



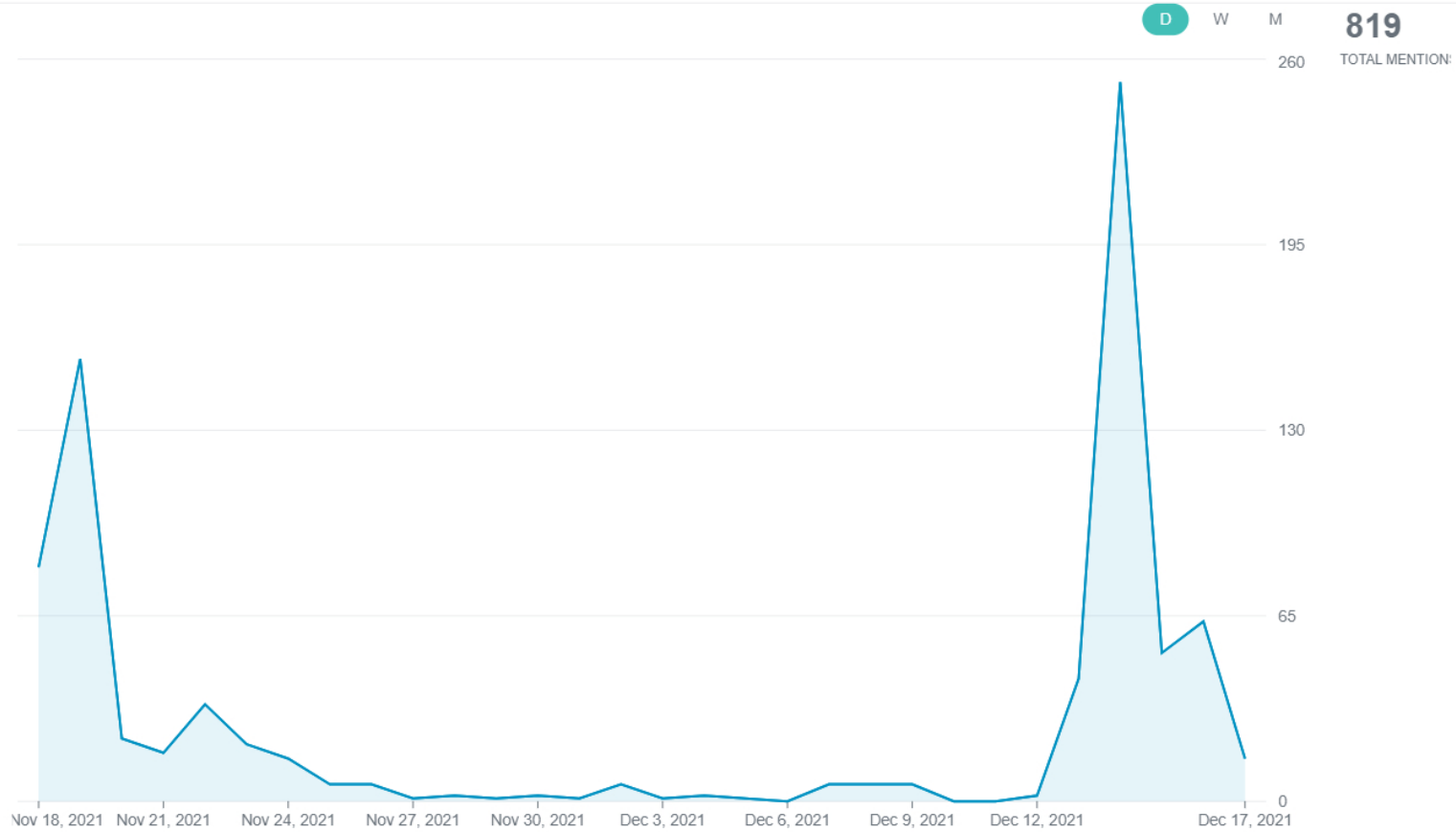
## Nikeland x Roblox Monthly Recap

Nike's partnership with Roblox drew attention globally across business, sports, tech and consumer media. Throughout the past month, Roblox continued to receive a steady drumbeat of coverage with mentions of the Nikeland campaign in metaverse stories, in addition to, Nike's acquisition of RTFKT which generated a large spike in coverage in the past week.



