

# OVERSEAS MEDIA GROUP

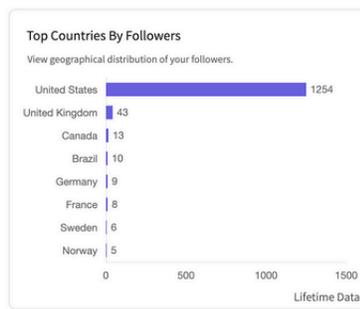
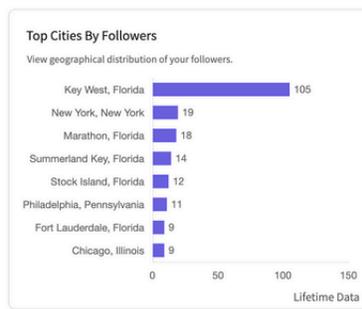
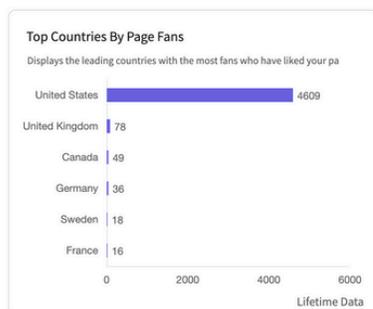
## JUNE 2025 PERFORMANCE

### ORGANIC SOCIAL MEDIA

Platform	Followers	Page Reach	Page Views	Interactions
Facebook	602K	4.9M ↑ 96%	13M ↑ 108%	85K ↑ 29%
Instagram	375K	853K ↑ 133%	2.9M ↑ 5%	92K ↑ 1.3%

Platform	Followers	Favorites	Retweets	Replies
X	62.2K	2620	23	0

### FACEBOOK AUDIENCE



### CONTENT PILLARS

Escapism	3	Events	3
Boating	2	Soft Adventure	2
Epicurean & Foodies	2	Luxury Travel	2
Family Travel	2	Webcams	1
Culture, History & Art	2	Weddings	1

### TOP FACEBOOK POSTS

Title	Views	Reach	Comments	Interactions	Shares
Big news for the Southernmost airport 🌊 Breeze Ai... Multi media · The Florida Keys & Key West	1.5M	1M	954	7.9K	787
Compilation of Video Clips from a Florida Keys Vac... Video · The Florida Keys & Key West	224.4K	179.4K	316	8.3K	755
Flying the stars 🌟, the stripes 🇺🇸, and a little Conc... Photo · The Florida Keys & Key West	149.5K	116.9K	147	4.5K	261
Taking the Train to Pigeon Key Video · The Florida Keys & Key West	139.2K	123.4K	198	3.5K	368
Boat Day at the Sandbar off Key West, Florida Video · The Florida Keys & Key West	139K	106.1K	94	2.6K	147

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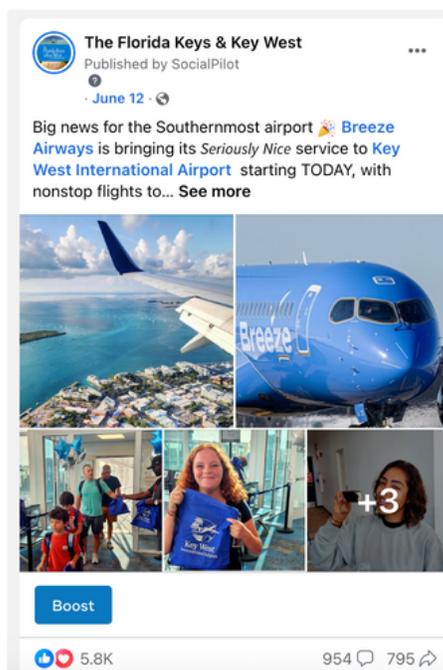
## JUNE 2025 PERFORMANCE

### TOP INSTAGRAM POSTS

Title	Views	Reach	Comments	Interactions	Shares
 We're setting the record straight! 📍 The Southern... Carousel · thefloridakeys	127.1K	80.2K	29	4.6K	335
 Full itinerary 🗺️ This trip can be done in either orde... Reel · parenthood.adventures	91.1K	--	21	4.6K	2.8K
 Daydreaming of the Florida Keys again? Same. Luck... Carousel · thefloridakeys	90.9K	57.1K	19	3.2K	283
 If you're reading this, it's your sign to book the trip ... Reel · thefloridakeys	86.6K	69.9K	52	6.5K	1.1K
 Big news for the Southernmost airport 🌟 @breeze... Carousel · thefloridakeys	85.5K	50.5K	39	5.1K	1.1K

