

TO: Governor Daugaard  
FROM: James D. Hagen, Secretary  
Department of Tourism  
DATE: June 7, 2013  
RE: May 2013 Monthly Status Report

### Media & Industry Relations

#### May earned media:

Impressions: 30,739,957

Ad Value: \$532,136

#### FY13 to date:

Impressions: 816,237,177

Ad Value: \$542,604

Press Releases: To in-state media (posted to [www.MediaSD.com](http://www.MediaSD.com) and the State News Web): National Travel & Tourism Week Spotlights Benefits of Travel, Mount Rushmore Presidents to Take Journey Across Midwest, Interstate Information Centers Open Next Weekend, and South Dakota Department of Tourism Will Host Travel Writers; and one visitor industry release posted to [MediaSD.com](http://MediaSD.com). Reviewed two releases for History.

Finalized travel plans and itinerary for the Family-Focused press trip, May 13-16, participants. Hosted five writers and four of their children – Judy Sutton Taylor, *Orbology*; Jacinda Cannon Boneau, *Babble Travel*; Heide Brandes, *MetroFamily Magazine*; Erin Gifford, *Kidventurous*; and Britt Reints, *TLC's Parentables*. Stops included Badlands National Park, Cedar Pass Lodge Restaurant, Frontier Cabins and Wall Drug in Wall, Outdoor Campus West in Rapid City, Custer State Park for a tour and Jeep Ride, Holy Smoke Resort, Big Thunder Gold Mine, Bumpin' Buffalo in Hill City, Mount Rushmore National Memorial, Reptile Gardens, Cambria Suites, Firehouse Brewery, and Downtown Rapid City. Followed up with writers and hosts. Two of the writers have already mentioned South Dakota in articles.

Other travel writers contacted: Assistant Digital Editor Kaeli Conforti, [BudgetTravel.com](http://BudgetTravel.com) - is interested in an individual trip; tentative travel dates are the week of July 15. Kit Bernardi, freelance writer, *Chicago Parent*, *Midwest Living*, *USA Today*; invited her on the Buffalo Round-Up in September. Cory Cart, *AAA Home & Away* was pitched a story on fly fishing. He is interested in interviewing experts in South Dakota, which may lead to a press trip.

Producer David Bhagat, CBS Sunday Morning, filmed baby calves in early May in Custer State Park for a "Moment in Nature" segment, which aired on Mother's Day, May 12. He also captured footage of Mount Rushmore to potentially use for a July 4th segment.

Set up interviews for Secretary Hagen with KELO-TV for an Inside Keloland segment; South Dakota Public Broadcasting for a Tourism-focused segment; Tony Mangan, KCCR radion, regarding National Travel & Tourism Week and another one regarding the Presidential Mascots bus tour; and David Rookhuyzen, *Capital Journal*, regarding Memorial Day outlook.

Worked with Tom Barnas, WGN 9 Chicago/WGN America and Jill O'Brien at Wild Idea Buffalo, Cheyenne River Ranch in South Dakota, on a segment with a cooking

demonstration on grilling South Dakota bison meat, recipes, and buffalo experiences available for travelers. Segment aired live on May 20.

MMGY confirmed that State Game Lodge and Sylvan Lake Lodge in Custer State Park was included in the May 19 issue of the Boston Globe in an article on out-of-the-ordinary U.S. State Park lodging by Diane Daniel.

Worked with MMGY's promotions team to finalize the bus tour itinerary, May 23-June 7; sent invitation to South Dakota media to attend one of our launch and/or welcome home events; made follow-up calls to all Rapid City media regarding the press conference and launch at Mount Rushmore National Memorial, May 23; and facilitated interviews for Secretary Hagen with KNBN (NBC), KEVN (FOX), and KOTA (ABC).

Attended Great Lakes Tourism Association annual meeting; participated in round tables with industry members. Attended Glacial Lakes & Prairies quarterly board meeting in Redfield and reported on current Department of Tourism programs/projects.

Organized tool kit updates received from the U.S. Travel Association to SDVisit.com for National Travel & Tourism Week. Traveled to Aberdeen and Watertown for five radio interviews and one newspaper interview and toured each city.

Working on an itinerary for the media hosting that precedes the Buffalo Roundup.

