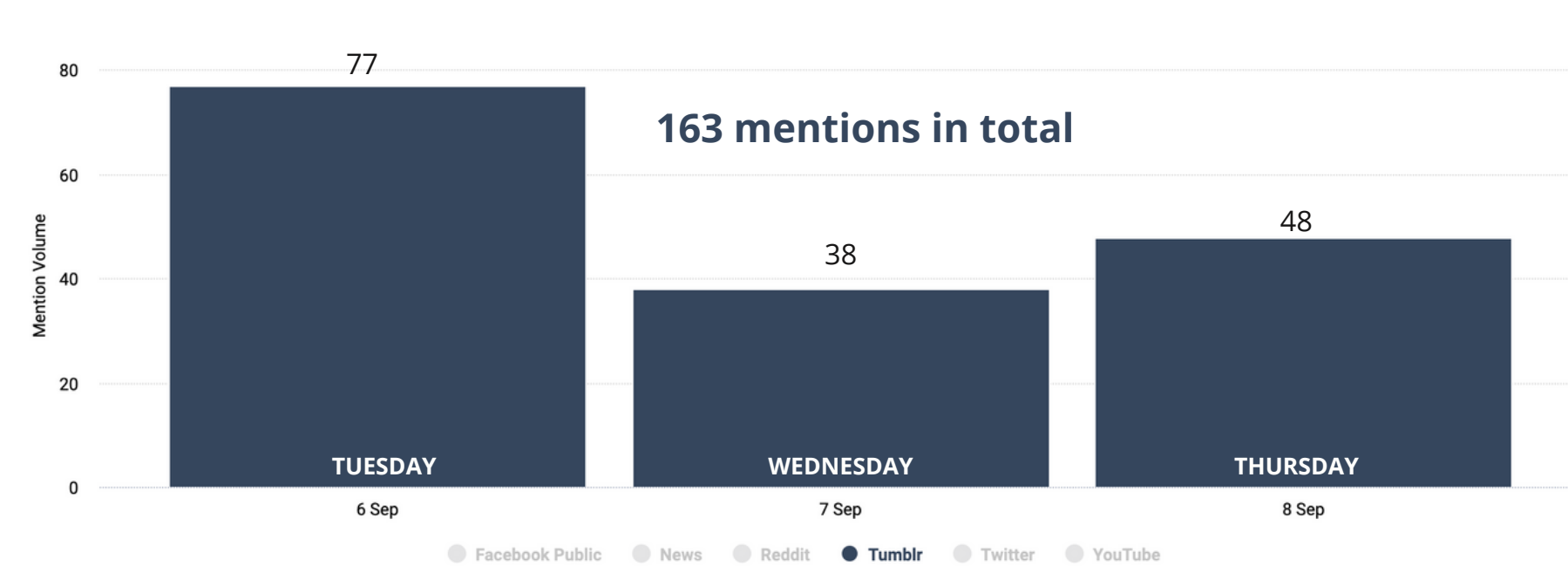
Rogue Nation

June 2, 2015 - June 4, 2015



Dead Reckoning P1

September 6, 2023 - September 8, 2023



Source: Brandwatch

On June 4, 2015, *Rogue Nation* had **334** mentions on Tumblr.

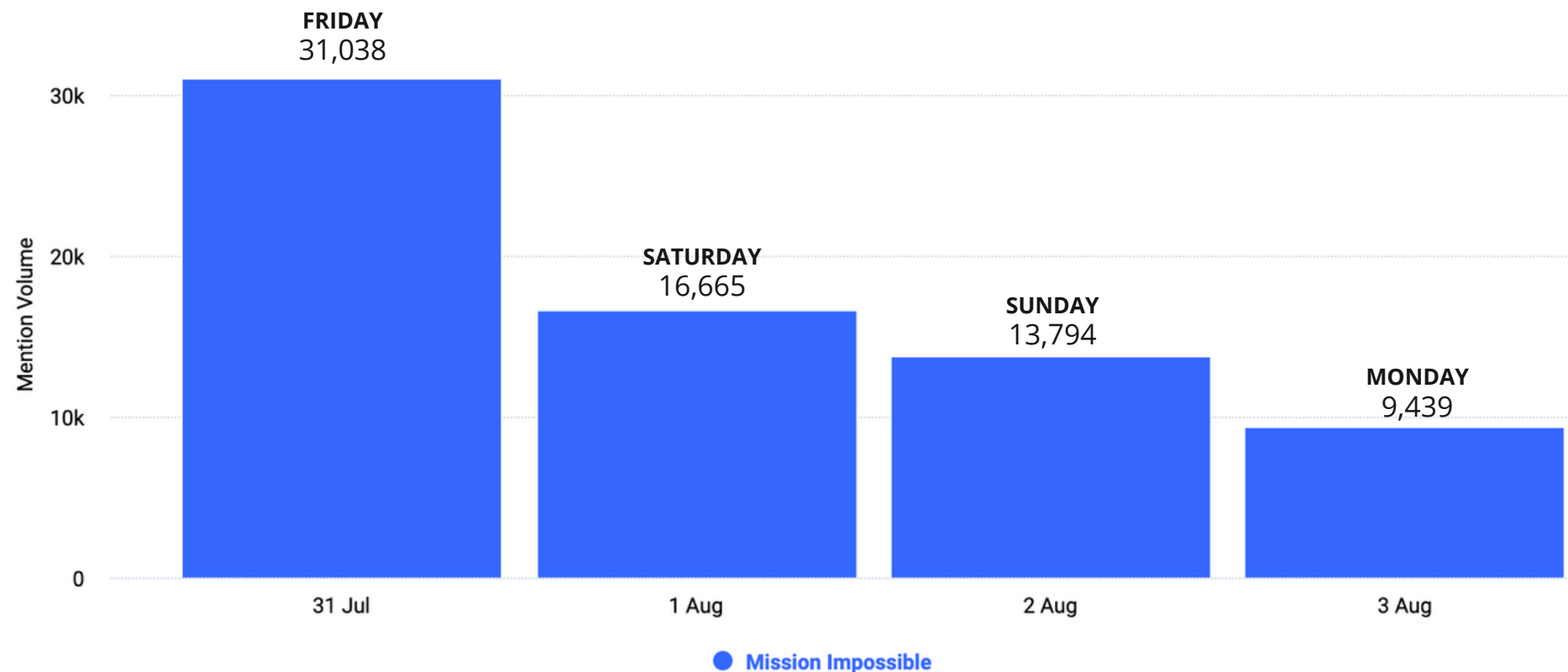
For the first benchmark comparison, they had 463 mentions in total, but for *Dead Reckoning* there were **163** mentions in total for the three days.