### PARTNER MENTIONS

- Breeze Airways
- The Party Pontoons
- Ernest Hemingway Home & Museum
- Mel Fishers Treasures
- Key Lime Festival
- Mary Ellen's Bar & Kitchen
- Southernmost Beach Resort
- Key West Lighthouse
- The Sunnyside Up
- Jewfish Creek Bridge
- Robbie's of Islamorada
- Sombrero Beach
- Bahia Honda State Park
- Key West Bight
- Largo Resort
- Blue Water Weddings
- Trice Marie
- Tayla Paige Photo
- Connecticut Sun Media
- Curate Entertainment
- Foraged Islamorada
- Dade County Food Group
- Maggies Bakery Key Largo
- Elements and Accents
- Florida Keys Decor and Glow
- Coco Reserve Miami
- Mallory Square
- Sunset Pier Key West
- AquaDan
- Pigeon Key
- Little Palm Island
- Gardenia Bistro
- Larry Blackburn
- Every DAC Rotary Club & Chamber (4<sup>th</sup> of July promo)



### TOP PERFORMING POST

#### Breeze Airways Announcement

- 1.5M VIEWS
- 1M REACH
- 7.9K INTERACTIONS
- 954 COMMENTS
- 787 SHARES
- 287 SAVES
- 48 LINK CLICKS

### FACEBOOK LINK CLICKS

145,920 ↑ 30%

### INSTAGRAM LINK CLICKS

24,388 ↓ -2.5%

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## JUNE 2025 PERFORMANCE

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### LIVE SOCIAL MEDIA EVENT COVERAGE



#### I LOVE STOCK ISLAND: TASTE OF STOCK ISLAND

Board the Old Town Trolley for a culinary tour of Stock Island's favorite restaurants. At each stop you will enjoy a specially selected small plate and beverage pairing that will be explained by an expert.

Each trolley small group is lead by a local tour guide.



#### PRIDE KEY WEST

The Key West Pride Parade takes place near Truman Waterfront Park and proceeds down Duval Street.

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## JUNE 2025 PERFORMANCE

### WEBCAMS

Platform	Views	Impressions	Impressions CTR	Average View Duration
YouTube	208K	1.3M	12%	10:22

Content		Impressions	Impressions click-through rate	Views ↓	Average view duration	Watch time (hours)
Duration	Publish date					
<input type="checkbox"/>	<b>Total</b>	<b>1,296,853</b>	<b>12.0%</b>	<b>208,265</b>	<b>10:22</b>	<b>36,036.6</b>
<input type="checkbox"/>	Key West Bight Marina Live WebCam - Key West, Florida Keys	460,154	11.1%	69,519 33.4%	10:59	12,737.4 35.4%
<input type="checkbox"/>	Islamorada Charter Boats Live WebCam - Islamorada Florida Keys	242,589	11.7%	36,403 17.5%	12:58	7,873.9 21.9%
<input type="checkbox"/>	Jewfish Creek Bridge, Live WebCam - Key Largo, Florida Keys	159,743	10.9%	23,438 11.3%	11:58	4,676.8 13.0%
<input type="checkbox"/>	Bahia Honda Live WebCam - Big Pine Key, Florida Keys	122,837	12.4%	20,540 9.9%	10:22	3,550.9 9.9%
<input type="checkbox"/>	Key Largo Marina Live WebCam - Key Largo, Florida Keys	100,150	13.1%	17,303 8.3%	9:54	2,859.1 7.9%
<input type="checkbox"/>	Sombrero Beach Live WebCam - Marathon, Florida Keys	57,402	16.2%	13,652 6.6%	7:14	1,646.8 4.6%
<input type="checkbox"/>	Little Basin Live WebCam - Islamorada, Florida Keys	59,868	12.2%	10,139 4.9%	7:11	1,214.9 3.4%
<input type="checkbox"/>	Stock Island Waterfront Live WebCam - Key West, Florida Keys	65,406	12.5%	10,109 4.9%	5:19	896.0 2.5%
<input type="checkbox"/>	Dolphin Live WebCam - Key Largo, Florida Keys	28,604	18.0%	7,162 3.4%	4:51	580.9 1.6%