South Dakota Tourism's Facebook page for consumers has 33,400 fans, up 18,886 from April. Dramatic increase in likes is due to a Presidential Mascots sweepstakes promotion on our channel and Facebook ads supporting the campaign, which has netted 9,565 entries so far. South Dakota Visitor Industry Facebook page has 507 fans. Blog posts include Frontier Cabins at Wall, 5 Reasons Why Canadians Should Visit South Dakota, Outdoor Campus West in Rapid City, and Presidential Bus Tour.

Travel South Dakota Twitter (@southdakota) account has a total of 3,996 tweets, 381 are new. High number of sent tweets this month is due to the bus tour; there are 9,949 followers, up 483 from last month.

Considering adding Instagram and Foursquare to our social channels.

Secretary Jim Hagen has 580 followers on his twitter account.

#### International and Domestic Trade Sales

Fulfilled requests for 1,695 Vacation Guides to AAA offices in 14 states: Colorado, Iowa, Illinois, Indiana, Kentucky, Minnesota, Nebraska, New Mexico, New York, North Dakota, Ohio, Pennsylvania, Washington, and Wisconsin. Sent maps to Frank Scherer, Travel Masters, Arkansas; met him at the Bank Travel Conference.

Hosted eight participants on the group tour operators fam, May 1-8; attendees were from Illinois, Nebraska, New Hampshire, New Mexico, Ohio, and Wisconsin. Overnights were in Rapid City, Deadwood, Pierre, Watertown, Chamberlain, and Custer State Park. Prepared and send email blast to tour operators and travel agencies on our database to let them know about the Your American Journey bus tour.

Prepared itinerary for May 19-23 for Frank Maas, SNP Reizen, The Netherlands in the Black Hills and Badlands areas; overnights in Custer State Park, Badlands National Park, and Deadwood. His interests include nature, wildlife, adventure, and the outdoors.

Prepared itinerary for Widar Jensen, Discover America Norway; he and his daughter were in the Black Hills from May 31-June 2. He is the Chairman of Discover America Norway and also a tour operator with American Holidays AS.

Contacted group tour magazines for ad rate proposals for Group Tour Co-op, 4-page ad; will make decision in June regarding placements of fall co-op ad.

Prepared for Travel Alliance Partners (TAP) Dance annual convention, in Norfolk, Virginia, June 2-6. Received pod information (meeting format) and appointment schedule; we are in a pod with North Dakota.

Submitted booth request and finalized details for U.S. Travel Association International Pow Wow in Las Vegas, June 8-12.

Sent value-added voucher offer from TheTourOperator.com to South Dakota suppliers.

Followed up with Mirei Sato, U.S. Frontline, Los Angeles, who wrote an article resulting from a press trip in September. Her additional article, based on the Travel Professionals e-newsletter, was on the Buffalo Roundup/Volksmarch; it ran in the May 20 issue.

Attended Black Hills, Badlands & Lakes Spring Inter-agency meeting.

Updated What's New? With information on the Museum of the American Bison in Rapid City, Good Earth State Park, new Custer State Park Visitor Center, and the Mount Rushmore/Mickelson Trail extension.

Finalized and attended a five-day fam for Japanese journalists and tour operators for two Japanese journalists: Hiroshi Sakurai from Express and Reiko Hashimoto from Globe Trotter; and three Los Angeles-based inbound tour operators: Haruka Koyama from NTA, Masami Tamura from HIS, and Natsumi Fujigiwa from Kintetsu International.

Sent packet of information, itinerary, and hosting letter to Deadwood Mountain Grand for Marco Berchi, journalist from Caltagirone / La Repubblica, Italy, for June trip.

Wrote itineraries for the following for June trips: journalist Roly Smith, Manchester Evening News-United Kingdom; Carol West and Robert Muir, Jetwings-Australia; Faith Thumath, Travel Today-New Zealand; and Shane Boocock and Mark Sheehan from New Zealand for AAP/Motorhomes, Caravans and Destination Magazine.

Sent website links and motorcycle rental information to Isabelle Manente for their group coming from France for a motorcycle tour that will include South Dakota.

3Sixty sent videos to Tourism to approve for McDonald's restaurant videos showcasing South Dakota and the region.

For Buffalo Roundup hosting, contacted overseas offices and send rough draft of itinerary; have corresponded with Benelux regarding National Geographic, United

Kingdom office regarding Jeannine Williamson, Michael Juhran from Germany, Italy regarding film crew, and Australia regarding a possibility of three journalists.

