

BI-ANNUAL MEDIA UPDATE

WHO WE ARE—THE OCEAN'S STORYTELLER

The One World One Ocean Campaign is a MacGillivray Freeman Films initiative powered by MacG Media that is harnessing the power of IMAX films, feature films, TV, and new media to change how people see and value the ocean. Every six months, we will send a Media Update showing our progress. Since our inception, we have taken seriously Dr. Sylvia Earle's warning that what happens in the next 10 years will define the ocean's health over the next 10,000 years. Dr. Earle guides our campaign as Principal Science Advisor, and she is also a Board member of the separate One World One Ocean Foundation.

When asked at the RIO+20 conference "what are the 3 key things to saving the ocean?"

JEAN-MICHEL COUSTEAU replied, **"EDUCATION, EDUCATION, EDUCATION."**

Education is our mission at One World One Ocean.

BUILDING A COMMUNITY

Our dream is to build a community of up to **one billion** people who are energized to support ocean conservation and the work of our NGO partners. We will build our constituency by starting with the fan base we've built over the past 35 years with 36 giant-screen films at 250 IMAX theatres in 32 countries where we are the only documentary film company to have generated \$1 billion in worldwide ticket sales.

To get this report online, visit www.macgillivrayfreemanfilms.com/OWOO_Qtrly_Report_4.pdf



MACGILLIVRAY FREEMAN'S

**ONEWORLD
ONEOCEAN**TM

THE OCEAN'S STORYTELLER

NUMBER **4** JAN 2014

AWARDS & ACCOLADES

- **MacGillivray Freeman Films (MFF)** was honored at the **Orange County Business Journal's 14th Annual Family Owned Business Awards**. MFF was one of five winners out of 51 nominees to receive a **Family Owned Business Award**.
- One World One Ocean was featured at the third **International Marine Protected Area Congress (IMPAC3)** held in Marseilles, France. Our team gave a presentation on how "Seeing is Believing" which focused on the impact film can have on raising awareness for ocean issues.
- One World One Ocean was nominated for the **"Top Environmental Project"** Award by the **2014 Coast Magazine Community Awards**.

RECENT FILM NEWS

- *To THE ARCTIC* continues to be a box office success with attendance reaching more than 5 million.
- *JOURNEY TO THE SOUTH PACIFIC* was released November 27, 2013 and continues to receive great press:



"An intoxicating IMAX 3D excursion beneath the pristine waters of the West Papuan archipelago... *Journey to the South Pacific* **takes full advantage of the expansive format** to immerse the viewer in the **vibrant seascape**, while making an impassioned statement for the conservation of the region's rich island culture."

– **The Hollywood Reporter**

"It's a story of kids learning how to make a difference in their own back yard, which, in this case, is a group of islands within a marine park reserve in the remote Indonesian province of West Papua... I'm always delighted by the clarity and monumental proportions of IMAX films; this one lived up to my expectations."

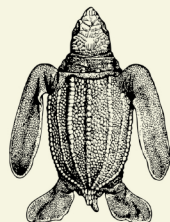
– **Wall Street Journal**

"Leatherback sea turtles, sharks as long as a school bus, and fish that are masters of camouflage are just a few of the exotic sea creatures taking center stage in the new IMAX film, *JOURNEY TO THE SOUTH PACIFIC*."

– **Entertainment Weekly**

EDUCATIONAL OUTREACH

- One World One Ocean teamed up with the Discovery Channel's **Shark Week** to harness the collective power of our communities to draw attention to the plight of sharks and the rising threats facing this keystone species and its habitat. Our video "5 Things More Deadly Than Sharks" has been viewed more than 60,000 times and was featured on the **Discovery Channel** website.



- For our film, *JOURNEY TO THE SOUTH PACIFIC*, we've partnered with **World Wildlife Fund** in order to support their conservation work in the Coral Triangle to protect sea turtles and their habitats.
- We've partnered with **Conservation International**, co-founder of the **Kalabia** project, a floating classroom that gives ocean education lessons to island children in more than 130 different villages throughout eastern Indonesia where *JOURNEY TO THE SOUTH PACIFIC* was filmed.

■ One World One Ocean was a major part of the conservation effort of the **34th America's Cup**. Not only was this Cup the most environmentally conscious ever, but it was watched by more people than had watched all the previous America's Cups **combined** in the race's 162-year history. The oldest trophy in the sporting world, the races of the past two years have accumulated nearly **25 million views**. Our message of "the ocean's vital importance to us all" was conveyed to millions of sailors over the 2 1/2 year-long Cup.



ONLINE COMMUNITY

				ONLINE & DIGITAL FEATURES
YouTube views	Facebook likes	Twitter followers	Museum Partners	UPWORTHY
4.8 million	90,800	18,425	168	Discovery CHANNEL
145 VIDEOS	9% GROWTH	22% GROWTH	GOAL: 250	hulu

CAMPAIGN TIMELINE



8 BILLION MEDIA IMPRESSIONS* IN 2 YEARS
GOAL: 100 BILLION IN 10 YEARS