### TRAFFIC SOURCE

Traffic source	Views ↓	Watch time (hours)	Subscribers	Estimated revenue	Impressions	Impressions click-through rate	
<input type="checkbox"/>	<b>Total</b>	<b>2,866,255</b>	<b>49,041.1</b>	<b>692</b>	<b>—</b>	<b>1,437,154</b>	<b>11.4%</b>
<input type="checkbox"/>	YouTube advertising	2,630,265 91.8%	12,538.2 25.6%	—	—	—	—
<input type="checkbox"/>	YouTube search	95,127 3.3%	5,428.5 11.1%	—	—	606,244	14.6%
<input type="checkbox"/>	Browse features	68,130 2.4%	15,438.3 31.5%	—	—	583,192	8.9%
<input type="checkbox"/>	External	26,791 0.9%	1,452.1 3.0%	—	—	—	—
<input type="checkbox"/>	Direct or unknown	14,709 0.5%	8,543.4 17.4%	—	—	—	—
<input type="checkbox"/>	Suggested videos	14,552 0.5%	3,926.4 8.0%	—	—	147,488	7.9%
<input type="checkbox"/>	Channel pages	9,269 0.3%	826.3 1.7%	—	—	66,461	12.2%
<input type="checkbox"/>	Playlists	4,527 0.2%	323.7 0.7%	—	—	33,769	11.3%
<input type="checkbox"/>	Other YouTube features	2,845 0.1%	564.0 1.2%	—	—	—	—
<input type="checkbox"/>	Shorts feed	39 0.0%	0.1 0.0%	—	—	—	—
<input type="checkbox"/>	Notifications	1 0.0%	0.1 0.0%	—	—	—	—

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### CITIES

Cities	Views ↓	Watch time (hours)	Average view duration
<input type="checkbox"/> <b>Total</b>	<b>2,866,255</b>	<b>49,041.1</b>	<b>1:01</b>
<input type="checkbox"/> New York, NY, USA	22,958 0.8%	424.3 0.9%	1:06
<input type="checkbox"/> Miami, FL, USA	8,313 0.3%	260.2 0.5%	1:52
<input type="checkbox"/> Dallas, TX, USA	6,756 0.2%	53.6 0.1%	0:28
<input type="checkbox"/> Atlanta, GA, USA	6,030 0.2%	39.9 0.1%	0:23
<input type="checkbox"/> Charlotte, NC, USA	4,772 0.2%	137.5 0.3%	1:43
<input type="checkbox"/> Orlando, FL, USA	3,541 0.1%	77.8 0.2%	1:19
<input type="checkbox"/> Fort Worth, TX, USA	3,468 0.1%	30.7 0.1%	0:31
<input type="checkbox"/> Nashville, TN, USA	2,801 0.1%	65.2 0.1%	1:23
<input type="checkbox"/> Tampa, FL, USA	2,600 0.1%	80.3 0.2%	1:51
<input type="checkbox"/> Jacksonville, FL, USA	2,403 0.1%	253.5 0.5%	6:19

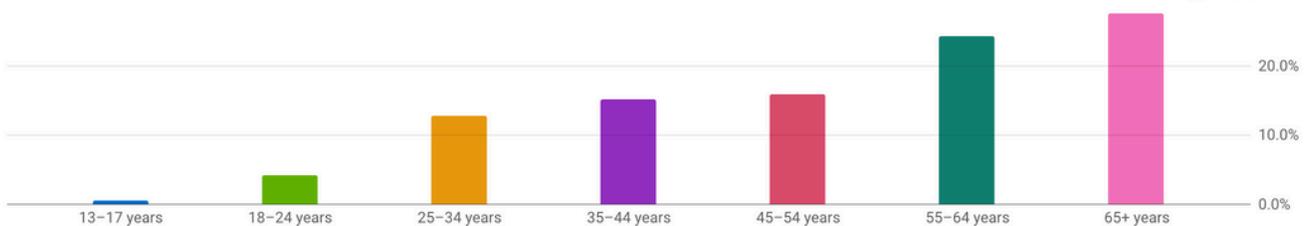
### GENDER

Viewer gender ↓	Views	Average view duration	Average percentage viewed	Watch time (hours)
<input type="checkbox"/> Female	38.8%	2:43	828.9%	20.1%
<input type="checkbox"/> Male	61.0%	6:52	2,983.5%	79.7%
<input type="checkbox"/> User-specified	0.2%	5:54	3,856.8%	0.2%