Box Office Weekend

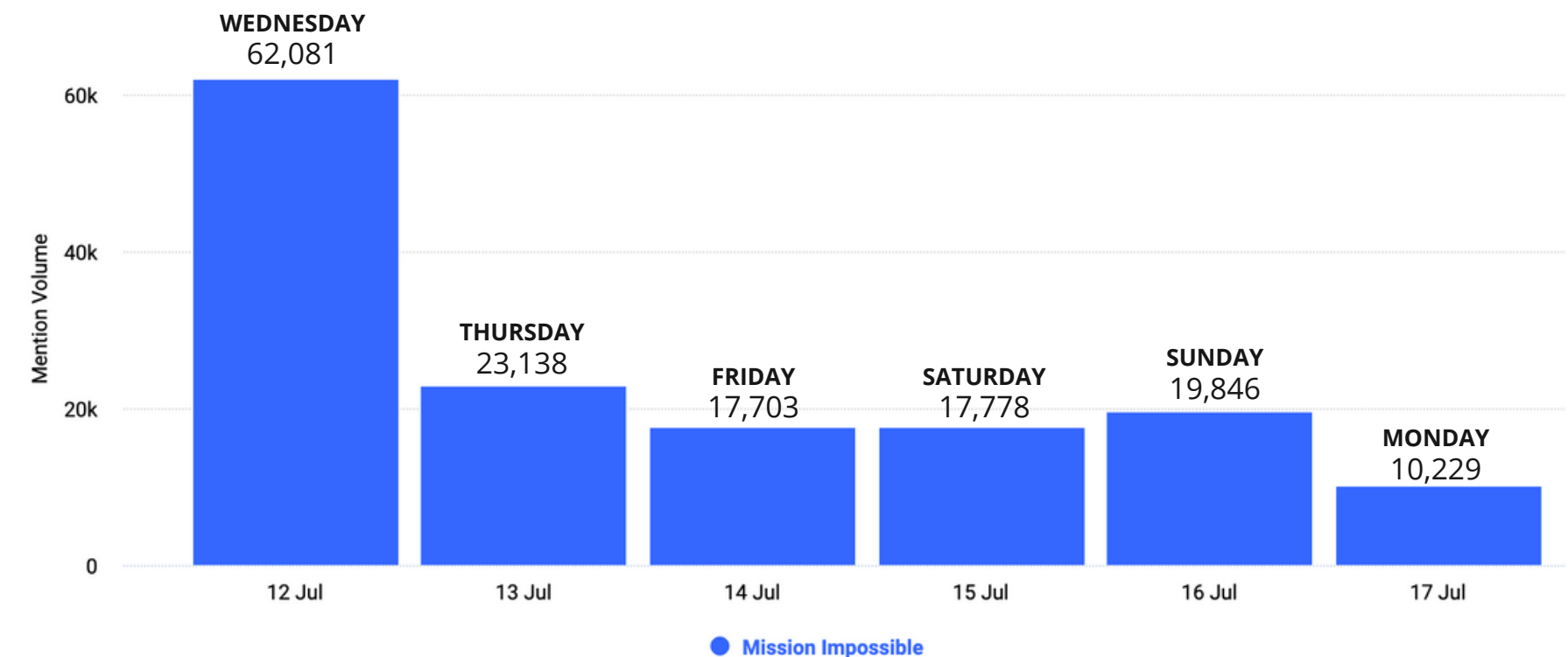
Mention Volume Over Time - By Day

Opening Weekend

Rogue Nation
July 31, 2015 - August 3, 2015



Dead Reckoning P1
July 12, 2023 - July 17, 2023



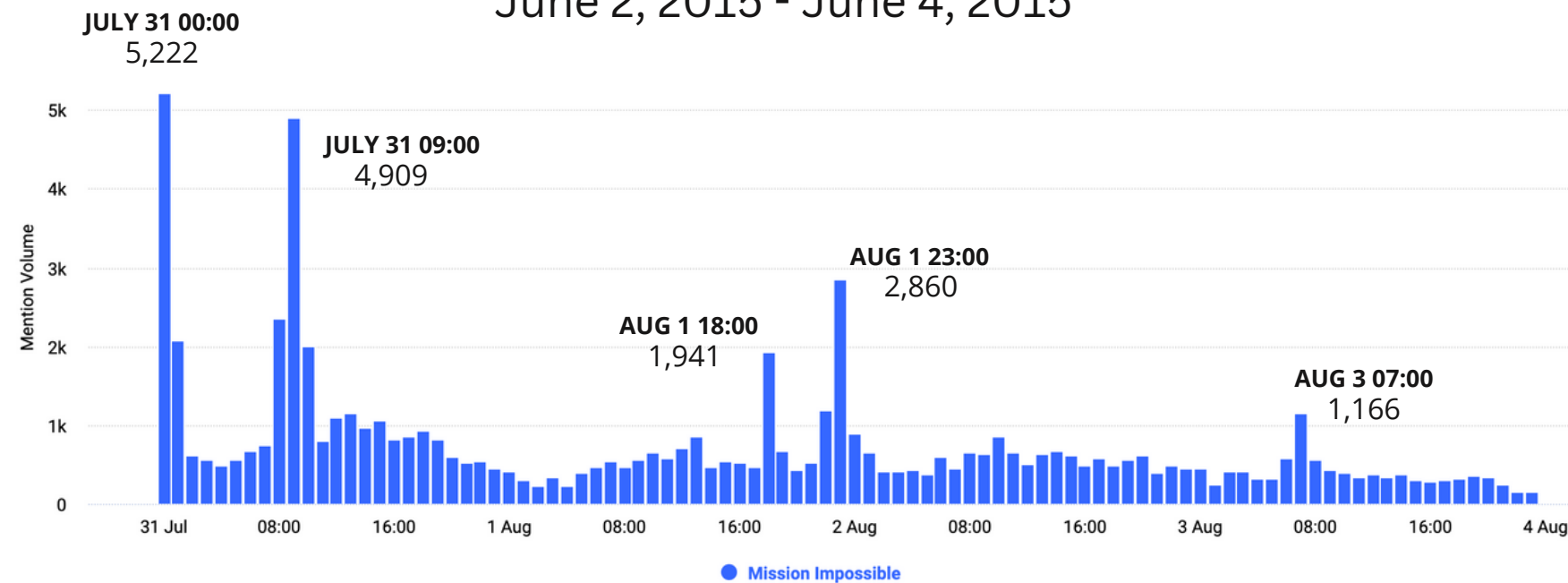
It's opening weekend! *Rogue Nation* opened its doors to theaters July 31, 2015 and had a mention volume of **31,038**. The following day there were **16,665** mentions, and again decreased to **13,794**, and **9,439**.

Dead Reckoning had an initial peak of **62,081** mentions on the first day. The film was released on a Wednesday, rather than a Friday. Suggesting the two extra days to create longevity in the film's opening weekend.

