

# September 2018

| SUN   | MON  | TUE  | WED                                    | THU                          | FRI  | SAT                                   |
|---|--|--|--|------------------------------|--|---------------------------------------|
|   |  |  |  |                              |  | 1                                     |
| 2<br>Venice International Film Festival →               | 3<br>Labor Day<br>156M <small>Tweet impressions*</small> | 4  | 5<br>TechCrunch Disrupt →              | 6<br>New York Fashion Week → | 7<br>Literacy Day<br>Stand Up to Cancer Day      | 8                                     |
| 9   | 10   | 11<br>Talk like a Pirate Day               | 12<br>Mobile World Congress Americas → | 13                           | 14<br>London Fashion Week →<br>Singapore F1 GP → | 15<br>Hispanic Heritage Month →       |
| 16  | 17   | 18<br>United Nations General Assembly →    | 19<br>Milan Fashion Week →<br>IAA 2018 | 20<br>PGA Tour Championship  | 21<br>Peace Day                                  | 22<br>First day of Fall<br>Hobbit Day |
| 23  | 24   | 25<br>Paris Fashion Week →<br>DreamForce → | 26                                     | 27                           | 28   | 29<br>International Coffee Day        |
| 30<br>WWE Hell in a Cell →<br>International Podcast Day |  |  |  |                              |  |                                       |

## EVENT LENGTHS

|   |          |                                |            |                                 |           |
|---|----------|--------------------------------|------------|---------------------------------|-----------|
| Primetime Emmy Awards                             | TBD      | London Fashion Week            | 9/14-9/18  | IAA 2018                        | 9/19-9/23 |
| PAX West  | TBD      | New York Fashion Week          | 9/6-9/14   | DreamForce                      | 9/25-9/28 |
| Miss America Competition                          | TBD      | Milan Fashion Week             | 9/19-9/25  | Latin American Music Awards     | TBD       |
| Universal Studios Orlando Halloween Horror Nights | TBD      | Paris Fashion Week             | 9/25-10/3  | United Nations General Assembly | 9/18-9/30 |
| iHeartRadio Music Festival                        | TBD      | Global Citizen Festival        | TBD        |                                 |           |
| Venice International Film Festival                | 9/2-9/12 | NFL Opening Weekend            | TBD        |                                 |           |
|   |          | Singapore F1 GP                | 9/14-9/16  |                                 |           |
|   |          | Hispanic Heritage Month        | 9/15-10/15 |                                 |           |
|   |          | Mobile World Congress Americas | 9/12-9/14  |                                 |           |

● Entertainment ● Sports ● Holidays ● Other

\*Tweet impressions based on 2017 internal data