Corresponded with German RMI office regarding fam form and request by Heidi and Hans Jeurgens regarding a bison story request.

Roger St. Pierre, United Kingdom, requested a return trip to South Dakota for more articles; requested fam form.

Sonja Stimmer will publish Hill City article in Spirit of the West Magazine next month. She contacted Tourism regarding a co-op ad, sent information to Rapid City and Crazy Horse Memorial. South Dakota has the cover on the present issue with a Native American on the cover and an article about Hill City in this upcoming issue. Tourism shared a full page ad with Rapid City CVB and Crazy Horse Memorial.

### Outdoors

Attended the Association of Great Lakes Outdoor Writers (AGLOW) Cast-n-Blast in Deadwood, May 7 –10; Tourism was a corporate sponsor. There were 21 outdoor writers and 13 event sponsors from around the upper Midwest that turkey hunted and/or fished in the Black Hills. Each of the 21 writers is required to write a minimum of one story on their trip/experience as it's an invite-only event; a majority of the writers will produce more than one story.

Continued efforts on promoting the Cabela's MWC Fishing Tournament being held on Lake Oahe, June 7 & 8; Tourism is a sponsor. Event organizers expect 50-60 professional teams coming into the state to participate.

Hosted Glen Wheeler with the National Wild Turkey Federation (NWTF) for a story he was doing on his father-daughter turkey hunt for the NWTF member magazine.

Assisted Benny Spies with the filming for a fishing show; this particular show will be Benny racing across the state and fishing near Watertown, Lake Oahe, and Spearfish Canyon in a one or two day period.

Working on a possible fishing map of the state.

Continued correspondence with hunting shows and writers to book trips to South Dakota this summer and fall.

Spring/Summer hosting schedule includes Billy Kinder Outdoors for a live radio broadcast from Spring Creek from June 5-9 and a possible small fishing fam in August.

South Dakota Outdoors twitter account has a total of 1,299 tweets with 2,696 followers; 184 are new followers this month. Made daily twitter post for our SDOutdoors handle.

### Film Office

Updated and approved three listings on FilmSD.com.

Attended the Black Hills Film Festival and networked with filmmakers whose work was accepted into the festival and with in-state film industry members.

Following up with Matthew Callahan on his filming of summer camps and his interest in doing production in South Dakota. Assisted Angelia Baldwin from Winnetou Productions with her film production planning.

Working with Ed Henegar on a visit to South Dakota to discuss the new opportunities for our office and Reel Scout.

Reviewed information on the International Music and Film Conference in Dallas, Texas, in December and will consider attending. They will be focusing on economic impact of films, film festivals, and film commissions.

Working with all festivals (Black Hills Film Festival, South Dakota Film Festival, SoDak Animation Festival, Cinema Falls, and Northern Voyage Film Festival) regarding submitting sponsorship requests to Tourism.

South Dakota Film Office's Twitter account has a total of 297 tweets and 905 followers, up 32 from last month.

Assisted with mascot handling, social media, and other coordination, May 22-30, during the American Journey Presidential Mascots Bus Tour.

#### Hospitality

Provided the ID code to three properties for the Online Customer Service Training.

Attended spring hospitality training sessions in Aberdeen, Watertown, Rapid City, Pierre, Sioux Falls, and Pine Ridge. Forwarded pictures taken at each event to the CVBs or chambers as requested. Followed up with each site for participation numbers and billing information; 2,299 people participated at 19 locations.

#### Information Centers

Organized presentation by Ivan Sorbel on tribal culture and protocol on reservations for Information Center supervisors on May 7. Ivan is a Tourism Board member and Executive Director of the Pine Ridge Chamber of Commerce. Tourism staff provided training on Window 7 upgrade. Attended Lit Swaps at Rapid City and Mitchell with the supervisors the following two days.

Centers opened May 17.

#### Photo/Video

Photographed "Your American Journey" bus tour kick-off in Pierre and at Mount Rushmore National Memorial.

Tourism photography: Minuteman Missile National Historic Site, Armed Forces Military Museum in Wasta, The Bluffs Golf Course in Vermillion, Palisades State Park, Outdoor Campus in Sioux Falls, downtown Yankton, downtown Canton, camping along Missouri River, Mount Rushmore National Memorial, Custer State Park scenics and wildlife, Harney Peak, pasque flowers, Dinosaur Park in Rapid City, Wall Drug signs, and South Dakota Birding Festival in Lake Andes.