Mention Volume Over Time - By Hour

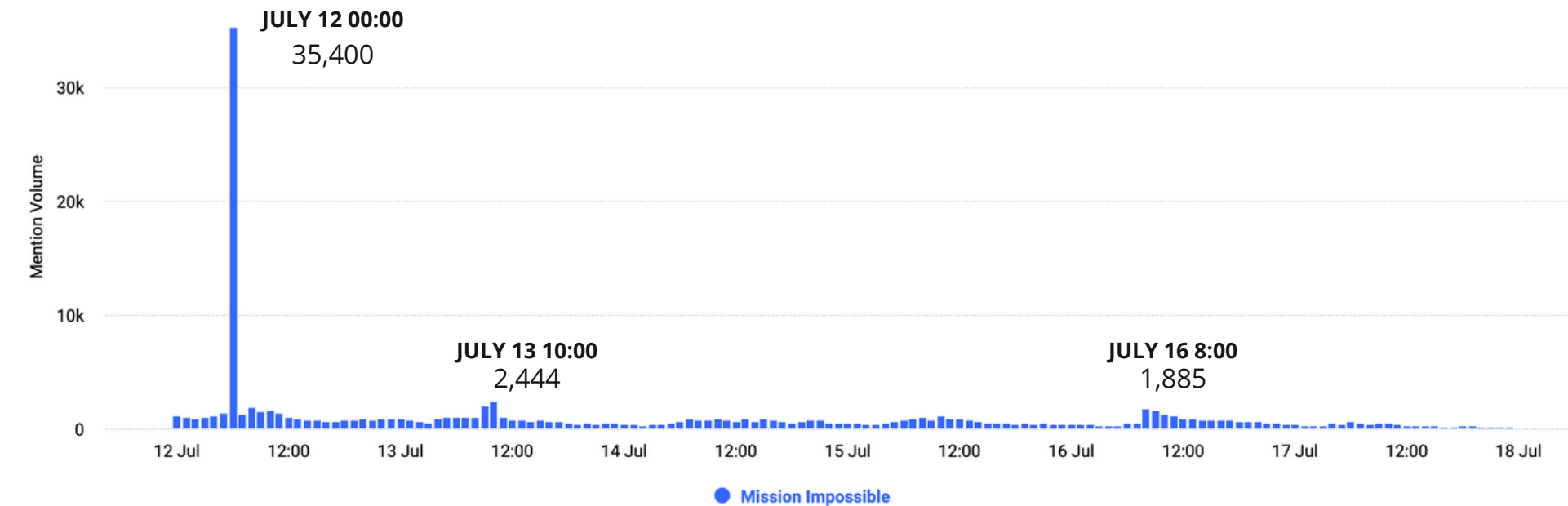
Rogue Nation

June 2, 2015 - June 4, 2015



Dead Reckoning P1

September 6, 2023 - September 8, 2023



Source: Brandwatch

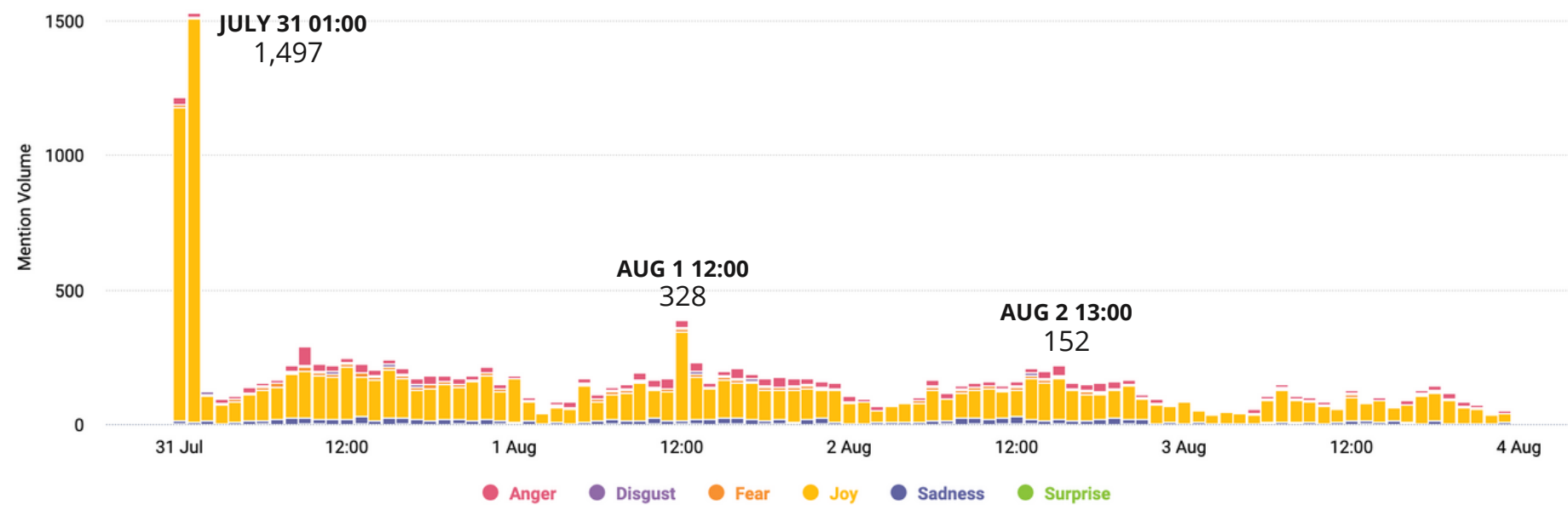
By hour, *Rogue Nation* reached peaks around 00:00 at **5,222** on **July 31** and again at 09:00 at **4,909**. August 2 had another peak at 23:00 with **2,860** mentions.

Rogue Nation had more frequent peaks in its box office weekend, while *Dead Reckoning* had its most significant peak around 00:00 on July 12, 2023 with 35,400. Two smaller peaks occurred on July 13, 10:00 with **2,444** mentions and another on July 16 at 8:00 with **1,885** mentions.

Mention Volume Over Time - By Hour - Joy

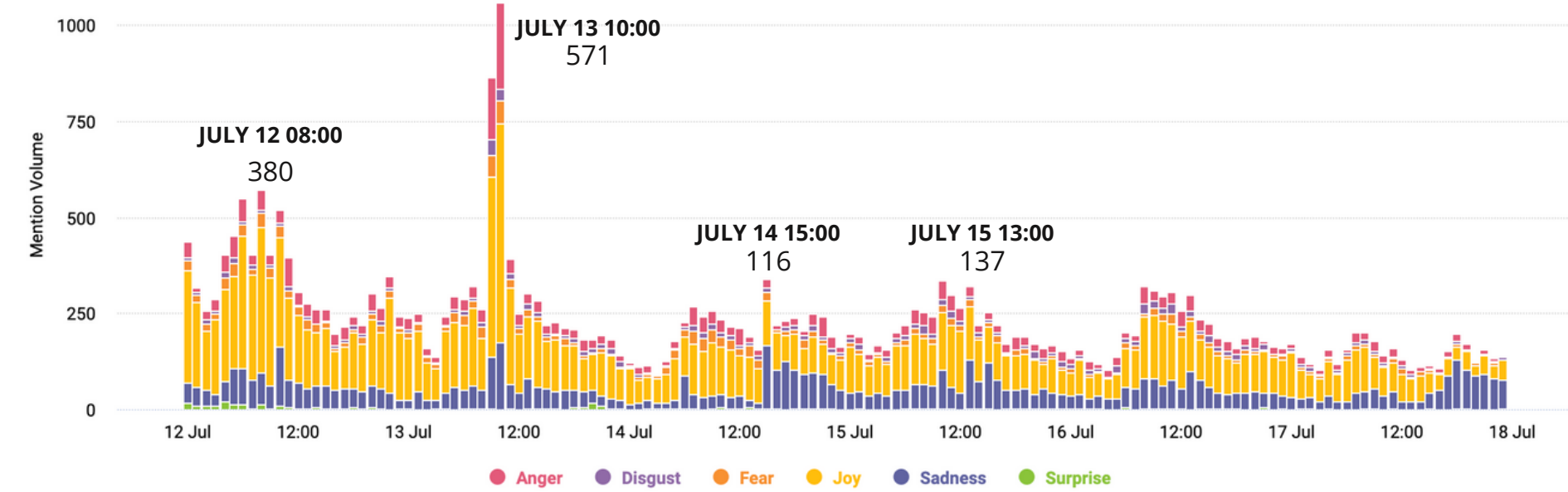
Rogue Nation

July 31, 2015 - August 3, 2015



Dead Reckoning P1

July 12, 2023 - July 17, 2023



Source: Brandwatch

Rogue Nation had highest levels of joy on July 31, 01:00 with **1,497** mentions of “joy”, again on August 1 at 12:00 with **328** mentions, and finally, August 2 at 13:00 with **152**.

