




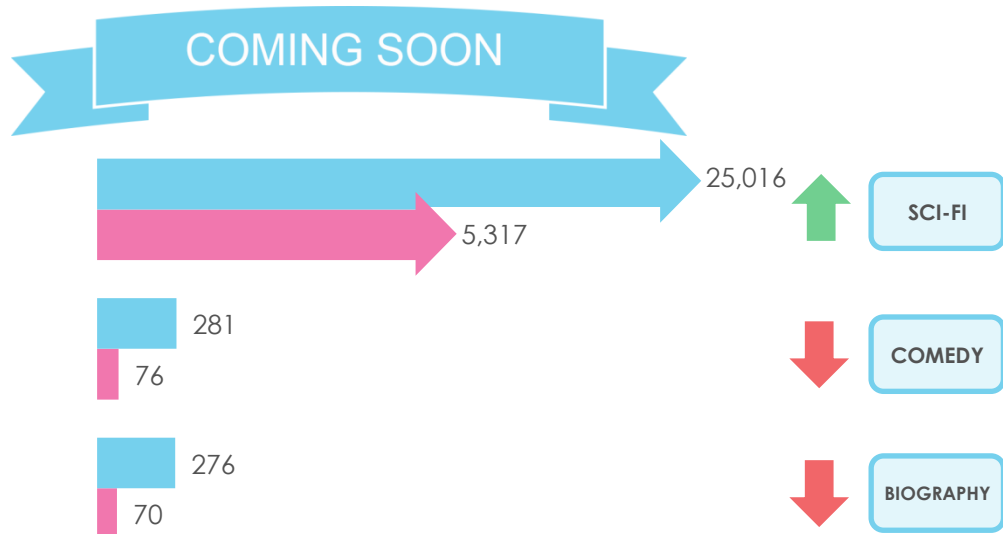
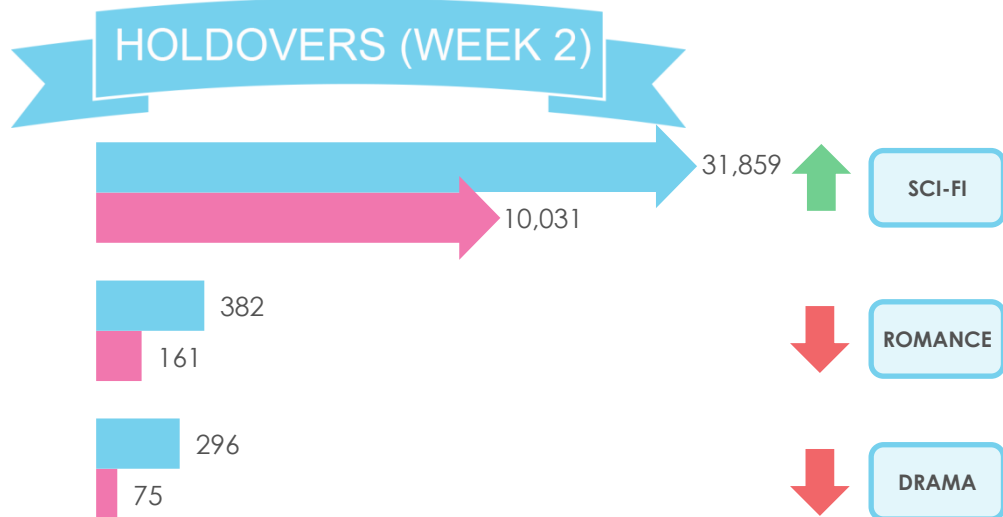
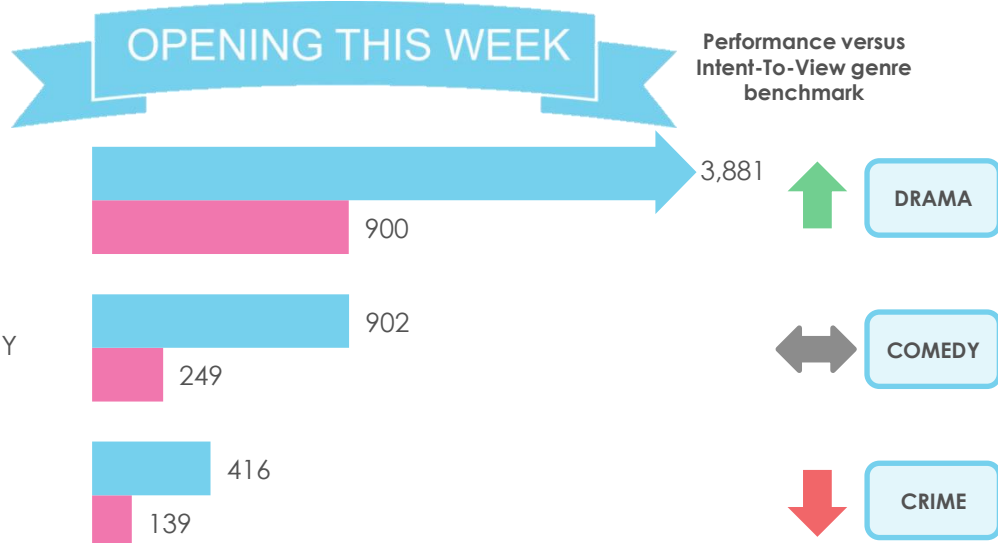
 = Not to Scale
 = Overall Buzz
 = Intent to View Buzz

All data is for the time period
Thursday November 6th to Wednesday November 12th

 = Performing Above Genre Benchmark
 = Performing Below Genre Benchmark
 = Performing At Genre Benchmark



(SOURCE: WAY TO BLUE, DATA GATHERED FROM SOCIAL MEDIA, NEWS, FORUMS AND BLOGS)