Fulfilled photo requests with loans to *South Dakota Magazine*, Yankton; Black Hills, Badlands & Lakes, Rapid City CVB, Coleman Black Hills Gold, Rapid City; Media One, Outdoor Campus, Regency Management, Lawrence & Schiller, Sioux Falls; Wagner

Announcer newspaper; Winner Advocate newspaper; Game, Fish & Parks, Lead; Black Hills Central Reservations, Deadwood; South Dakota Historical Society, Great Lakes Tourism, South Dakota State Library, Pierre; Lasting Impressions Unlimited, Garretson; Maverick Publishing, Spearfish; TheTourOperator.com, California; *Prairie Business Magazine*, North Dakota; TheFamilyTravelFiles.com; and Associated Press, New York.

Tourism photography hit list: Deadwood re-enactors and Main Street, Broken Boot Gold Mine, Adams Museum and Days of 76 Museum, Deadwood; Bridal Veil Falls; Lead Open Cut; Trail of Governors statues, Pierre; Jeep rides, Custer State Park; Bismarck Lake; Black Hills Playhouse; Fort Sisseton Historical Festival; Splash Central, Huron; McCrory Gardens, Brookings; Camaro Rally, Sturgis; Bramble Park Zoo, Watertown; and TV commercial shoots.

GOED photography hit list: South Dakota Development Corporation board photos and Governor's Golf Classic.

Video Shoots: Shot video of a Minuteman Missile site tour in Cactus Flats, video of the Armed Forces military display in Wasta, scouted the South Dakota Air and Space Museum in Box Elder for future shoots, and video of the Mascots Bus Tour Kick-off at Mount Rushmore National Memorial.

Sent stock footage to KWCI-TV in Des Moines to use during an interview with Secretary Jim Hagen for the Mascots Bus Tour. Sent video of the Children's Museum of South Dakota in Brookings to them for use in upcoming promotions. Sent video of prairie chickens to the Iowa DNR for a video they are producing.

Edited a short video for staff to use at the ITB show in June.

The YouTube videos had 22,157 views over the last 30 days.

Video shoots hit list: Custer area trip to include jeep rides, Black Hills Playhouse, camping and more. Yankton area trip to include Missouri River scenic, Spirit Mound, Czech Days and more. Badlands trip to include hiking, horseback riding, Wall Drug, Minuteman Missile exteriors and more.

Working with staff to develop and setup shoots for a new TV spot to be shot in June.

Will work with the media team to develop a plan for social media video for the summer.

#### Travel Market Advertising/Marketing

Recent marketing efforts that were reviewed and/or finalized: May Inquiry email; May Travelsmart; Events email – June-July; May issue of Travel Professionals e-newsletter; Fishing email; Full page hunting ad in Quail Forever, summer issue; hunting ad (2-page spread); Hunting TV spot; Tourism FSI – inserted May 5 in Kansas City, Minneapolis, and Des Moines; Guide to Archeology and Paleontology; Proposal from Road Trippin'/Austin, Texas, TV station; Proposal from Meredith Travel.com – online sweepstakes promotion; O Magazine ad (2-page spread); Chicago Tribune ad for Sunday travel section; Model shots at Mount Rushmore National Memorial for Macy's catalog insert; Shoulder Giant Step – images and ad layout; The Great American Journey Sweepstakes – vacation packages copy, banner/video trips, Facebook creative, confirmation email; Your American Journey Bus Tour – handout for sweepstakes, lanyard creative/copy, sticker, T-shirt design, sandwich board, banner, e-invite; summer

photo hit list and recent photos; Press Releases – National Travel & Tourism Week, Bus Tour & Mascots, Travel Writers Fam, Information Centers Open; Shoulder Great Getaways; Custer BID – newspaper ads; Custer State Park Co-op – newspaper ads; Deadwood Co-op – newspaper ads, ad for Wild Bill Days; Huron Co-op – hunting TV donut; Rapid City Co-op – newspaper ads; Spearfish Co-op – newspaper ads; and Watertown Co-op – TV spots, newspaper ads, hunting TV donut, new hunting creative options. Met with Meredith Corporation and *Midwest Living* in Des Moines.