## Total Mentions Over Time

Search: Nikeland x Roblox 2



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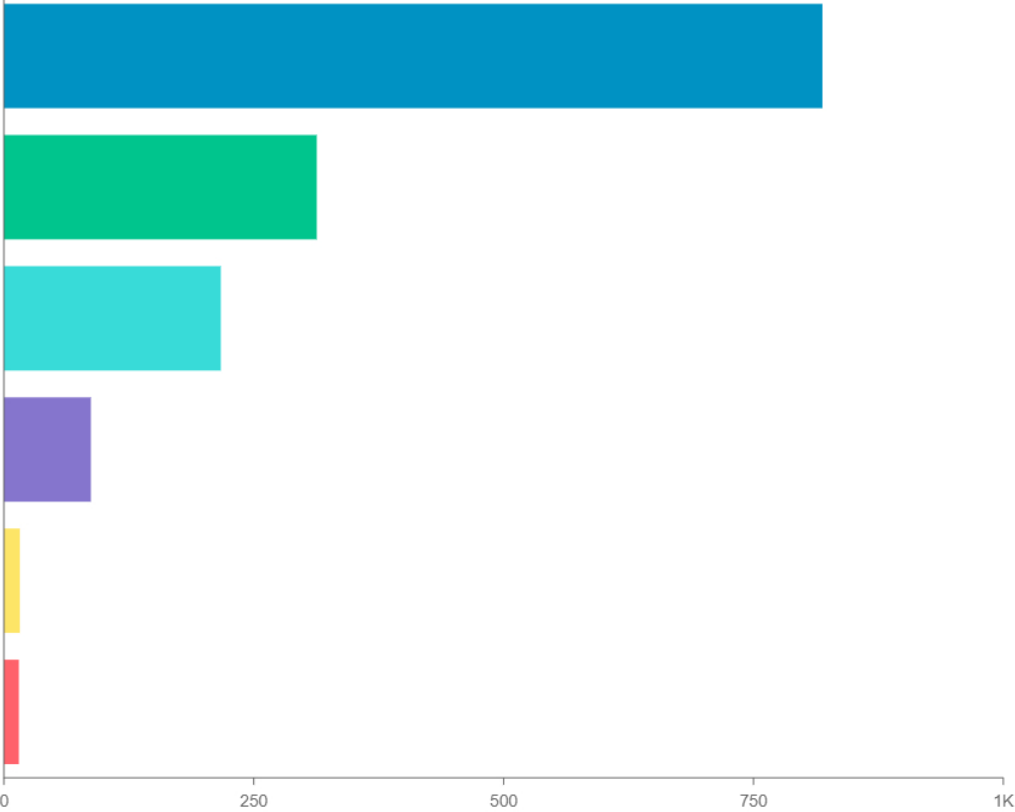
Four primary spikes in coverage occurred:

- 1) Nikeland on Roblox launch
- 2) Metaverse round ups using Nikeland as an example
- 3) Nike's acquisition of RTFKT
- 4) Adidas NFT collectibles launch with mentions of Nikeland on Roblox

