



ABRAMORAMA

ABCinemaNOW.com

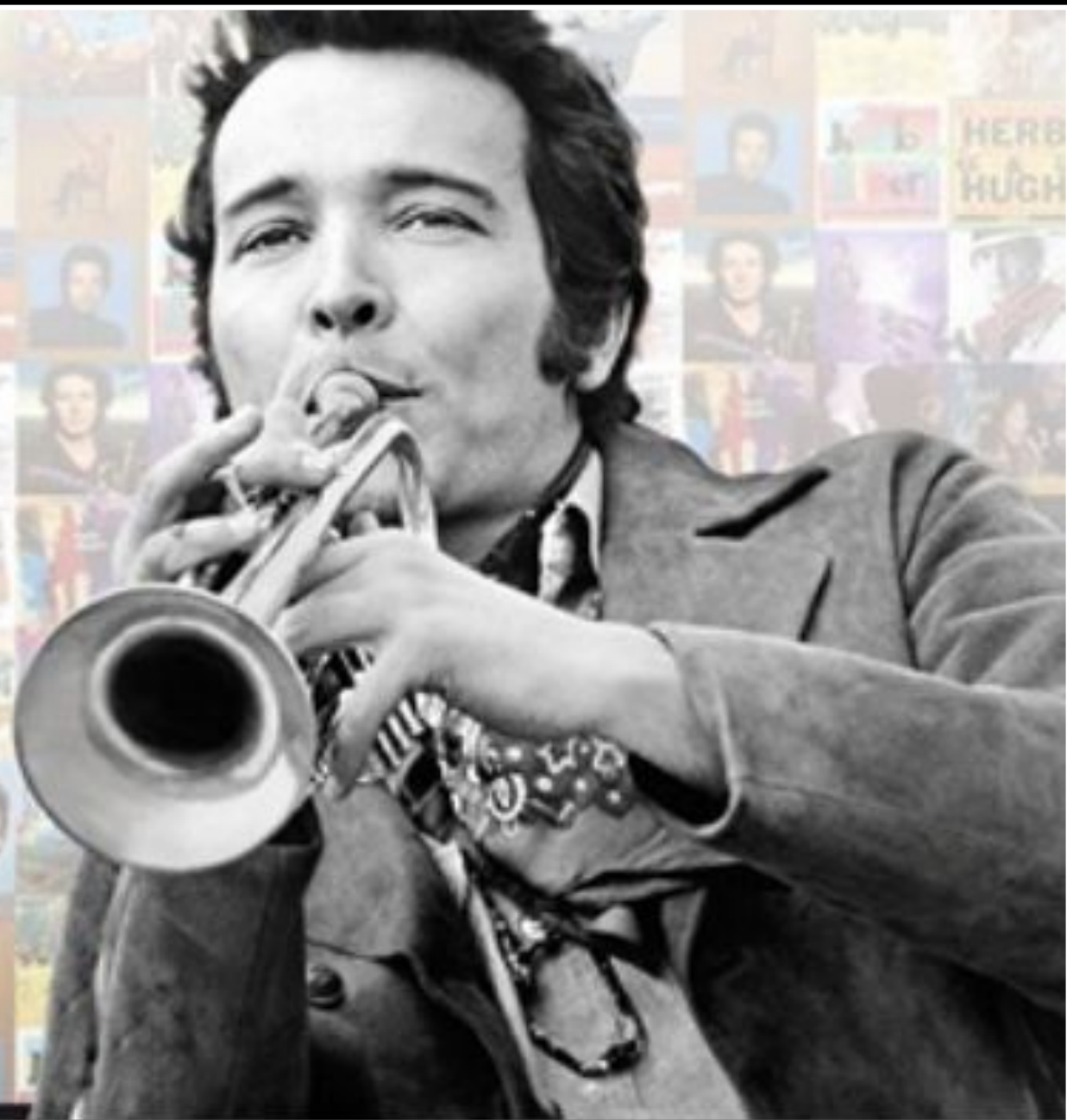
HERB ALPERT IS...

GLOBAL WORLD PREMIERE
LIVE STREAMING IMPACT REPORT

10.1.20

HERB ALPERT IS...

EXCLUSIVE LIVE STREAM
OCTOBER 1ST



TONIGHT

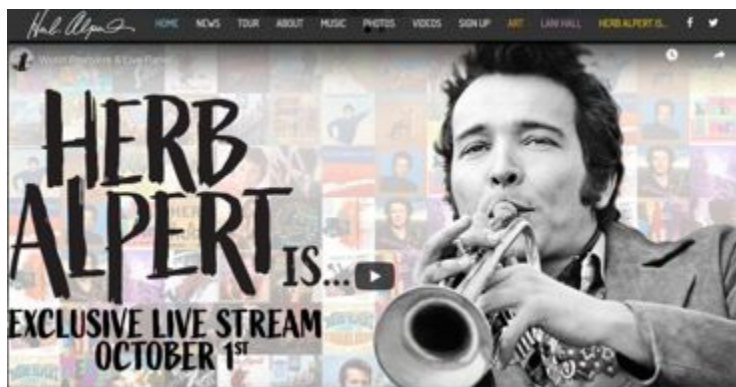
Don't miss the WORLD PREMIERE of **HERB ALPERT IS...**

LIVE at 8pm ET / 5pm PT on Facebook, YouTube, Twitter, and HerbAlpert.com
or

ALP

Herb Alpert Is...

herbalpertis.com



**SIMULTANEOUS LIVE STREAMING
TO MULTIPLE PLATFORMS...**



OUR LIVE STREAMING STUDIO



Herb Alpert is live now.