As for *Dead Reckoning*, levels of joy were highest on July 12 at 08:00, again on July 13, at 10:00, July 14 at 15:00, and finally July 15, at 13:00.

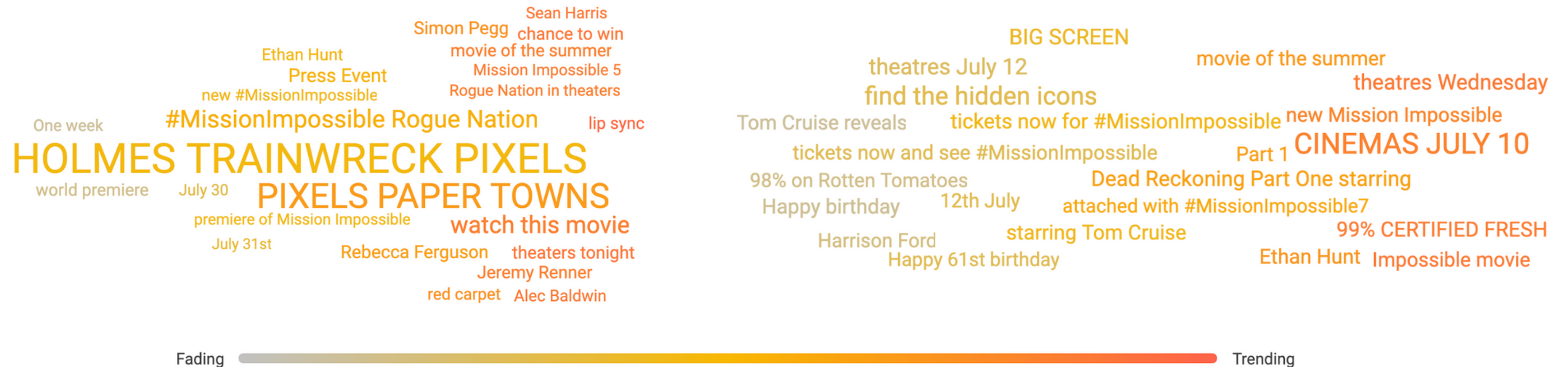
Trending Topics - **Leading** to Premiere

Rogue Nation

July 22, 2015 - July 30, 2015

Dead Reckoning P1

July 1, 2023 - July 11, 2023



Source: Brandwatch

The topics leading up to *Rogue Nation's* premiere included "Holmes", of the film *Mr. Holmes* and Adam Sandler's *Pixels* both releasing on July 24, 2015. *Trainwreck* was also mentioned for its release on July 17, 2015, as well as *Paper Towns* releasing the month prior.

Another significant mention for *Dead Reckoning's* topics leading to the premiere included, "Harrison Ford" as his birthday is July 13, and another mention of "Happy 61st birthday" to Tom Cruise on July 3.

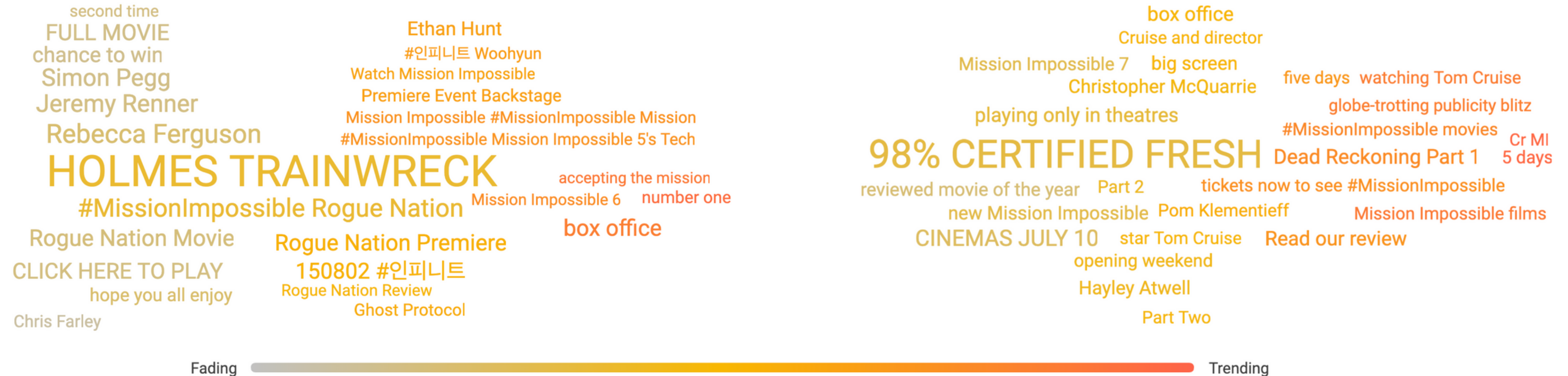
Trending Topics - Opening Weekend

Rogue Nation

July 31, 2015 - August 3, 2015

Dead Reckoning P1

July 12, 2023 - July 17, 2023



Source: Brandwatch

Topics that circulated *during* the film's opening weekend continued to mention "Holmes" and *Trainwreck*. But included mentions of *Mission: Impossible* itself. From "Ethan Hunt", to "accepting the mission", and "150802" representing K-Pop boy band **Infinite**, who attended the red carpet event and posted photos with Tom Cruise to Twitter.

Dead Reckoning had similar response as did *Rogue Nation*, again including, "read our review", "CINEMAS JULY 10", and "playing only in theaters". French actress, Pom Klementieff, and director Christopher McQuarrie were also mentioned in these trending topics.