Nov 18, 2021 to Dec 17, 2021

Media Performance Metrics

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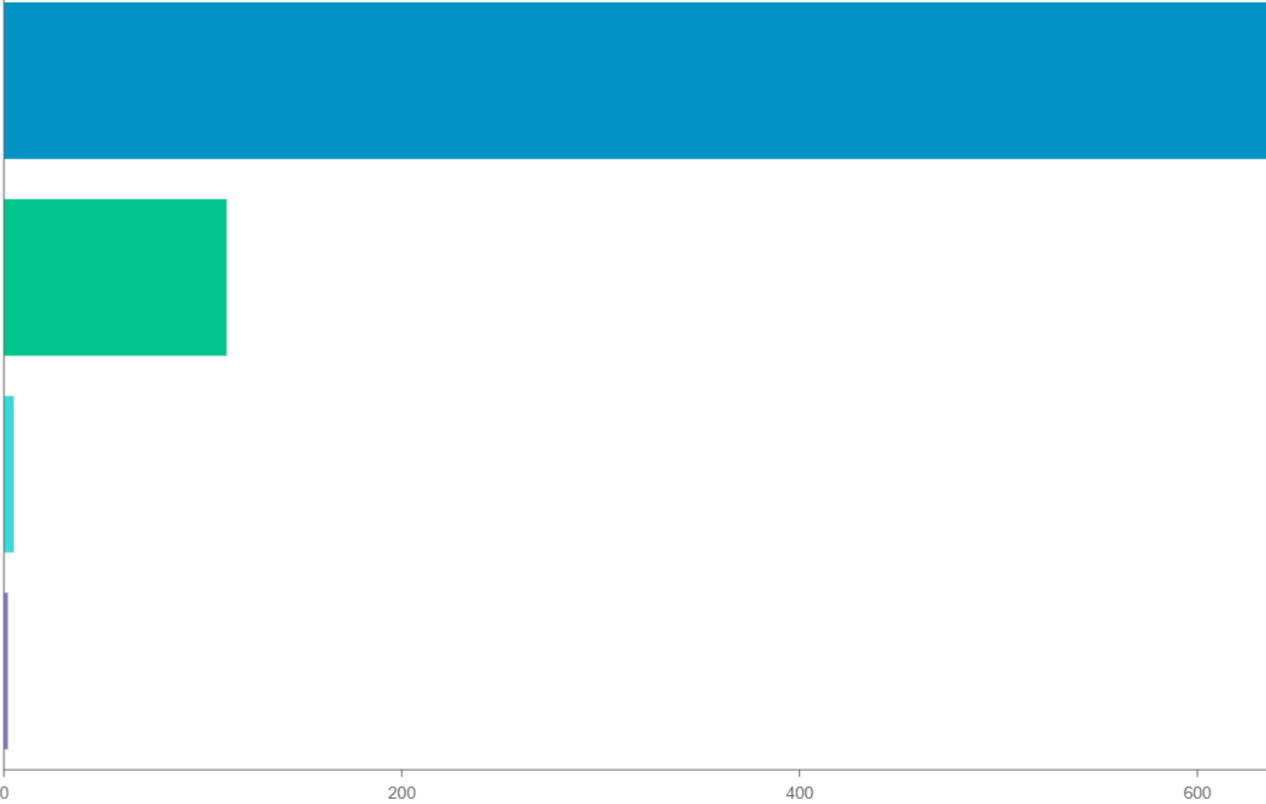
Nov 18, 2021 to Dec 17, 2021

Media Performance Metrics

The majority of stories included Roblox in the headline with strong feature mentions globally.