World Premiere & Live Panel

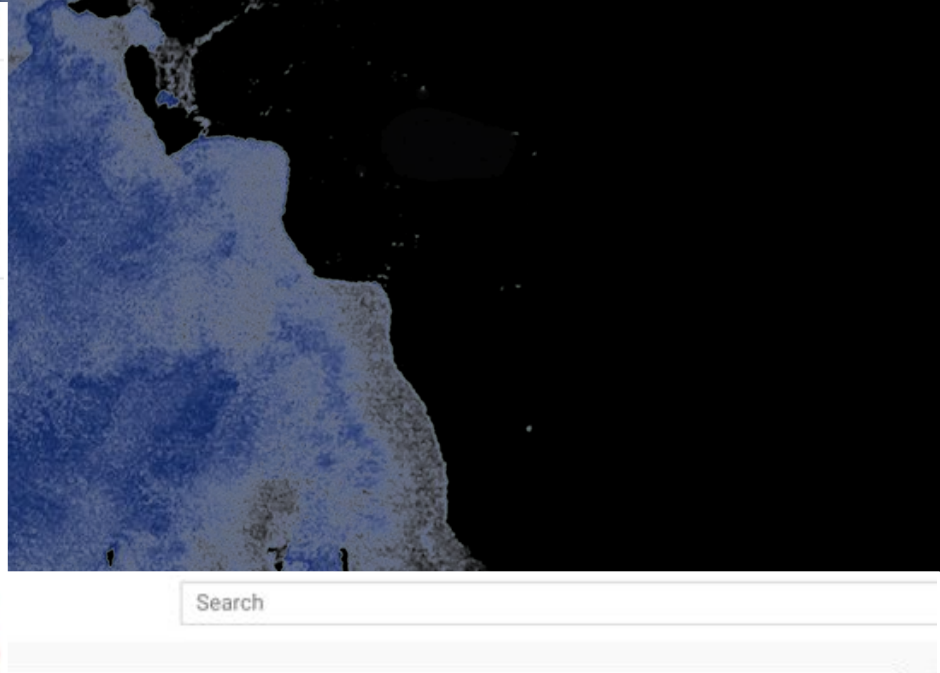
At 85, multiple Grammy winning trumpeter and A&M Records co-founder, Herb Alpert is still going stro...
[See More](#)

511 1079 Comments

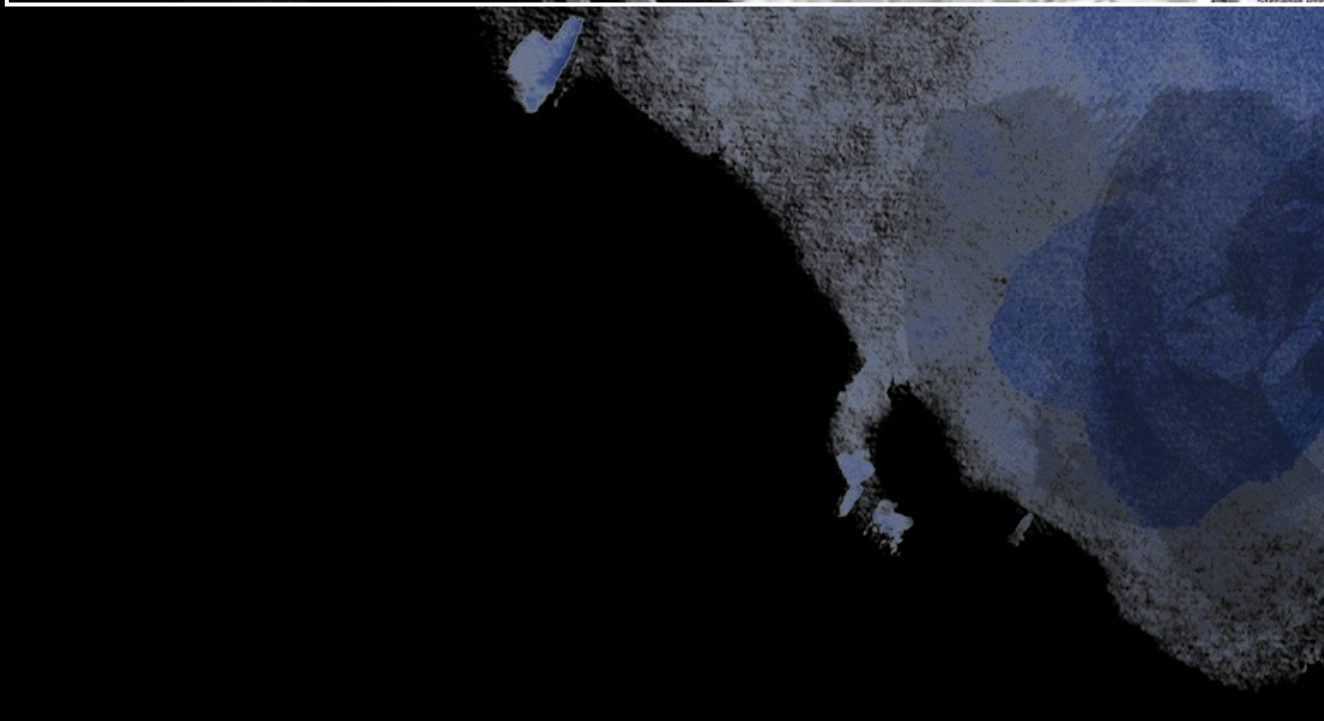
Like Comment Share

Comments [Hide](#)

- Ramon Pinzon**
Thank you for giving us great music and now giving us great you 🙏🙏
Like Reply Pin 10m
- John Schoener**
This is the song that introduced me to Herb Alpert. I was 11.
Like Reply Pin 10m
- Yang Tom Smith**
"We laid down some funk that day." Lol
Like Reply Pin 10m
- Donna Kaplan**
Love this too
Like Reply Pin 10m
- Stafania Dwyer**



Search



A silhouette of Herb Alpert playing a trumpet against a bright, fiery orange background. The lighting is dramatic, highlighting the shape of the trumpet and his hands.



Bill Moyers is live now.

8m ·



The Carpenters is live now.

4m ·



Lionel Richie is live now.

14m ·



Sting is live now.

7m ·



Sergio Mendes is live now.

8m ·



On A&M Records.com is
live now.

10m ·

CROSSPOSTING PARTNERS

The background is a watercolor wash in shades of blue and grey, with some white highlights, creating a textured, artistic effect.

FACEBOOK

Sergio Mendes is live now. 8m · 🌐

World Premiere & Live Panel

At 85, multiple Grammy winning trumpeter and A&M Records co-founder, Herb Alpert is still going stro...