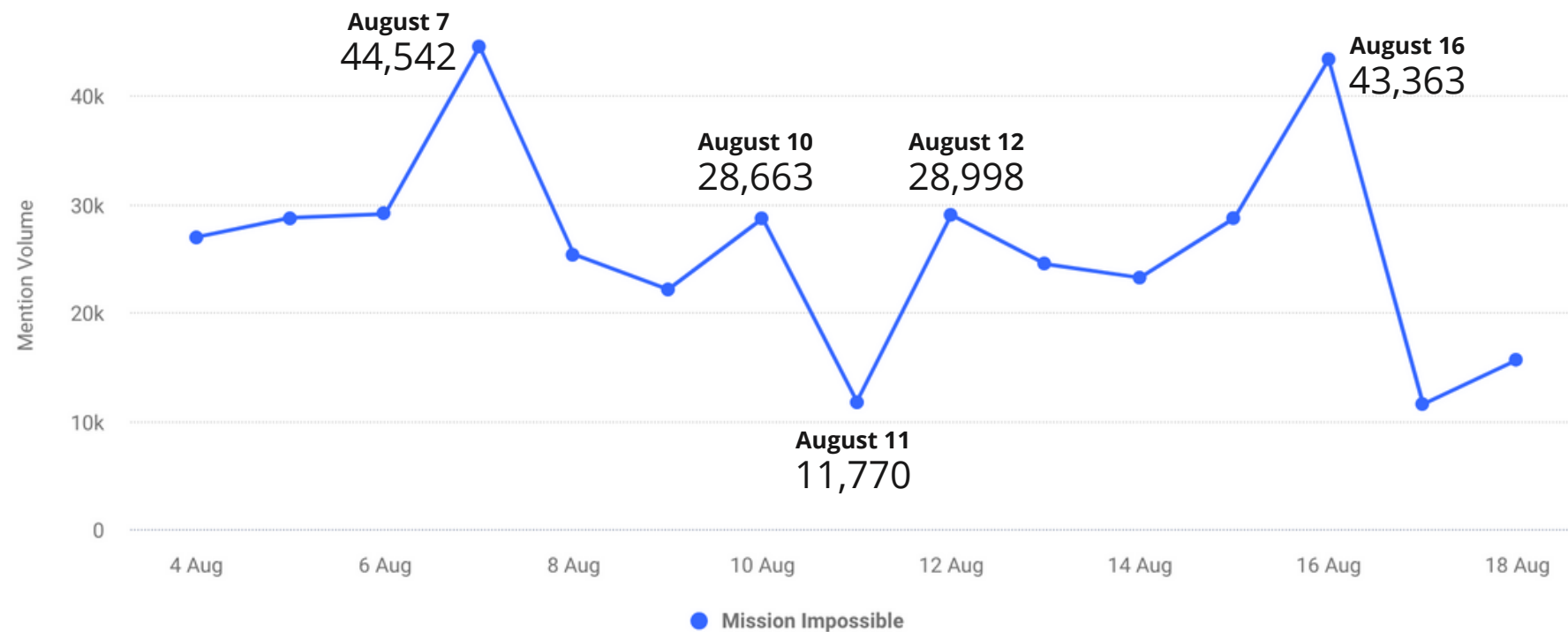
Two Week Post Period

Mention Volume Over Time

Two Week Post Period

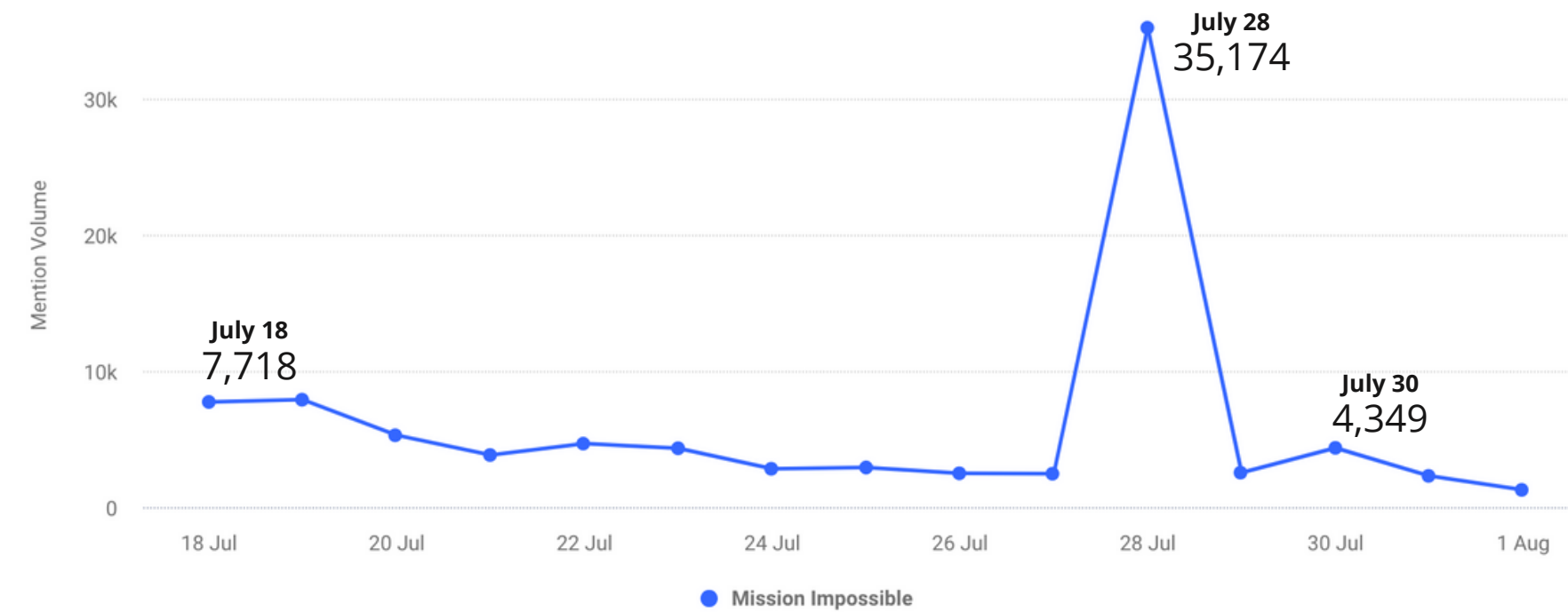
Rogue Nation

August 4, 2015 - August 18, 2015



Dead Reckoning P1

July 18, 2023 - August 1, 2023



Source: Brandwatch

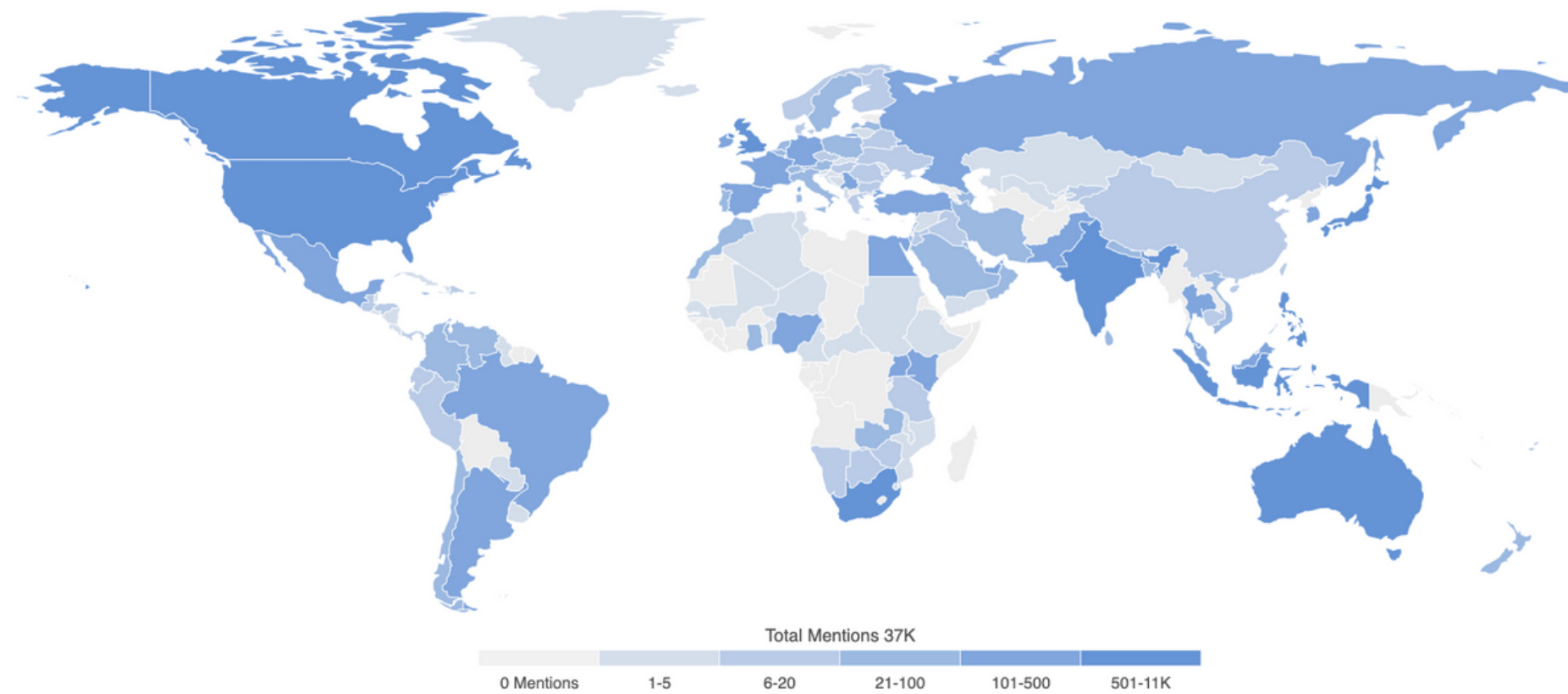
Two weeks post from the film's initial launch, *Rogue Nation* experienced two peaks. One on August 7 with **44,542** mentions and again on August 16 with **43,363** mentions. It is valuable to note the dip on August 11, a **83.56%** decrease, then again returning to **28,998** mentions the following day.

