A GLOBAL CELEBRATION OF WILLIAM SHAKESPEARE ON THE 400TH ANNIVERSARY OF HIS DEATH

ONLINE

4,702,966 VIEWS OF VIDEO CONTENT

2,514,000 UNIQUE WEBSITE VISITORS

1,700,000 AUDIENCE FOR PARTNER BBC SHAKESPEARE PLATFORM

177,000 ENGLISH LEARNERS FOR ONLINE COURSES

A GLOBAL PROGRAMME

10,000 ARTIST OPPORTUNITIES AT 3,500 EVENTS IN 140 COUNTRIES, 900 FILM SCREENINGS IN 100 COUNTRIES, 1,000 UK PARTNERS

DELIVERED IN PARTNERSHIP WITH:

"[SHAKESPEARE LIVES] GAVE ME A SENSE OF TRUST AND INTIMACY TOWARDS THE BRITISH"

STAKEHOLDER, CHINA, RECORDED BY INSTITUTE OF CULTURAL CAPITAL (ICC)

"LIKE AN AWAKENING"

STAKEHOLDER, HORN OF AFRICA, RECORDED BY ICC

CHINA

1,475,790 AUDIENCE FOR PUBLIC TRANSPORT BRANDING IN 5 CITIES

INDIA

SHAKESPEARE MELAS VISITED BY OVER 123,000

USA

FIRST FOLIO TOUR SEEN BY 580,000

BRAZIL

SÃO PAULO METRO TAKEOVER EXPERIENCED BY 50,000

2.7 BILLION REACH OF MAIN CAMPAIGN HASHTAGS

50 MILLION + PEOPLE ENGAGED