



# Q1 2017 Twitter Events Calendar

# Event Targeting is the simplest, most effective way to reach your audience

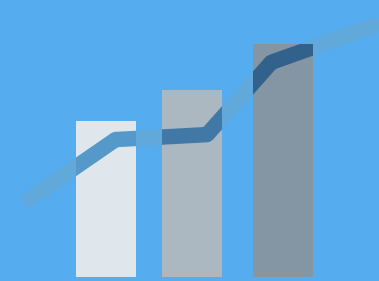
Hundreds of millions of people come to Twitter to discover and engage with what's happening. Twitter is where culture unfolds: from sporting events to music festivals, from breaking news to holidays - if it's happening in the world, it's happening on Twitter.

With event targeting, you can easily tap into what's happening on Twitter. We'll help you discover and plan for events, and with just a few clicks, get a campaign started that'll deliver your content to the people who are most passionate about the event.



## DISCOVER

more opportunities to join the conversation & engage your audience around premiere events



## LEARN

about your audience to better inform your targeting and creative strategy



## ACTIVATE

an event-based campaign at scale and be part of the moment within a couple clicks

# Visit [ads.twitter.com/events](https://ads.twitter.com/events) to get started

The screenshot shows the Twitter Ads Analytics interface for the 'Australian Open' event. The top navigation bar includes 'Ads', 'Campaigns', 'Creatives', 'Analytics', and 'Tools'. The event details are 'Australian Open' in the 'SPORTS' category, running from January 16 to 29. A 'Create new campaign' button is visible in the top right.

### 2016 EVENT SUMMARY

Tweets	Total Reach	Impressions
10M	34M	1.6B

### GENDER

Males talk about this event 1.5 times more than females.

Male	60%
Female	40%

### AGE

People aged 18 to 24 talk about this event 1.5 times more than any other age group.

13 to 17	9%
18 to 24	43%
25 to 34	28%
35 to 44	13%
45 to 54	6%

### TWEET HIGHLIGHTS

Top Tweets | Live Tweets

- SportsCenter @SportsCenter · Jan 25**  
Serena Williams wins her 18th straight match vs Maria Sharapova advancing to the semifinals of the Australian Open. <https://t.co/nNqVD6DX5y>  
  
89 replies, 2641 retweets, 3595 likes
- SportsCenter @SportsCenter · Jan 24**  
.@Vika7's 1st question to crowd upon winning her Australian Open match: "Can somebody tell me, did the Broncos win?" <https://t.co/ltf9iCOWdT>  
28 replies, 378 retweets, 1236 likes
- SportsCenter @SportsCenter · Jan 19**  
What an upset!  
Rafael Nadal suffers opening round loss in Australian Open, falling to Fernando Verdasco in 5



# January

SUN	MON	TUES	WED	THURS	FRI	SAT
New Years 1	Rose Bowl Sugar Bowl NHL Winter Classic 2	3	4	CES starts 5	6	NFL Playoffs starts 7
Golden Globe Awards 8	College Football Championship 9	10	11	12	13	14
15	Australia Open starts 16	17	People's Choice Awards 18	Sundance Film Festival starts 19	Inauguration Day 20	21
22	23	24	25	26	27	28
WWE Royal Rumble 29	30	31				

## Events (Audience Size)

### HOLIDAYS

New Years, Dec 31 - Jan 1 (79M)  
 Martin Luther King Jr Day, Jan 16 (7M)

### SPORTS

Rose Bowl & Sugar Bowl, Jan 2 (19M)  
 The Winter Classic, Jan 2 (11M)  
 NFL Playoffs, Jan 7 - 22 (49M)  
 College Football Championship, Jan 9 (19M)  
 Australian Open, Jan 16 - 29 (30M)  
 WWE Royal Rumble, Jan 29 (9M)

### ENTERTAINMENT

Golden Globe Awards, Jan 8 (35M)  
 People's Choice Awards, Jan 18 (22M)  
 Sundance Film Festival, Jan 19 - 29 (15M)

### OTHER

CES, Jan 5 - 8 (27M)  
 US Inauguration Day, Jan 20 (25M)



# February

SUN	MON	TUES	WED	THURS	FRI	SAT
			1 Black History Month starts	2	3 Rings Movie Premiere	4
5 Super Bowl	6	7	8	9 NY Fashion Week starts	10 Fifty Shades Darker and Lego Batman Movie Premieres	11
12 Grammy Awards	13	14 Valentine's Day	15	16 NBA All-Star Weekend starts UEFA Champions League starts	17 The Great Wall Movie Premiere	18
19	20	21	22	23	24 Carnaval starts	25
26 Academy Awards Daytona 500	27 Mobile World Congress starts	28				

## Events

### HOLIDAYS

Valentine's Day, Feb 14  
Carnaval, Feb 24 - Mar 1

### SPORTS

Super Bowl LI, Feb 5  
NBA All-Star Weekend, Feb 16-19  
UEFA Champions League, Feb 16 - Mar 16  
Daytona 500, Feb 26

### ENTERTAINMENT

NY Fashion Week, Feb 9 - 17  
Grammy Awards, Feb 12  
Academy Awards, Feb 26  
Rings Movie Premiere, Feb 3  
Fifty Shades Darker Movie Premiere, Feb 10  
The LEGO Batman Movie Premiere, Feb 10  
The Great Wall Movie Premiere, Feb 17

### OTHER

Black History Month, Feb 1 - 28  
Mobile World Congress, Feb 27 - Mar 2



# March

SUN	MON	TUES	WED	THURS	FRI	SAT
			1	2	3 NCAA Conf. Tourney Week starts	4
5	6	7	8	9	10 SXSW Festival starts Kong Skull Island Movie Premiere	11
12	13	14 Valentine's Day NCAA March Madness starts	15	16	17 Beauty & the Beast Movie Premiere	18
19	20	21	22	23	24 Ultra Music Festival starts Power Rangers Movie Premiere	25
26	27	28	29	30	31	

## Events

### HOLIDAYS

St. Patrick's Day, Mar 17

### SPORTS

NCAA Conference Tournaments, Mar 3 - 15  
NCAA March Madness, Mar 14 - Apr 3

### ENTERTAINMENT

Ultra Music Festival, Mar 24 - 26  
Logan Movie Premiere, Mar 3  
Kong: Skull Island Movie Premiere, Mar 10  
Beauty and the Beast Movie Premiere, Mar 17  
Power Rangers Movie Premiere, Mar 24

### OTHER

SXSW Festival, Mar 10 - 19