Dead Reckoning had a single peak on July 28 with 35,174 mentions. An article from Empire Magazine titled, "10 Spoiler Facts We Learned About Mission: Impossible – Dead Reckoning Part One From Christopher McQuarrie" was released that same day. The increased mentions could have been attributed to this article.

Volume by Country

Rogue Nation

August 4, 2015 - August 18, 2015



Rank	Country	Volume	% Total
1	United States of America	10931	30%
2	India	10925	30%
3	United Kingdom	3622	10%
4	Indonesia	1931	5%
5	Canada	982	3%
6	South Africa	728	2%
7	Japan	626	2%
8	Philippines	594	2%
9	Australia	507	2%
10	Malaysia	465	1%

Source: Brandwatch

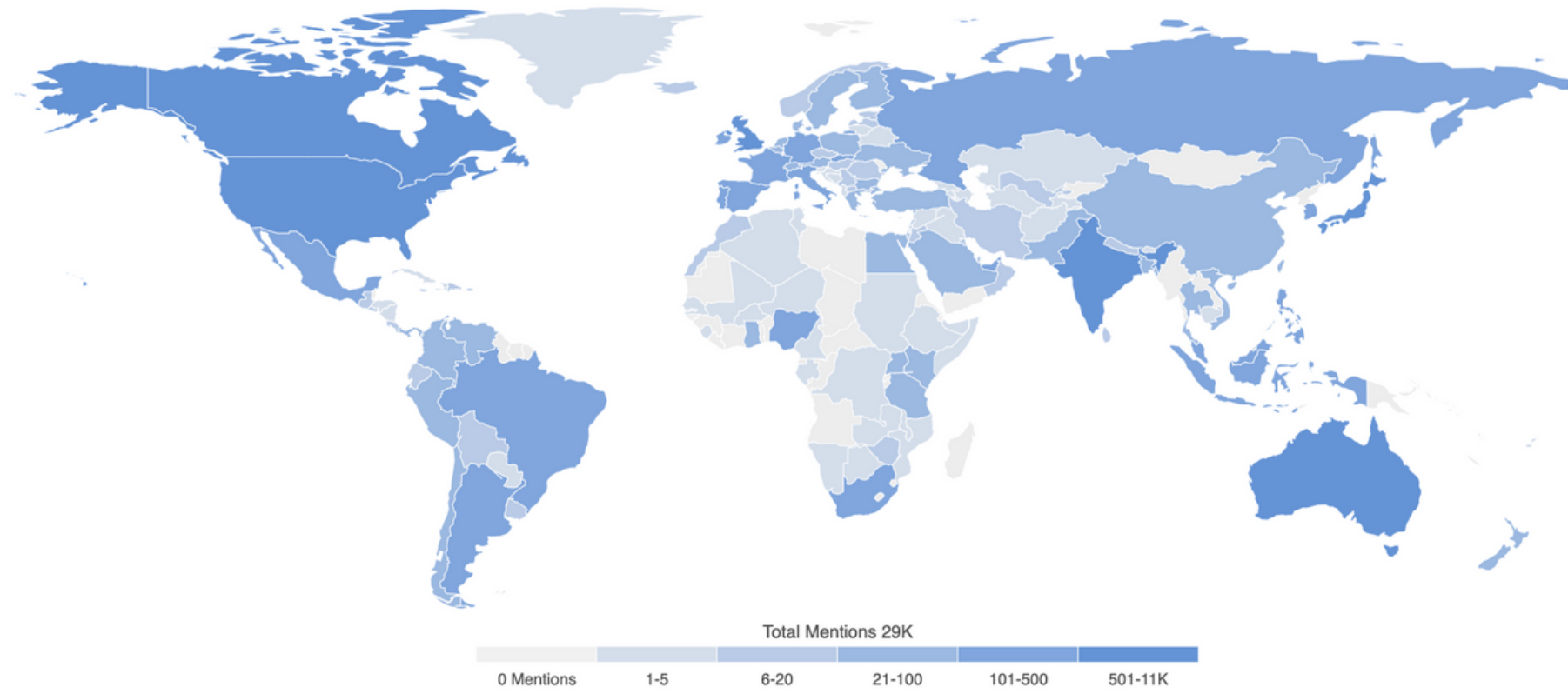
Worldwide, *Rogue Nation* was most prevalent in the **United States** and **India** at **30%**, the **United Kingdom** at **10%**, **Indonesia** at **5%**.

Canada accounted for 3%, South Africa, Japan, Phillipines, and Australia at 2%, leaving Malaysia at 1%.

Volume by Country

Dead Reckoning P1

July 18, 2023 - August 1, 2023



Rank	Country	Volume	% Total
1	United States of America	11211	39%
2	United Kingdom	4273	15%
3	India	3947	14%
4	Canada	1158	4%
5	Japan	933	3%
6	Australia	610	2%
7	Brazil	433	2%
8	Germany	394	2%
9	France	359	1%
10	Malaysia	349	1%

Source: Brandwatch

Dead Reckoning was most prevalent amidst the **United States** at **39%**.

The **United Kingdom** was similar to **India** with a **1%** difference.

Canada at a 4%, Japan at a 3%, leaving Australia and Brazil at 2%, and France and Malaysia at 1%.

Comparing Volume by Country

Rogue Nation

August 4, 2015 - August 18, 2015

Rank	Country	Volume	% Total
1	United States of America	10931	30%
2	India	10925	30%
3	United Kingdom	3622	10%
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8	Philippines	594	2%
9	Australia	507	2%
10	Malaysia	465	1%

Dead Reckoning P1

July 18, 2023 - August 1, 2023

Rank	Country	Volume	% Total
1	United States of America	11211	39%
2	United Kingdom	4273	15%
3	India	3947	14%
4	Canada	1158	4%
5	Japan	933	3%
6	Australia	610	2%
7	Brazil	433	2%
8	Germany	394	2%
9	France	359	1%
10	Malaysia	349	1%

Source: Brandwatch

For both films, *Rogue Nation* and *Dead Reckoning*, the United States was the first country, **30%** and **39%**.

India and the United Kingdom switched places amidst the ranking.

Canada was similar in engagement, but fell to fourth for *Dead Reckoning*.

Malaysia was again ranked number 10 in comparing volume by country.