See More

👍❤️ 25 9 Comments

👍 Like 💬 Comment ➦ Share 🌐

Comments Hide

Like · Reply · 3m

Claude Morgan
 ❤️❤️❤️❤️❤️❤️❤️❤️

Like · Reply · 3m

Claude Morgan
 Iconic ❤️❤️❤️❤️❤️

Like · Reply · 2m

Steven Jurcak
 ❤️❤️❤️

Like · Reply · 2m

Missy Alford
 ❤️❤️

Lionel Richie is live now. 14m · 🌐

At 85, multiple Grammy winning trumpeter and A&M Records co-founder, Herb Alpert is still going strong making new records and performing live. The documentary chronicles the extraordinary life and career of this legend and features rare, unseen footage from the 1960's and features colleagues Sting, Questlove, Quincy Jones, Richard Carpenter, Bill Moyers, and others. Songs include Rise, This Guy's In Love With You, The Lonely Bull, Route 101, and more. Herb has sold over 72 mi... **See More**

LIVE 👁️ 5.6K

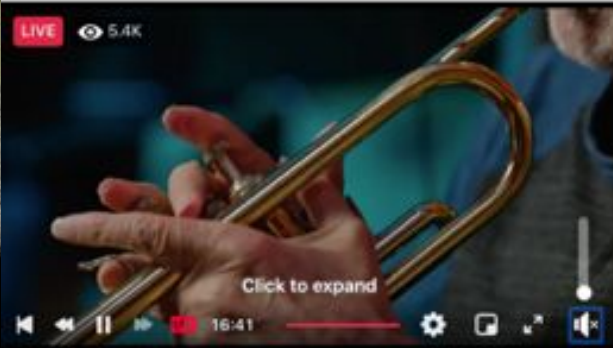


👍❤️👏 583 **448 Comments** 73 Shares

Sting is live now. 16m · 🌐

At 85, multiple Grammy winning trumpeter and A&M Records co-founder, Herb Alpert is still going strong making new records and performing live. The documentary chronicles the extraordinary life and career of this legend and features rare, unseen footage from the 1960's and features colleagues Sting, Questlove, Quincy Jones, Richard Carpenter, Bill Moyers, and others. Songs include Rise, This Guy's In Love With You, The Lonely Bull, Route 101, and more. Herb has sold over 72 million records. In 1966, he had five albums in the Top 20 simultaneously and was outselling The Beatles 2:1. Herb has given away more than \$180 million to arts and education programs across the country. Stay tuned for a live conversation after the film with Herb Alpert, John Scheinfeld (director/producer), and moderator Scott Goldman (Public Programs Moderator, GRAMMY Museum).

LIVE 👁️ 5.4K



Click to expand

👍❤️👏 2.8K 1.6K Comments 313 Shares

The Carpenters is live now. 7m · 🌐

World Premiere & Live Panel

At 85, multiple Grammy winning trumpeter and A&M Records co-founder, Herb Alpert is still going stro...

See More

👍❤️👏 69 29 Comments

👍 Like 💬 Comment ➦ Share 🌐

Comments Hide

from the Philippines:

Like · Reply · 1m

Army Galoyo
 Hello from Toronto

Like · Reply · 1m

Lila Gyg
 Podrán traducir xfavor?

Like · Reply · 1m

LaDonna Maxwell
 Hi from Orlando Florida

Like · Reply · 1m

Montserrat Phoenix
 Hello from México

THE FANS...



Janis Hamersma

You are the very Best. My Parents played your albums all the time when I was very young...your music always made me happy. Still love you today. 🥰

Like · Reply · Message · 3d



Butch Cedro

The best trumpeteer 🙌



Mark Kendrick

Herb always had the sexiest women around him or on his covers too.....👉👉👉👉👉👉

Like · Reply · 6d



Matt Ward

Bloody hell, that's some going, I remember seeing an album in me mum and dad's record collection as a kid, it was Herb Alpert, don't remember which one but the name stood out, that was over 40 years ago

Like · Reply · 6d



Carolyn Bagley Micheals

Got hooked on his music when I was only 16. What an incredible talent and still going strong. Unbelievable! ❤️

Like · Reply · 5d



Gil Besse

I played trumpet professionally and Herb was my first trumpet hero. Later in the '60s I discovered Doc Severinsen and Al Hirt and didn't listen to Herb for over 35 years. I finally realized what a mistake I had made and what a great talent Herb is. He ... [See More](#)

Like · Reply · Message · 3d



↳ 1 Reply



Wilton Guimarães

Since 1967 I've got LP Going Places, that songs remind me my dad, gorgeous songs and amazing years! 🌟🌟🌟



Like · Reply · Message · 6d



Willard Locke Jr

Great musician, music executive, entrepreneur and a great humanitarian.

Like · Reply · Message · 6d



Lonza Xerri

Can't wait God bless him ❤️

Like · Reply · Message · 6d



Nico Kelderman

A Living Legend 🙏🙏🙏🙏🙏

Like · Reply · Message · 6d



Annebirgitte Deg Pedersen

I Will whis you a good Night from Denmark 🥰🥰👍❤️







...


 Kelly Klenske
Great Documentary!!! ...
Like · Reply · Pin · 1m


 Trisha Sullivan-Rothberg
talk about making an IMPACT! God Bless Herb Alpert!
Like · Reply · Pin · 1m


 Richard Hunt
That was incredible!
Like · Reply · Pin · 1m


 吉田淳子
In Japan, "Bitter Sweet Samba "is played every night.I'm going to be excited now.Thank you so much.
Like · Reply · 6d  1


 Juan Jose Angulo
Hay que ver este documental, obligatorio.
Like · Reply · 6d  1


 cwa92464 bravo


 José Luis Palma Herrera Bravo, sin duda.


 Christine Kangas I stand in awe of this man.


 Tony Pete Kick back and DO InJoy this ride goes ON for Ever And Forever And Of TIMES

 Gabrisan ❤️🎵 my heart is touched. I miss the Carpenters. Thank you Herb Alpert.