### AGE

Views by Viewer age

Show chart



Viewer age ↓	Views	Average view duration	Average percentage viewed	Watch time (hours)
<input type="checkbox"/> 13-17 years	0.5%	0:18	85.3%	0%
<input type="checkbox"/> 18-24 years	4.0%	1:09	241.2%	0.8%
<input type="checkbox"/> 25-34 years	12.8%	2:01	452.9%	4.6%
<input type="checkbox"/> 35-44 years	15.1%	4:49	1,292.5%	13.0%
<input type="checkbox"/> 45-54 years	15.8%	7:52	3,380.4%	22.2%
<input type="checkbox"/> 55-64 years	24.3%	6:19	4,976.3%	27.4%
<input type="checkbox"/> 65+ years	27.6%	6:28	5,252.2%	31.9%

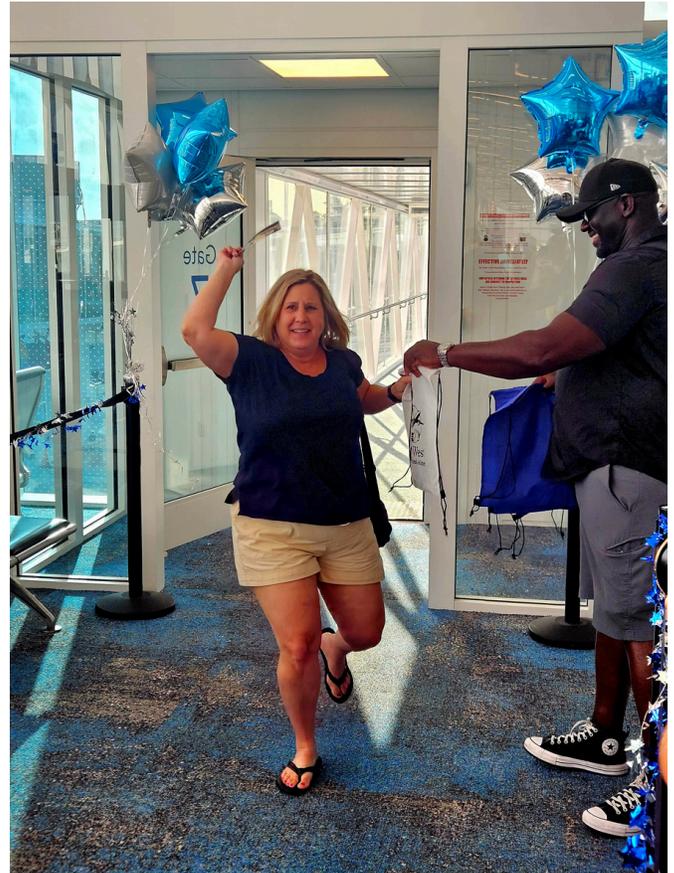
# OVERSEAS MEDIA GROUP JUNE 2025 PERFORMANCE

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## FLORIDA KEYS NEWS BUREAU

### BREEZE AIRWAYS

Press Release  
Photography



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## JUNE 2025 PERFORMANCE

### PAID CAMPAIGN MANAGEMENT

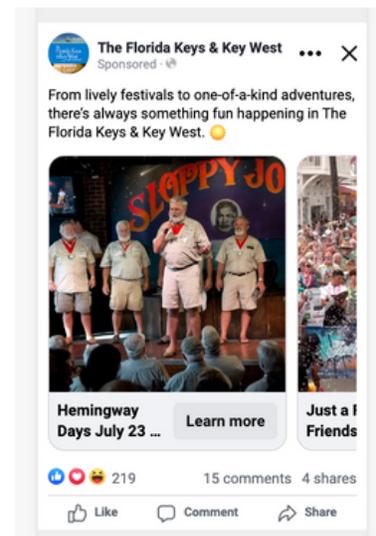
#### TOTAL JUNE VS MAY:

- Reach: 4m vs 2.9M (↑38%)
- Impressions: 9,9M vs 6,1M (↑62%)
- Landing Page views: 137K vs 115k (↑19%)
- Link Clicks: 169K vs 143K (↑19%)
- Click Thru rate: 1.7% vs 2.3% (↓26%)
- Clicks (all): 332K vs 260K (↑28%)
- Click thru rate (all): 3.37% vs 4.3% (↓21%)
- Cost per landing page view (CPLPV): \$.40 vs \$.40 (↑0.4%)

### UNIQUE CAMPAIGNS FOR JUNE

#### EVENT ROUND UP:

- 593K Reach
- 686K Impressions
- 67 Landing Page Views
- 1,290 Link Clicks
- 0.19% Click Thru Rate
- \$12.21 CPLPV



#### PRIDE KEY WEST

- 154K Reach
- 350K Impressions
- 352 Landing Page Views
- 549 Link Clicks
- 0.16% Click Thru Rate
- \$2.25 CPLPV