Twitter Themes - Top Stories

Source: Brandwatch

Rogue Nation

August 4, 2015 - August 18, 2015

Not applicable.

Dead Reckoning P1

July 18, 2023 - August 1, 2023

Top Stories	TWEETS	RETWEETS	ALL TWEETS ▾	IMPRESSIONS
missionimpossible.com	19	4032	4051	18422391
song.link/i/1698291952	2	1655	1657	3491164
discussingfilm.net/2023/07/05/mission-impossible-dead-reckoning-part-one-review-tom-cr...	2	1009	1011	3934429
dailymail.co.uk/news/article-12325127/Sound-Freedom-box-office-Mission-Impossible-QA...	48	405	453	1675872
variety.com/2023/biz/global/brian-cox-ai-actors-strike-protest-uk-equity-1235676310	0	296	296	969189
amazon.com/hz/wishlist/l/2IGBOCL5ZB1RA?ref_=wl_share	21	161	182	466694
missionimpossibe.com	1	176	177	283533
ign.com/articles/mission-impossible-dead-reckoning-fans-extended-four-hour-cut-release?...	1	129	130	9850185
amctheatres.com/bonus-points/mission-impossible-dead-reckoning-part-one?utm_mediu...	1	128	129	782020
showbiz411.com/2023/07/19/crowdfunded-christian-movie-sound-of-freedom-will-hit-100-...	10	118	128	265862

There were no top stories available for *Rogue Nation* in 2015.

As for *Dead Reckoning*, the official *Mission: Impossible* website, missionimpossible.com gained the most traction in the two week post period with 19 tweets and 4032 retweets.

Twitter Themes - Top Hashtags

Rogue Nation

August 4, 2015 - August 18, 2015

Top Hashtags	TWEETS	RETWEETS	ALL TWEETS ▼	IMPRESSIONS
#missionimpossible	8159	8002	16161	169364835
#missionimpossibleroguenation	8392	3741	12133	90828906
#roguenation	1714	1457	3171	20023358
#tomcruise	2549	356	2905	14017498
#contest	369	1228	1597	2114514
#mi5	1366	123	1489	3939649
#maxman	661	215	876	461406
#contestalert	383	455	838	780731
#fantasticfour	341	389	730	10576705
#paramountpicturesindia	482	136	618	309533

Source: Brandwatch

#MissionImpossible was the top Twitter theme for both comparisons.

The two week post period for *Rogue Nation* included hashtags relevant to the film, #missionimpossibleroguenation, #roguenation, and #tomcruise.

While *Dead Reckoning's* post-period included #missionimpossible7, #oppenheimer, and #barbie. Two films that released on July 21, 2023.

Dead Reckoning P1

July 18, 2023 - August 1, 2023











Top Hashtags	TWEETS	RETWEETS	ALL TWEETS ▼	IMPRESSIONS
#missionimpossible	39454	16729	56183	5457179377
#missionimpossible7	2332	5638	7970	127073608
#oppenheimer	668	2983	3651	28352610
#barbie	613	2632	3245	24783416
#tomcruise	1117	1315	2432	79317183
#boxoffice	169	1790	1959	17893414
#missionimpossibledeadreckoning	867	935	1802	19829378
#mi7	245	876	1121	11651927
#soundofffreedom	156	903	1059	2830439
#indianajones	221	827	1048	3702178

Twitter Themes - Top Tweeters

Source: Brandwatch

Rogue Nation

August 4, 2015 - August 18, 2015

Most Mentioned Tweeters	TWEETS	RETWEETS	ALL TWEETS ▾	IMPRESSIONS
 @missionfilm	4365	3752	8117	88493627
 @tomcruise	2111	2411	4522	46758810
 @hifidigi	2425	853	3278	3848650
 @simonpegg	365	709	1074	16355814
 @skydance	87	942	1029	15696433
 @mydala	726	275	1001	1482333
 @muktaa2cinemas	531	232	763	365340
 @imax	93	621	714	7601554
 @renner4real	325	327	652	1511082
 @paramountpicsin	232	410	642	862614

Source: Brandwatch











Top Tweeters for both films included @missionfilm and @tomcruise.

@hifidigi “The one stop solution provider for all your Digital Marketing needs for Films, Music and more” based in India was the third highest Tweeter for *Rogue Nation*.

Film focused entertainment outlets included, @culturecrave, @variety, @letscinema, were also frequented Tweeters for *Dead Reckoning*.

Dead Reckoning P1

July 18, 2023 - August 1, 2023

Most Mentioned Tweeters	TWEETS	RETWEETS	ALL TWEETS ▾	IMPRESSIONS
 @missionfilm	1573	2320	3893	22771842
 @tomcruise	852	1378	2230	34714520
 @culturecrave	16	1194	1210	1087960
 @variety	18	1166	1184	1236947
 @chrismcquarrie	181	383	564	2788175
 @letscinema	2	321	323	130949
 @harish_ns149	0	322	322	340434
 @alx	0	320	320	771506
 @blacksheeptamil	1	297	298	463614
 @paramountuk	47	236	283	1628105

Demographics - Gender Split

Two Weeks Post

Rogue Nation

August 4, 2015 - August 18, 2015



Dead Reckoning P1

July 18, 2023 - August 1, 2023



Source: Brandwatch

The demographics are not representative of the whole percentage, as the total volume of posts with **identifiable gender**, do not match the total volume of posts in the data set.

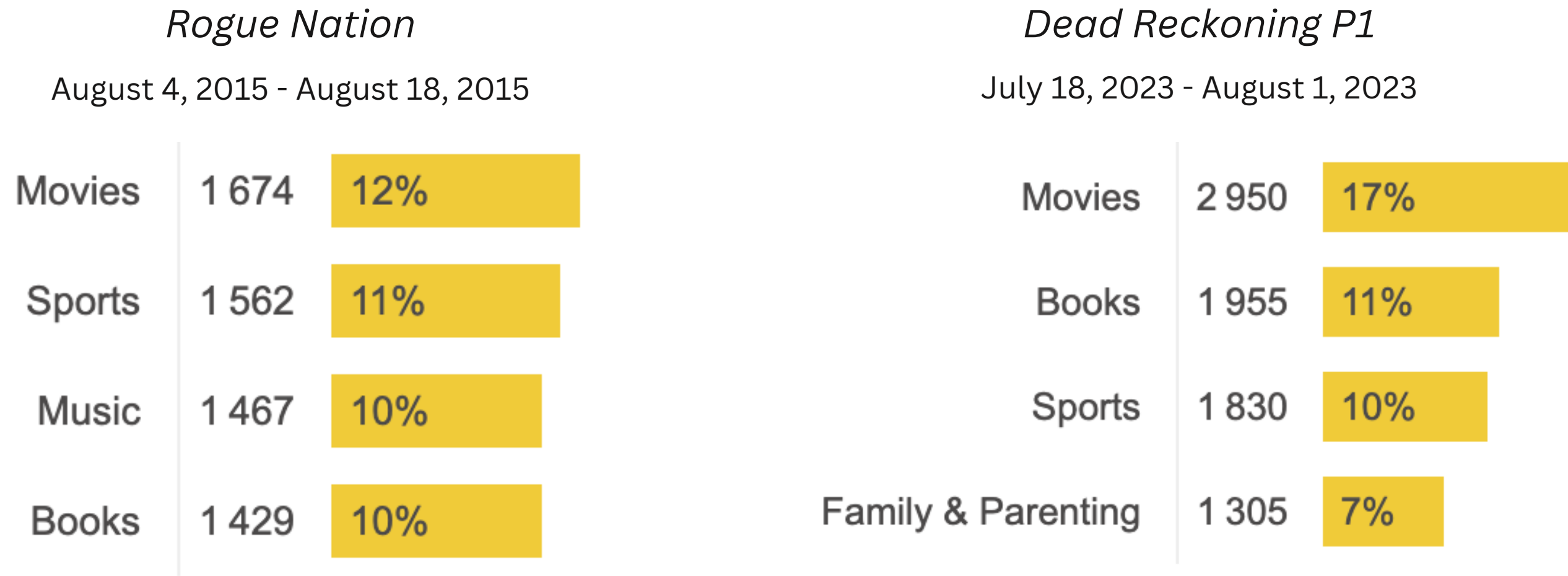
Women percentage were significantly lower than of identified men for both films.