 Ronald Torres This is an amazing video! ⋮

 hayesman76 What a document this profile of Herb is. One for the ages ... like Herb himself.

 Chris Armstead A terrific performance from Herb & Lani Alpert.

 Rick Delair i would give anything to have him sign my horn, though, it is a dream of mine. 😞

**PRE-FILM PREMIERE LIVE TRIBUTES
TO HERB ALPERT FROM
HERBIE HANCOCK, BILLY BOB THORNTON,
RANDY JACKSON & MORE**





Please stay tuned for an exclusive ABCinemaNOW panel conversation following the film



Herb Alpert is live now. 2h

World Premiere & Live Panel
 At 85, multiple Grammy winning trumpeter and A&M Records co-founder, Herb Alpert is still going stro...
 See More

511 1224 Comments

Like Comment Share

Comments Hide

- Replying to Cathy Seelan Kumarasamy
 San Jose, August, 8 2018 - Amazing!!
 Like · See Thread · Pin · 1m
- Karen Ragusa
 soooo grateful so grateful
 Like · Reply · Pin · 1m
- Gloria Schwartz
 Herb Alpert is...a gifted artist and a mensch.
 Like · Reply · Pin · 1m
- Matthew Rothblatt
 Love this documentary!
 Like · Reply · Pin · 1m
- Diane Polenisiak
 It's a absolutel delight.

LIVE POST-SCREENING PANEL CONVERSATION

THE RESULTS

Please Note:




Facebook, Twitter, & YouTube Viewers Are Individual Device Connections.

THE METRICS

Facebook, Twitter, and YouTube calculate a Viewer as a single Connection to a single device (mobile, iPad, computer, TV screen, outdoor screen, etc.). This number does not represent the actual number of people that may be watching on a single device.

To determine meaningful metrics, ABCinemaNOW utilizes a conservative multiplier of 2.5 individuals per Viewer/Connection.

This video is used in 9 posts

Owned Posts (1) ⓘ		Posted Date	Estimated 3s Video Reach	3s Video Views	10s Video Views	Unique 3s Video Views	Post Engagement	Average Video Watch Time
	Herb Alpert World Premiere & Live Panel A...	● 10/01/2020 8:00 PM	53K	25K 9%	12K 10%	21K	8.9K	3:34 / 02:38:32
Crossposted Posts (8) ⓘ								
	Sergio Mendes World Premiere & Live Panel A...	● 10/01/2020 8:00 PM	4.5K	2.7K 1%	1.4K 1%	2.5K	581	1:33 / 02:38:32
	Sting World Premiere & Live Panel A...	● 10/01/2020 8:00 PM	275K	134K 50%	61K 51%	127K	15K	0:38 / 02:38:32
	Lionel Richie World Premiere & Live Panel A...	● 10/01/2020 8:00 PM	54K	34K 12%	14K 11%	31K	4.6K	0:25 / 02:38:32
	Abramorama World Premiere & Live Panel A...	● 10/01/2020 8:00 PM	807	423	183	392	82	1:23 / 02:38:32
	Bill Moyers World Premiere & Live Panel A...	● 10/01/2020 8:00 PM	99K	47K 17%	19K 16%	45K	3.2K	1:02 / 02:38:32
	The Lyric Theatre World Premiere & Live Panel A...	● 10/01/2020 8:00 PM	714	450	204	409	35	3:30 / 02:38:32
	The Carpenters World Premiere & Live Panel A...	● 10/01/2020 8:00 PM	26K	19K 7%	9.1K 7%	17K	1.8K	0:46 / 02:38:32
	On A&M Records.com World Premiere & Live Panel A...	● 10/01/2020 8:00 PM	1.3K	621	249	565	88	2:47 / 02:38:32



Herb Alpert: World Premiere & Live Panel...

At 85, multiple Grammy winning trumpeter and A&M Records co-founder, Herb Alpert is still going strong making new records and performing live. The documentary chronicles the extraordinary life and career of this legend and feature...