Key Messages

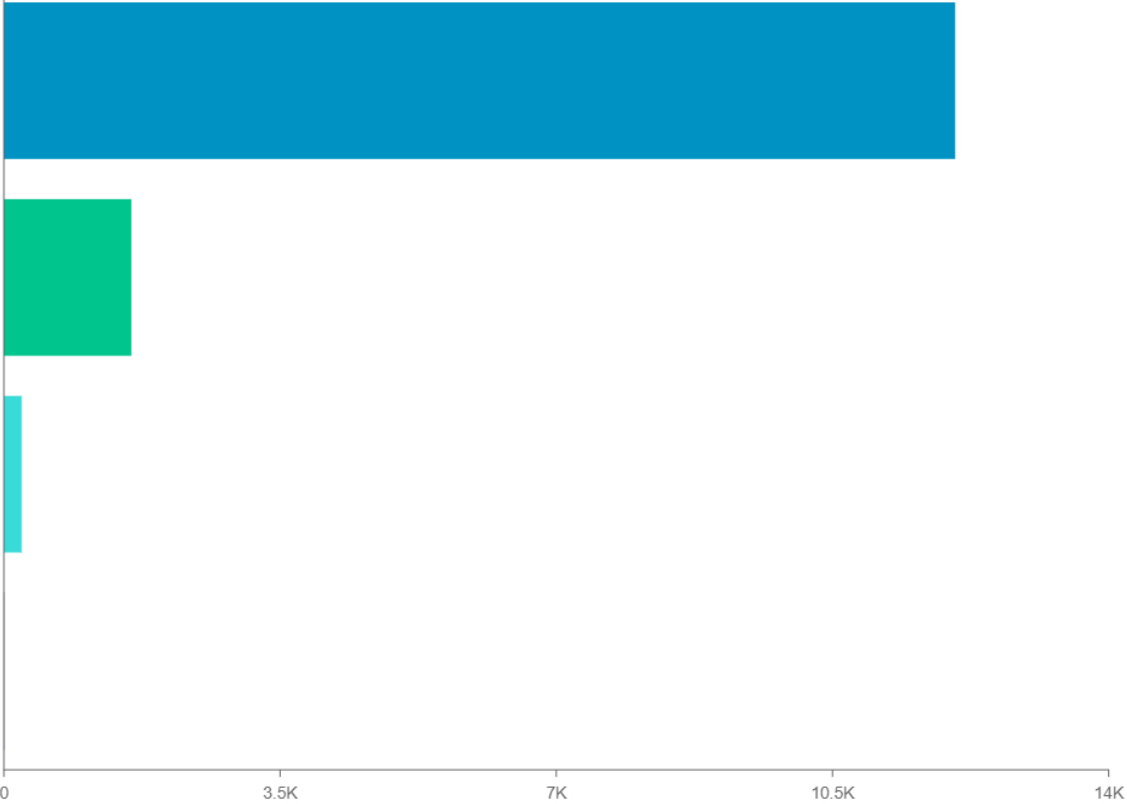
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KEY MESSAGE	TOTAL MENTIONS
● Metaverse	635
● Virtual Reality	112
● David Baszucki	5
● Mobile Gaming	2

Social Amplification

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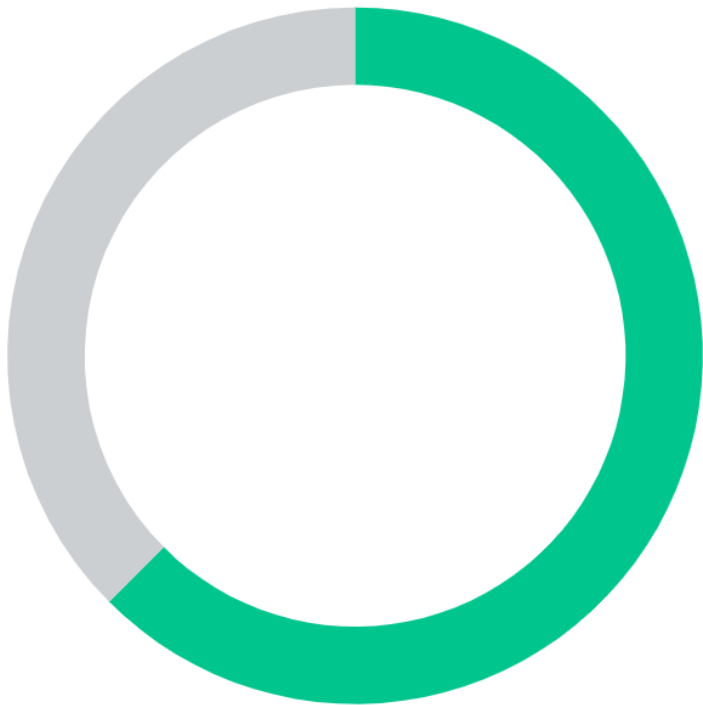
Nov 18, 2021 to Dec 17, 2021

Social Amplification

Nearly 14K mentions across Facebook, Twitter, Reddit, Pinterest. Of note, Instagram is not captured via Cision.