Mailed registration forms to visitor industry for Shoulder Great Getaways newspaper insert co-op program; registration closed early with 44 partners. Worked with each partner to coordinate copy and photos for ads. Co-op was designed in-house. Finalized insert must be to papers by July 17; insert will drop in newspapers the week of August 4.

Collected magazines in which Giant Step inserts for peak season were placed and sent pertinent editions to partners. Emailed each peak Giant Step partner regarding copy and photo for shoulder season; worked with those partners who did want to make changes and sent changes to L&S and proofs to partners for approvals.

American Icons campaign takes place Memorial Day Weekend through July 4; it has been launched by Macy's with Mount Rushmore National Memorial featured in their fashion books (mailed to 33 million people), their in-store displays, on their website, and on their shopping bags.

MMGY researched opportunity for 8<sup>th</sup> wonder of the world promotion. South Dakota and ad team discussed potential submissions.

Met with Michael Pangburn, Arts Council, regarding their grant applications and process.

#### Web Development and Digital Marketing

Consumer website - TravelSD.com: 65 vacation packages are listed.

For TravelSD.com redesign: approved production company and initial concepts for Along for the Ride video series; approved Road Journal scope of work and concept; met with team leaders to discuss site map and content hierarchy; and gave recommendation to web team regarding dedicated vs. responsive design.

#### Publications

Contacted listings in the Guide to Archaeology & Paleontology for updates and finalized copy. Guide will be printed for distribution at Interstate Information Centers; and a PDF will be provided to sites/contacts and uploaded to TravelSD.com.

Stopped at Prairie Star Gallery in Sioux Falls and had a discussion about our Native American Guide with owner Linda Boyd. Began working on updates to the Guide.

#### Fulfillment

Fulfilled 75 bulk shipments/requests: 2,810 of the 2013-2014 Vacation Guides, 8,235 highway maps, 1,050 Motorcycle Guides, 370 Native South Dakota Guides, 50 Snowmobile Trails Maps, and 200 Lewis & Clark brochures. Black Hills Works fulfilled 13,421 domestic requests. From the office, we fulfilled 201 international requests and shipped via MSI Worldwide Mail Service, 456 Canadian requests via MSI, and 78 special packet requests. Reviewed 4,748 emails from the Online Request Form.

Received two proposals for Tourism's Call Center RFP.

### Research

Provided recommendation on URL testing and researched top keyword trends from Google Analytics.

Updated Travel Indicator Dashboard with March/April statistics. Broke out each state park by region for April; this will be used to segment the online Dashboard.

Fulfilled various research requests: University of Minnesota – ROI Study and Economic Impact of South Dakota; travel indicators for National Tourism & Travel Week interviews; industry requests on the demographics of the South Dakota traveler; and completed two economic impact estimates for events submitted through SDvisit.com form.

### Tribal Tourism

Traveled with Secretary Hagen to Winner and toured the Wicoti Tiwaha Youth Camp near Gregory; met with the camp administrator to discuss possible tourism opportunities at the camp.

Traveled to Lower Brule with staff from the Department of Tourism, the Governor's Office, the Office of Tribal Relations, and the Great Lakes Tourism Association. Toured several sites on the reservation that are open to visitors and met with tribal members to discuss the future of tourism on the reservation. This was the first of our visits to the nine tribes in the state.

Sent letter to Chairman Shepherd, Sisseton/Wahpeton Oyate, asking for a meeting with him to discuss tribal tourism. Followed up with a telephone conversation with the tribe's tourism person, Elias Mendoza, to confirm the meeting date and to discuss an agenda.

Prepared sample itineraries as requested by the American Indian Alaska Native Tourism Association (AIANTA) organization for distribution at the upcoming U.S. Travel Association International Pow Wow in Las Vegas.

Attended a one-day cultural awareness workshop in Niobrara, Nebraska, hosted by the Yankton Sioux Tribe and the Santee Sioux Tribe of Nebraska. Participated in a one-day bus tour and cultural training on the Pine Ridge Reservation as a member of the Pine Ridge Partners Committee. This training is held annually for seasonal employees of the national parks and monuments in the Black Hills.

### Governor's Tourism Advisory Board

The Board met on May 2 in Pierre. Agenda items included business updates from around the state; Department and team updates, which included a visit to Lower Brule; a briefing on the Presidential Mascots Bus Tour to 14 Midwestern cities; American Icons promotion with Macy's; and Tourism's co-op programs.