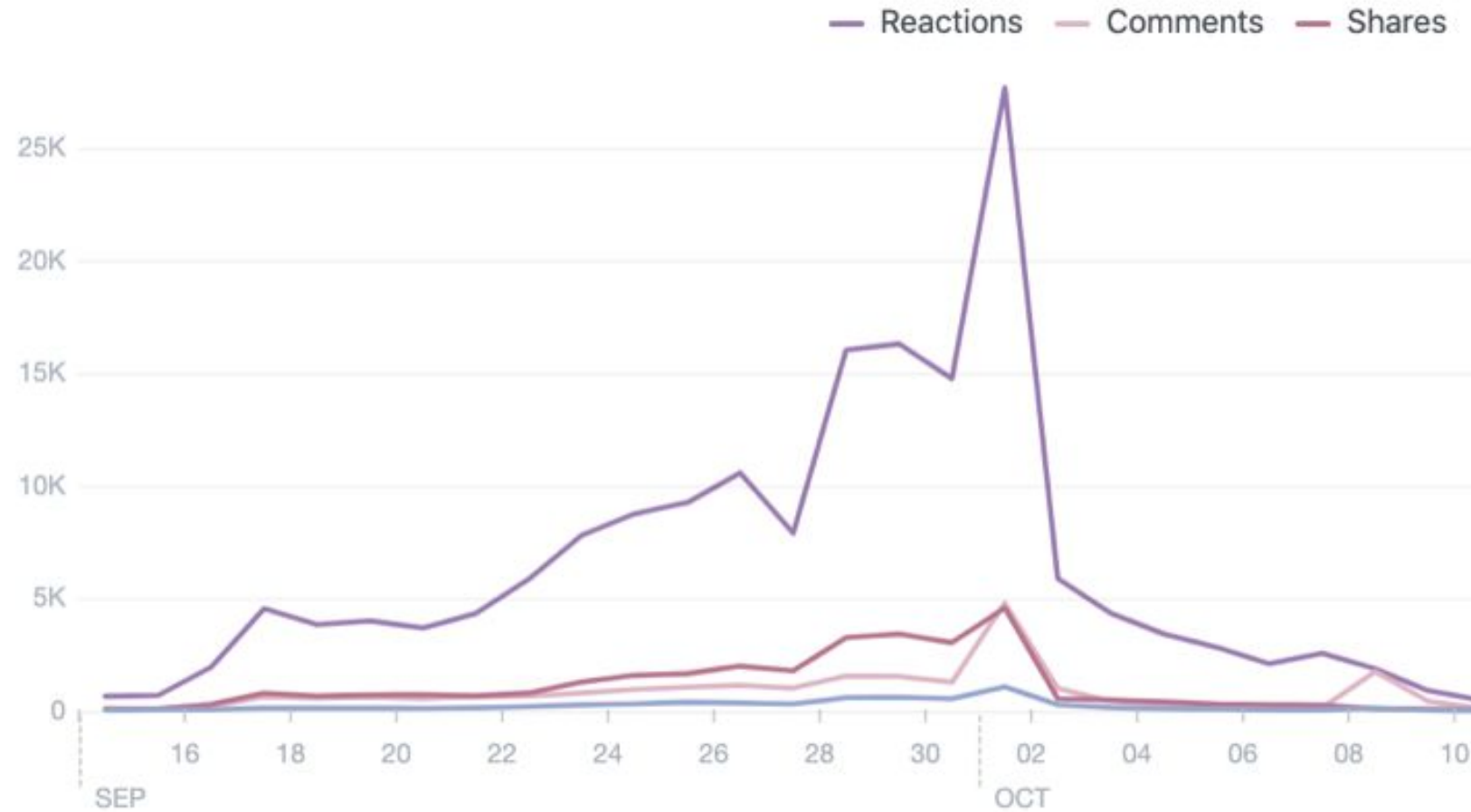
Total Video Performance

Showing All

Peak Live Viewers	8,431	>
Minutes Viewed	574,371	>
1-Minute Video Views	33,880	>
10-Second Video Views	120,512	>
3-Second Video Views	267,394	>
Average Video Watch Time	0:58	>
Audience Retention		>
Audience and Engagement		>

Likes, Comments, and Shares

These actions will help you reach more people.



The Spike from our Live Streaming Premiere Broadcast



Herb Alpert was live.

6d · 🌐



At 85, multiple Grammy winning trumpeter and A&M Records co-founder, Herb Alpert is still going strong making new records and performing live. The documentary chronicles the extraordinary life and career of this legend and features rare, unseen footage from the 1960's and features colleagues Sting, Questlove, Quincy Jones, Richard Carpenter, Bill Moyers, and others. Songs include Rise, This Guy's In Love With You, The Lonely Bull, Route 101, and more. Herb has sold over 72 mi... [See More](#)

📺 This live video has ended.

📺 **YESTERDAY AT 8:00 PM**

World Premiere & Live Panel

[Watch Now](#)

This video is now available to watch

120,052

People Reached

5,601

Engagements

[Boost Unavailable](#)



You and 1.1K others

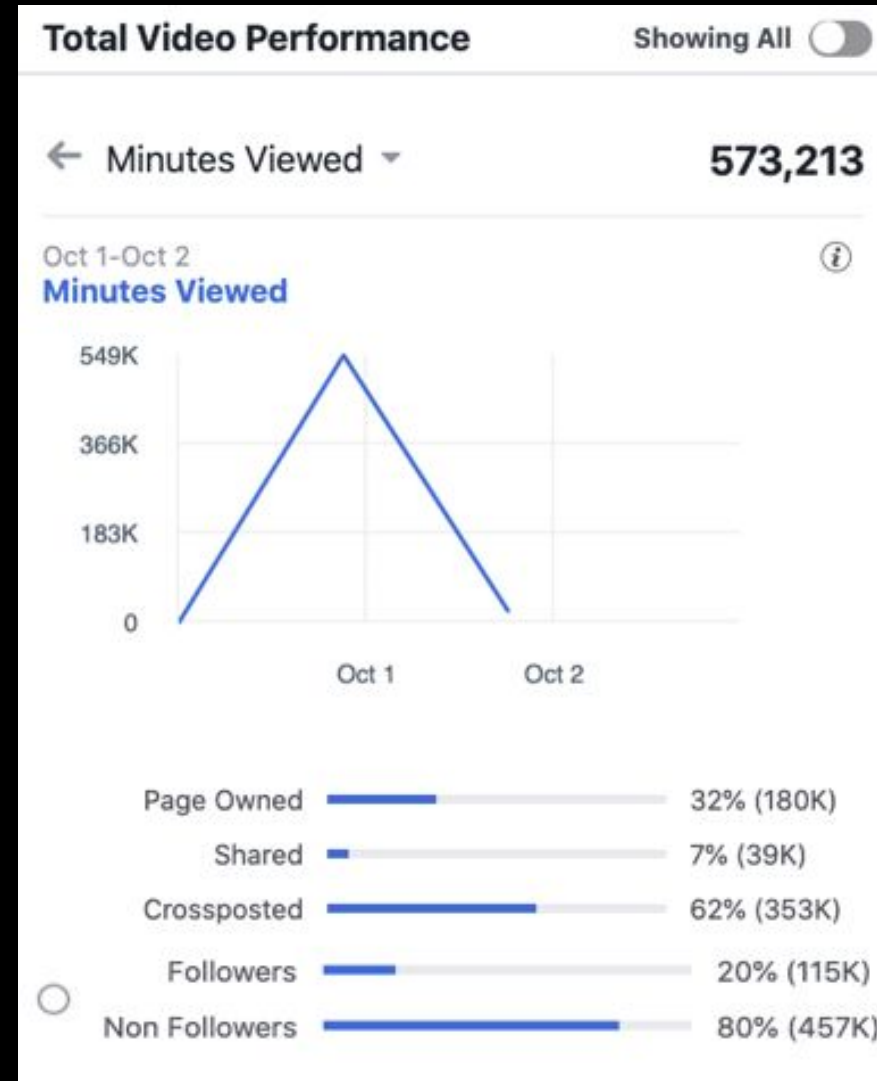
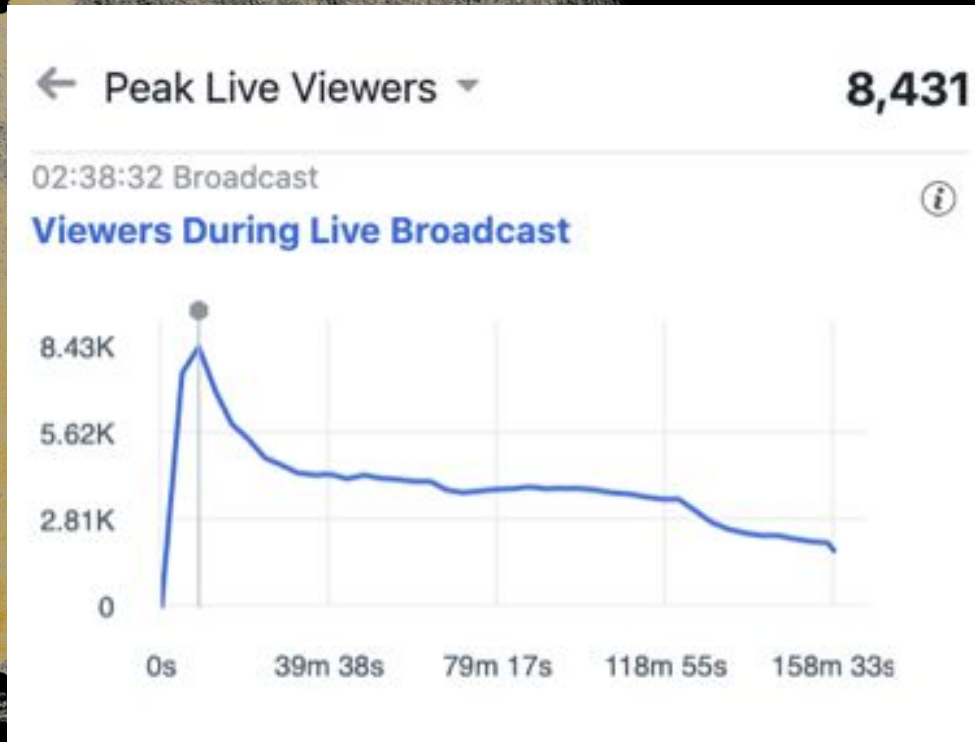
131 Comments 455 Shares