Rogue Nation accounted for 38% women compared to the 62% men, a 24% difference. *Dead Reckoning* accounted for 29% women and 71% men, a greater difference of 42%.

Demographics - Gender Split

Two Weeks Post

Source: Brandwatch



Top interests included those interested in movies, sports, and books.

Rogue Nation had 12% and *Dead Reckoning* with 17%--a 5% difference but both interested in movies.

566 more individuals were interested in **books** in 2023 than of 2015.

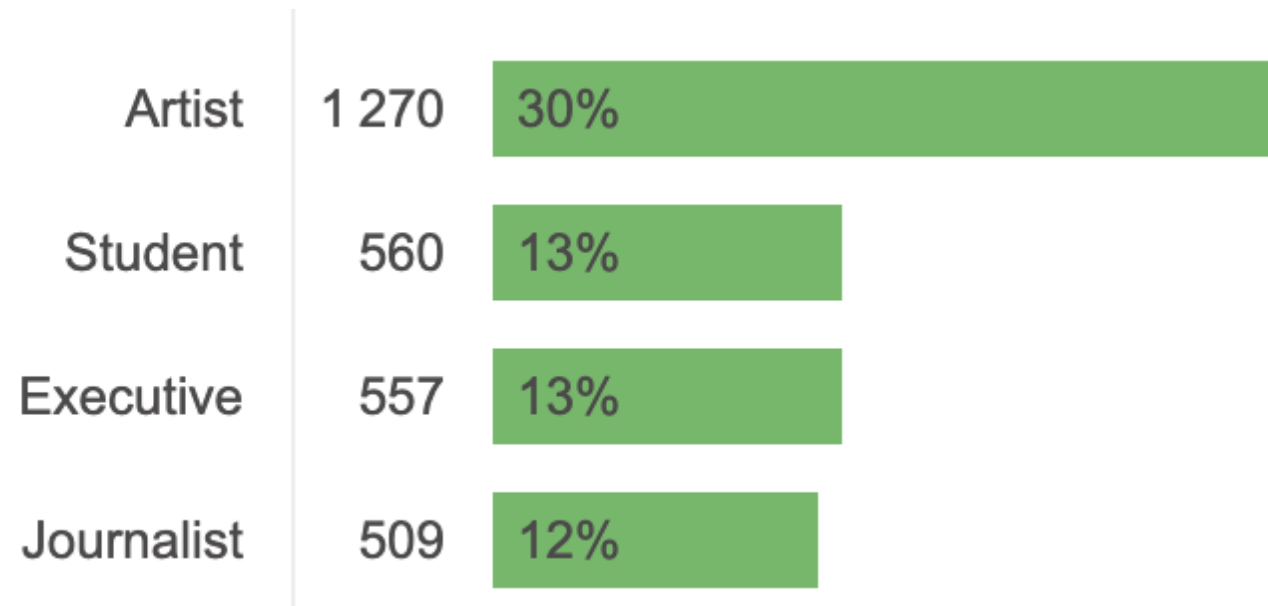
Sports also had an increase of 268 individuals, but had a 1% difference from *Rogue Nation* to *Dead Reckoning*.

Demographics - Gender Split

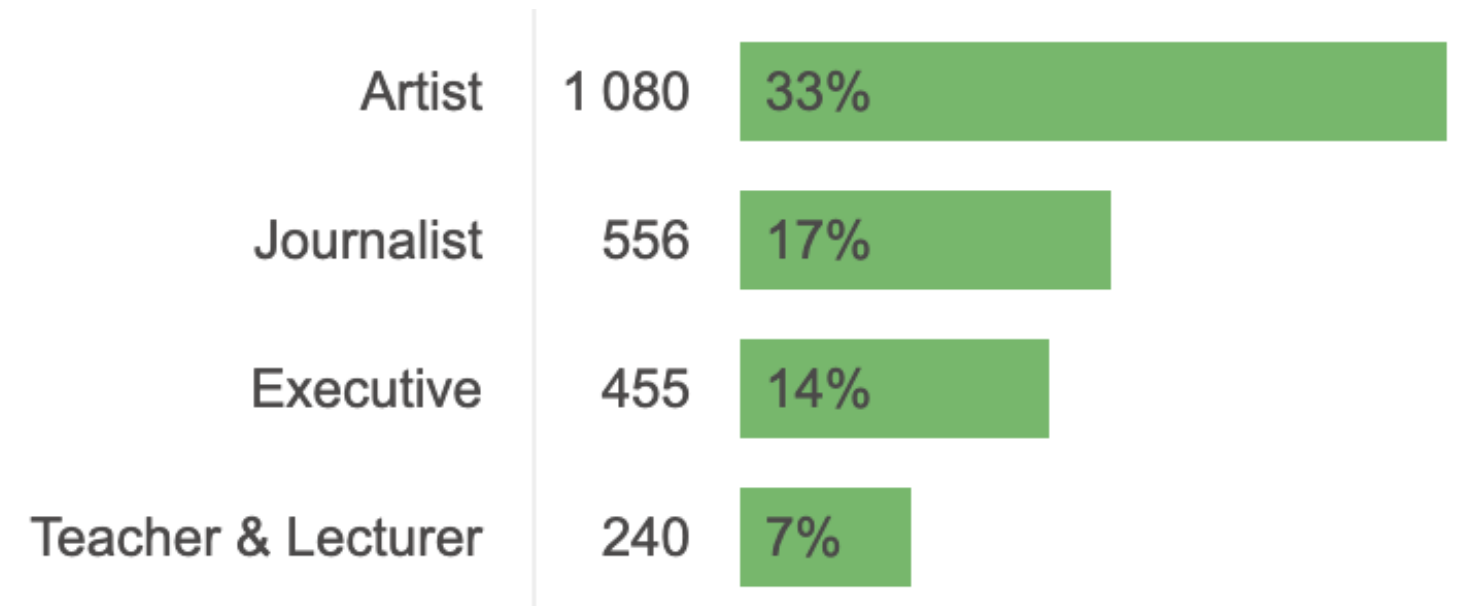
Two Weeks Post

Source: Brandwatch

Rogue Nation
August 4, 2015 - August 18, 2015



Dead Reckoning P1
July 18, 2023 - August 1, 2023



Artists were both top professions, 30% for *Rogue Nation* and 33% for *Dead Reckoning*, a three percent increase.

Executives and journalists were also top professions. Journalists experienced a 5% increase from *Rogue Nation* to *Dead Reckoning*.

Although the amount of executives decreased from 557 participants to 455, they had a 1% increase from the first benchmark comparison.

THANK YOU