The next meeting is planned for September 17 and 18 in Yankton and Vermillion.

### Governor's Buffalo Roundup

Working on itinerary for hosting international and domestic journalists and developing list of journalists to consider.



### Governor's Invitational Pheasant Hunt

Graphic designer has been working on print material designs for the Governor to review.

### Creative Consultations/Projects

A. Hofmeister:

For Tourism: Received updated Photo Books from printer; working on collating and binding them in-house.

Updated the layouts of the greeting cards for Tourism and for the Governor's Office.

Updated the design of the Trade Show Lead Book for Trade Sales Team.

For Governor's Office: Completed design of a logo for South Dakota's 125<sup>th</sup> Anniversary to present to the Governor.

For GOED: Designed and sent Golf Classic 2013 Programs to printer; expect delivery in early June. Will meet with staff leads for other items for the event.

A. McCloud:

For Tourism: Completed design of luggage tags and notecards; received delivery.

Designed an e-invite for the Mascots Bus Tour to notify people of the schedule; forwarded to appropriate staff for distribution.

Finalized photos to be used for the Information Center Panels, with appropriate photos designated for each Center.

Designed photo layouts for bags to be used for hostings.

Completed updates to the 2013 Guide to Archaeology and Paleontology Guide, per approvals from contacts for each listing. Guides will be distributed at the Interstate Information Centers and as a PDF on TravelSD.com.

For GOED: Ordered business cards for three staff and delivered them.

For Governor: Completed design of a logo for South Dakota's 125<sup>th</sup> Anniversary. Made tweaks and sent to his office to be registered and trademarked.

Governor's Pheasant Hunt: Researching ideas for the hunt invite and working on the landowner card. Logo has been tweaked for stitching. Received bids on embroidery; will deliver items to vendor.

T. Meise:

For Tourism: Finalized Tourism's Annual Report and sent to staff to be uploaded to SDVisit.com.

Updated six new postcards for Tourism; received delivery in late May.

Designed layout for Great Getaways newspaper insert co-op. Final digital files will go to printer on July 1 for August insertions.

For GOED: Designed the Save-the-Date notification for the Governor's Buffalo Roundup; working on two design-styles to present to the Governor.

Governor's Office: Presented logo designs to the Governor for the 125th South Dakota Anniversary.

Designed and presented the artwork for the welcome signs; waiting for further direction.

M. Ganschow:

For Tourism: Project Meetings: reviewed logos the designers submitted for the SD 125<sup>th</sup> Celebration; reviewed images for Information Center panels.

Routed various project or ad requests to appropriate designer; assisted staff with various hosting gifts or general giveaway requests; responded to Tourism fan mail by sending hand-written note and South Dakota promotional items; received Information Center nametag order and sorted per Center and routed to manager; and ordered and received various South Dakota promotional Items.

For GOED: Attended Roundup Committee meeting May 14. Drafted timeline for all creative and print materials. Updated invite copy and routed to designer for layout. Compiled minutes and routed to committee.

Governor's Hunt – working on timeline for creative/print materials. Routed updates for the landowner postcard to designer.

In General: Project Review/Proofing: Tourism Annual Report; printer proof for State Highway Map; Spirit of the West co-op magazine ad; program for Governor's Golf Classic; Tourism image postcards; Tourism image note cards; Guide to Archaeology & Paleontology; and eFYI – May issue.

Upcoming Projects: Tourism's co-op ad marketing campaigns; Information Center Panel design/copy updates; and Welcome signs.

Thad Friedeman, Creative Strategies Manager

For Tourism: Coordinated design and printing of Mascots' Bus Tour T-Shirts.

Worked with staff to finalize subjects for panels at each Interstate Information Center; working on copy for each set of panels. Working with a company in Rapid City for samples of their work and production cost estimates.

For Governor's Office: Met with Governor's Staff and the Governor to review logos for the 125<sup>th</sup> South Dakota Celebration and secure the final choice by the Governor.

#### Logo/Photo/Map requests

Provided full logo with website to Iuliana Kelemen for five, 90 second videos that are playing in German McDonald's restaurants. It is the largest In-store TV network in Germany with a total of 850 connected restaurants and a measured number of monthly viewers of approximately 35 million.