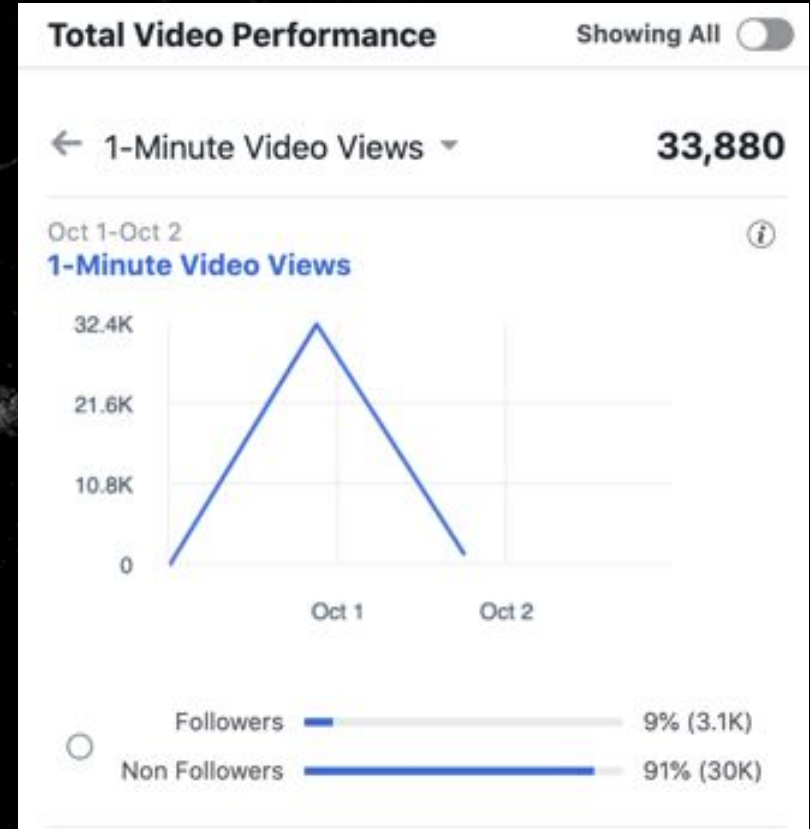
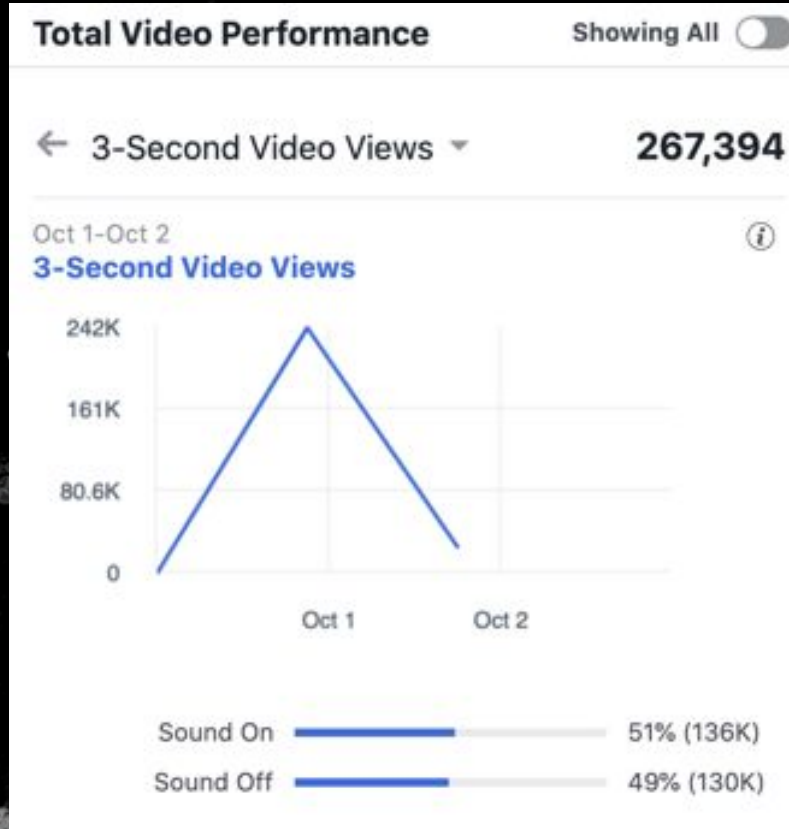
Peak Viewers/Connections: 8,431