Sentiment

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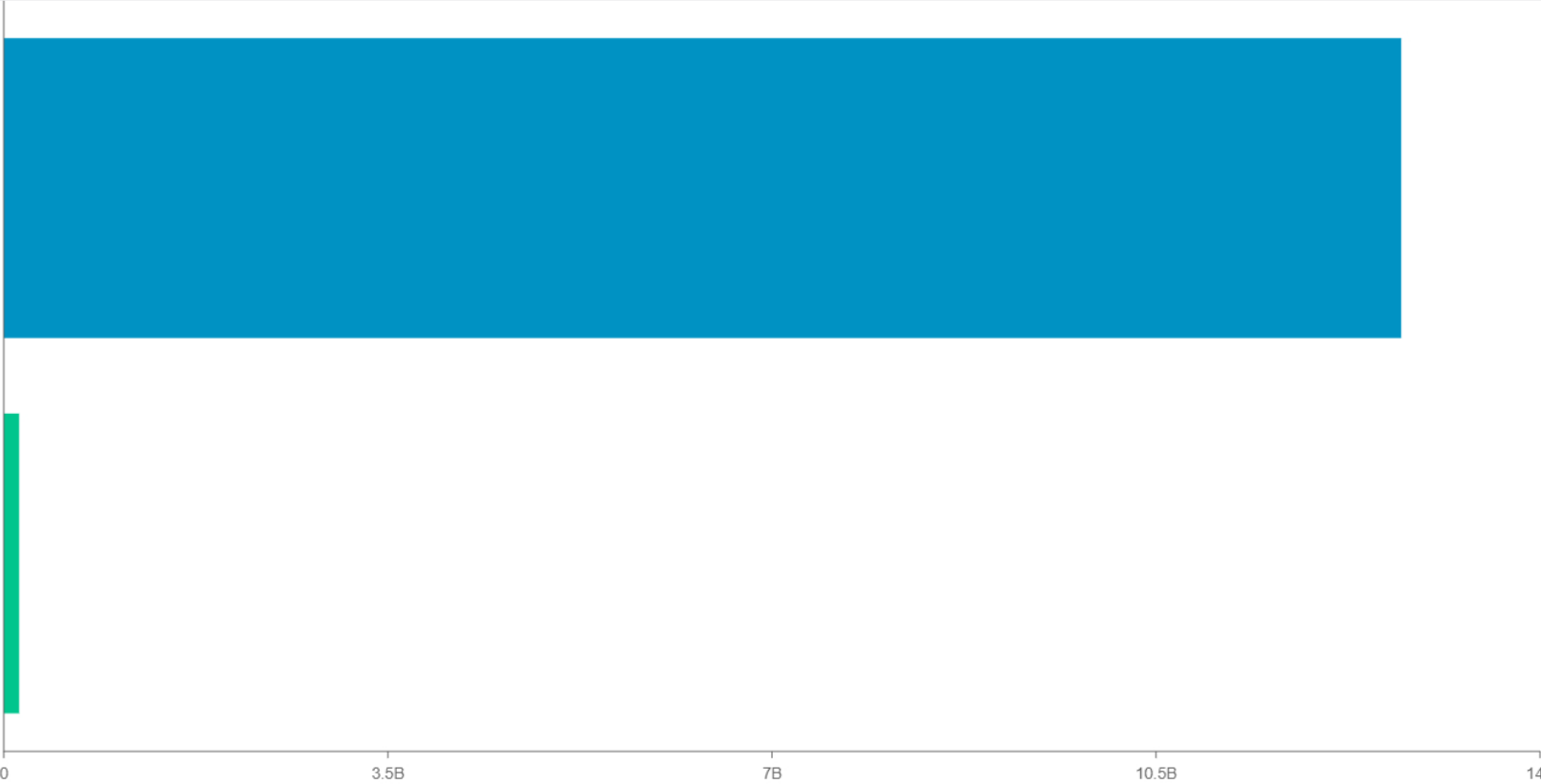
SEARCH NAME	TOTAL MENTIONS
Positive	492 (63%)
Neutral	295 (37%)
Negative	0

Sentiment

100% Neutral to Positive Sentiment with more than half the stories tracking as positive.

