

# SHAKESPEARE

## LIVES

# A GLOBAL CELEBRATION OF WILLIAM SHAKESPEARE

## ON THE 400TH ANNIVERSARY OF HIS DEATH



**2.7 BILLION**

REACH OF MAIN CAMPAIGN HASHTAGS

**50 MILLION +**

PEOPLE ENGAGED

## 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:



Foreign & Commonwealth Office



Department for Culture Media & Sport



Department for International Trade



VisitBritain

FILM PROGRAMME AMBASSADOR SIR IAN MCKELLEN IN RUSSIA

**"[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