Average Viewers/Connections for the duration of the film: 3,600

Conservative Estimate of Individuals Watching: $3,600 \times 2.5 = 9,000$



VIDEO PERFORMANCE





Total Video Performance

Showing All

← Audience Retention ▾

Absolute

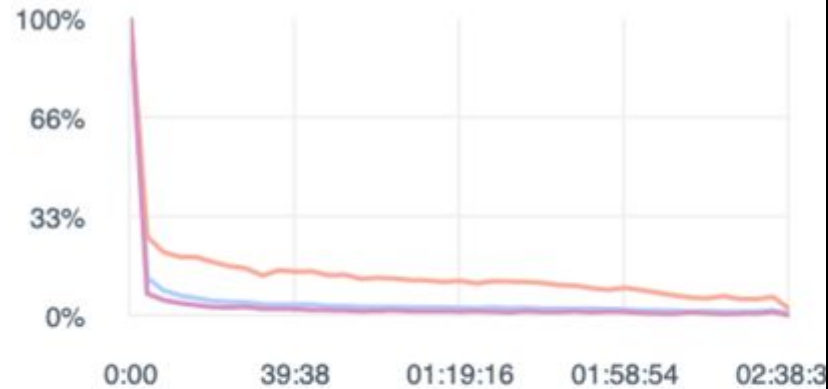
Relative

02:38:32 Video Length - 0:58 Video Average Watch Time

Recommendations

Followers

Shares



Only include views of 15 seconds or more

How does this work?



Herb Alpert: World Premiere & Live Panel...

At 85, multiple Grammy winning trumpeter and A&M Records co-founder, Herb Alpert is still going strong making new records and performing live. The documentary chronicles the extraordinary life and career of this legend and feature...

02:38:32 · Was Live: 10/01/2020 · Owned · Appears in 9 posts · View Permalink · Copy Video ID



VIDEO POST ENGAGEMENT

Total Video Performance Showing All

← Audience and Engagement ▾

👍 Post Engagement 35,407 >

😊 Video Engagement -- >

👤 Top Audience Women, 55-64 >

🌐 Top Location California >

Total Video Performance Showing All

← Post Engagement ▾ **35,462**

👍 26,931 Total Reactions - 1,791 from Shares ⓘ

👍 12K 😂 122 ❤️ 13K 😱 192 😞 43 😡 77

💬 7,353 Total Comments - 582 from Shares

➦ 2,233 Total Shares

The image features a watercolor-style background with various shades of blue and white, creating a textured, artistic effect. The word "YOUTUBE" is centered in a bold, black, sans-serif font. The letters have a slight 3D effect with a dark shadow on the right side, making them stand out against the light, textured background.

YOUTUBE



World Premiere & Live Panel

2,797 watching now • Started streaming 12 minutes ago

228 likes

0 comments

SHARE

SAVE



Top chat

Gail Garrett

LESLIE Wettberg Hello from Calg

ADOLFO HONORATO me trae bu
mi papá tenía discos LP de varios
estás melodías sin saber quién la
don una delicia

M Hernandez Thank you for All Y
Alpert.

Documentary Minutes Thank you
great music!

James Brent Is that Herbie Hand

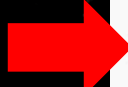
hayesman76 Karen Carpenter is
Herb, us and this video and is sm

Gregorio Vargas saludos amigo
temas que son Historia para todo
persona

Unixilandia Jerry Moss The Busi
Behind The Scenes!

THE CON The Con

Say something...