Aggregate Readership

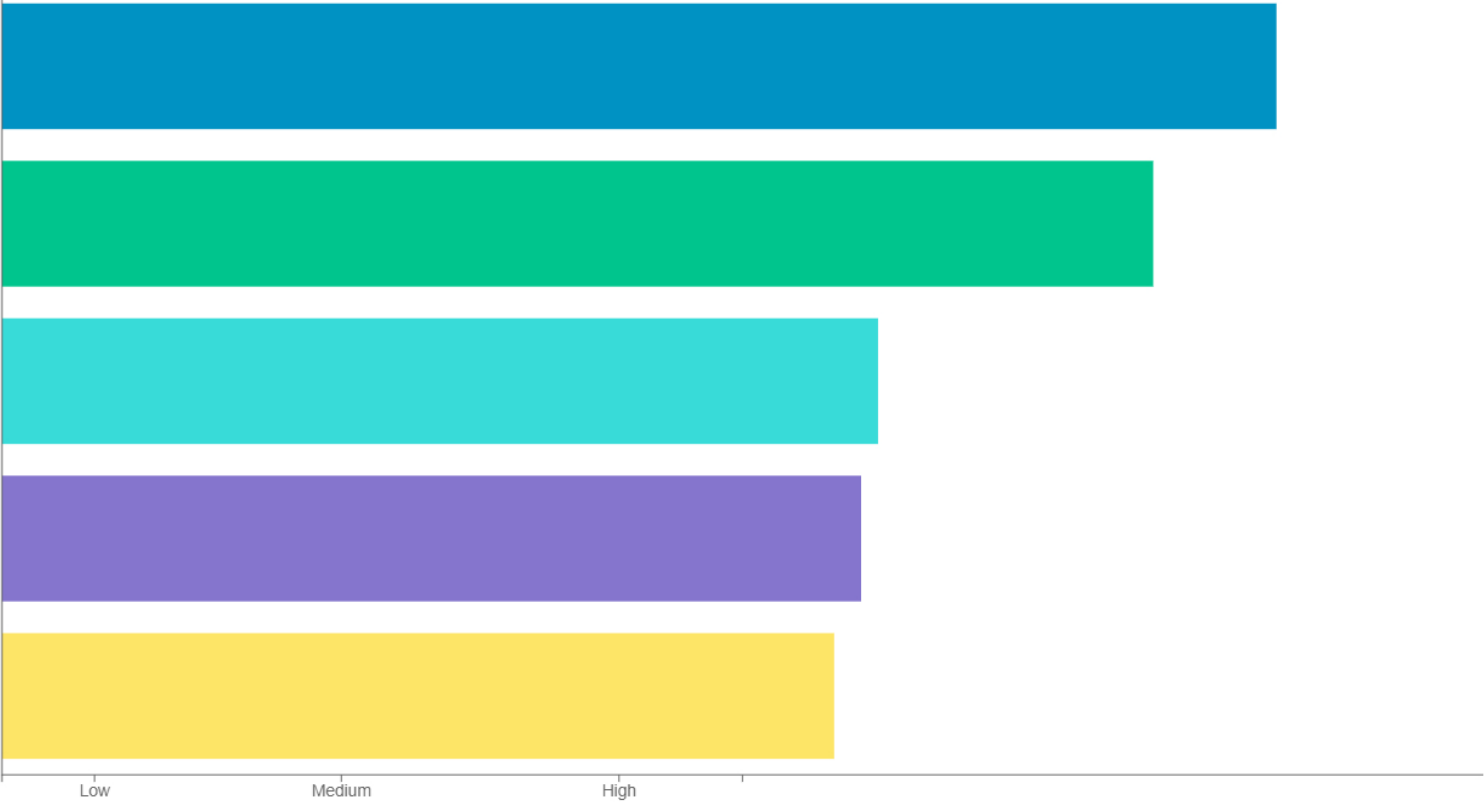
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MEDIA TYPE	TOTAL READERSHIP
Total	12.87B
● Online News	12.73B
● Blogs	140M

Top Publishers

Search: Nikeland x Roblox 2



SEARCH NAME	
<div><div></div> CNN</div>	1 mentior
High	
<div><div></div> Bloomberg</div>	1 mentior
High	
<div><div></div> Engadget</div>	1 mentior
High	
<div><div></div> BTC News Aggregat</div>	2 mentions
High	
<div><div></div> Indiatimes</div>	1 mentior
High	