YouTube

Search



World Premiere & Live Panel

3,515 watching now • Started streaming 95 minutes ago

489

4

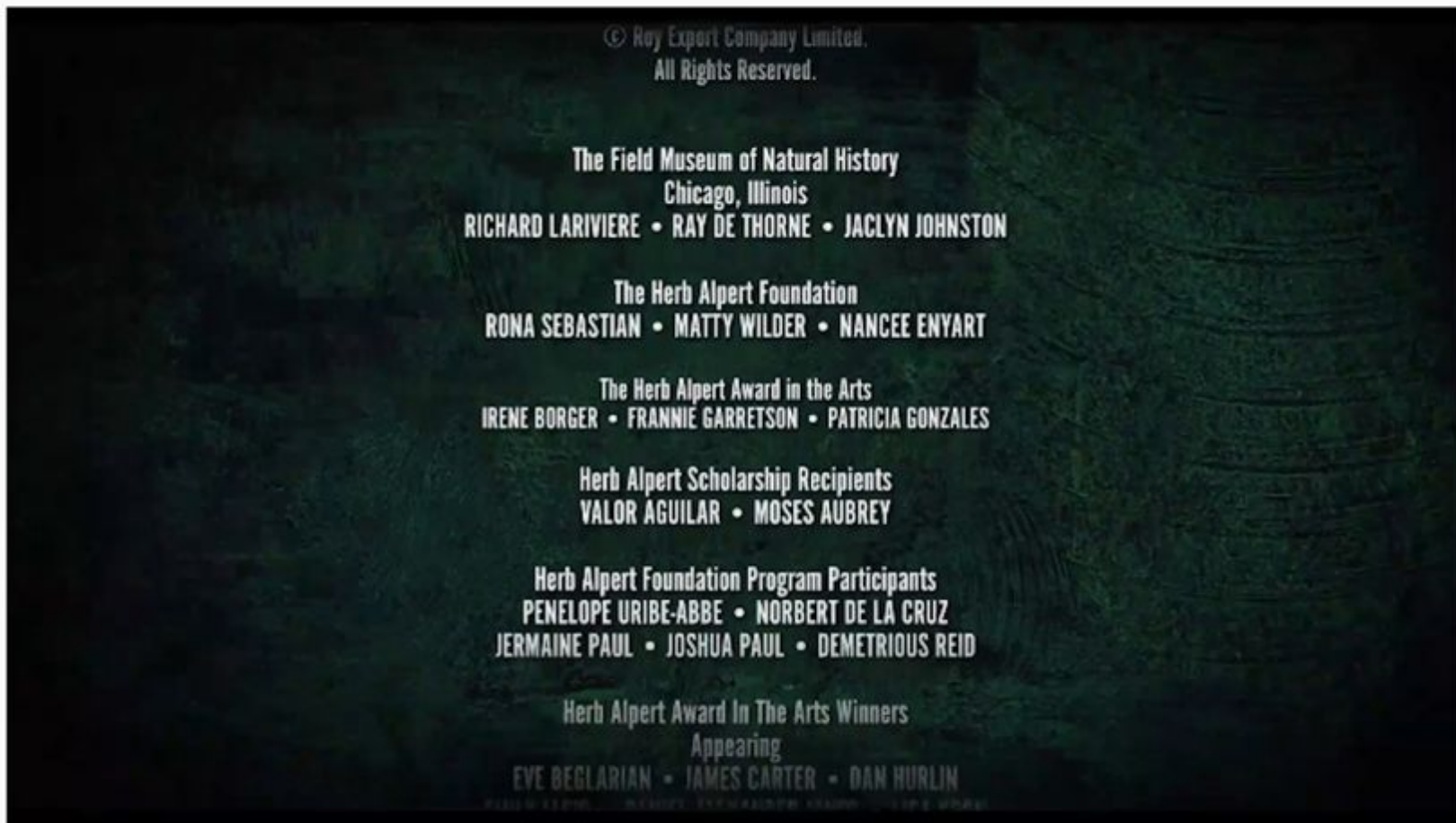
SHARE

SAVE



Top chat

- Marsha Harwood I love this
- Tammy Isenblatter Me too wonderful journey!
- Charly Charly hi!! Greetings to listen and see you again p enormous talent and densib
🎵 🎺 🎺 🎺
- Ann Pommer Been listening since Brazil 66. LOVE YOU B
- hobby gamer wow
- Octavio Hernandez wowow
- Cameron Lee Anybody kno
- Rose Heldt LOVE IS A VERY
- Rick Delair Herb is amazing at the Egg in Albany, NY, first Lani live! Amazing.
- K Karol Martesko-Fenster Say something...



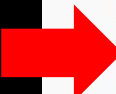
World Premiere & Live Panel

1,782 watching now • Started streaming 2 hours ago

627 5 SHARE SAVE

Top chat

- becky ebenkamp Yes! Toro!
- Ann Pommer ❤️
- Maria Benavidez love it.
- Leslie Loggins Thank you, so much!!!
- Alejandro Espino Aldana Gracias!!
- Raquel Sabogal ❤️ 🕶️ 🎵
- Her Aeolian Harp ❤️
- Lyn M LOVE, LOVE, LOVE. Mr Alpert I am thank you so much for sharing.
- Jen Vaughn Bravo! Wonderful film & con
- becky ebenkamp You RULE, Herbie! Nice John!
- Patricia Gonzalez great night
- Teri Adams 💕
- Karol Martesko-Fenster Say something...



Sep 16 - Oct 13, 2020

Overview

Reach

Engagement

Audience

Last 28 days

Total Reach ?

Official Artist Channel



Other channels



Unique viewers 🕒

646.6K

Average views per viewer 🕒

2.4

Subscribers

+2.4K

↑ 7%

Thu, Oct 1, 2020

40,673



Sep 16 – Oct 13, 2020

Overview

Reach

Engagement

Audience

Last 28 days

Total Reach ?

Official Artist Channel



Other channels



Impressions 🕒

6.9M

Impressions click-through rate

7.8%

↑ 2%

Views

1.6M

↓ 45%

Unique viewers 🕒

646.6K

Thu, Oct 1, 2020

325,880



Sep 16 – Oct 13, 2020

Overview

Reach

Engagement

Audience

Last 28 days

Total Reach  Official Artist Channel Other channels

Watch time (hours)

62.0K

↓ 36%

Average view duration

2:19

↑ 17%

Thu, Oct 1, 2020

10,973.1



The background is a watercolor wash of blue and grey tones, with some white spots and a textured, painterly appearance. The colors are blended and layered, creating a soft, artistic effect.

TWITTER

Pinned Tweet

Herb Alpert  @HerbAlpert · 11h ⋮

Join us tonight at 8:00PM ET / 5:00PM PT for the LIVE online world premiere of the new documentary HERB ALPERT IS... and see how a shy, unassuming trumpeter became a beloved musical, artistic, and philanthropic icon. Learn more at HerbAlpertIs.com



HERB ALPERT IS...

EXCLUSIVE LIVE STREAM
STARTING IN

4:53

2:35:25 | 1.1K viewers

ABRAMORAMA ABCinemaNOW.com

 **Herb Alpert**  @HerbAlpert

World Premiere & Live Panel



Account home

Herb Alpert  @HerbAlpert

28 day summary with change over previous period

Tweets

42  **223.1%**



Tweet impressions

323K  **577.7%**



Profile visits

20.2K  **506.5%**



Mentions

1,132  **477.6%**



Followers

12.4K  **1,051**



SUMMARY OF VIEWERSHIP ACROSS FACEBOOK, YOUTUBE, TWITTER

VIEWERS/CONNECTIONS

*CONSERVATIVE ESTIMATE
OF INDIVIDUALS
CONTINUOUSLY WATCHING*

FACEBOOK: 3,400 X 2.5 =

8,500

YOUTUBE: 3,515 X 2.5 =

8,787

TWITTER: 1,100 X 2.5 =

2,750

TOTAL CONSERVATIVE ESTIMATE OF INDIVIDUALS CONTINUOUSLY WATCHING: **20,037**



LIVE

1.7K

THANK YOU FOR WATCHING.

HERB ALPERT IS...

FOR MORE INFORMATION,

PLEASE VISIT:

HERBALPERT.COM

