



The Recording Academy®

3030 Olympic Blvd. • Santa Monica, CA 90404

www.grammy.com

THE 56TH ANNUAL GRAMMY AWARDS® UNITES MUSIC FANS WITH RECORD-BREAKING SOCIAL MEDIA NUMBERS

*Music's Biggest Night® Becomes
Television's Biggest Social Event of the 2013 – 2014 Season*

SANTA MONICA, Calif. (January 30, 2014) — With statistics compiled by Facebook, Instagram, Tumblr, and Twitter, The Recording Academy® announced today that combined social media interactions surrounding the [56th Annual GRAMMY Awards®](#) reached a record-breaking 34 million, making Music's Biggest Night®, which aired Sunday, Jan. 26, on the [CBS Television Network](#), television's biggest social event of the 2013 – 2014 season.*

According to data compiled by Twitter and [87AM](#), the GRAMMY®s garnered 15.7 million mentions on Twitter during the broadcast, the peak moment of which was during the Kendrick Lamar and Imagine Dragons performance with 171,593 tweets per minute. According to Facebook data, 6.3 million people had more than 13.5 million Facebook interactions related to the 56th GRAMMYs, making it the No. 1 trending topic. Stats compiled by [Union Metrics](#) reveal that there were more than 100,000 GRAMMY-related posts created on Tumblr with more than 5.1 million reblogs and likes. Stats compiled by [87AM](#) reveal that the top three most-talked about performances were, in order: Daft Punk, Beyoncé and Jay Z, and Lamar joined by Imagine Dragons. The most-talked about artists were: Lorde, Taylor Swift and Macklemore.

[GRAMMY.com](#), the official GRAMMY website, saw visits on GRAMMY Sunday and the following day rise 15 percent from last year, with 4.6 million total unique users and 18.5 million page views for the site.** In partnership with CBS, The Recording Academy produced, for the fifth year, GRAMMY Live®, an official second-screen companion program featuring coverage from the GRAMMY red carpet, Pre-Telecast Ceremony and backstage. GRAMMY Live's livestream and on-demand viewing was up 100 percent over last year, generating nearly 5.5 million total streams.*** The official 56th GRAMMY live-blog, syndicated globally to 38 outlets, saw a 320 percent increase in user engagement minutes and a 659 percent increase in unique visitors compared to last year.****

On YouTube, the official [GRAMMY channel](#) saw a significant increase in views starting the week of Jan. 12 with more than 5.7 million views of GRAMMY original content leading up to Music's Biggest Night.** Views of content published immediately following the broadcast received 375,000 views in the first 12 hours alone.

"GRAMMY engagement continues to explode year over year as fans seek ever deeper ways to connect with Music's Biggest Night," said Evan Greene, Chief Marketing Officer for The Recording Academy. "These consistently increasing statistics underscore the overwhelming excitement and passion for the GRAMMYs, and music, across today's most meaningful social platforms."

*Stats compiled by SocialGuide

**Stats compiled by Google Analytics

***Stats compiled by AEGDM Tremolo

****Stats compiled by ScribbleLive

About The Recording Academy

Established in 1957, The Recording Academy is an organization of musicians, songwriters, producers, engineers and recording professionals that is dedicated to improving the cultural condition and quality of life for music and its makers. Internationally known for the GRAMMY Awards — the preeminent peer-recognized award for musical excellence and the most credible brand in music — The Recording Academy is responsible for groundbreaking professional development, cultural enrichment, advocacy, education and human services programs. The Academy continues to focus on its mission of recognizing musical excellence, advocating for the well-being of music makers and ensuring music remains an indelible part of our culture. For more information about The Academy, please visit www.grammy.com. For breaking news and exclusive content, follow @TheGRAMMYS on [Twitter](#), like "The GRAMMYS" on [Facebook](#), and join The GRAMMYS' social communities on [Google +](#), [Instagram](#), [Pinterest](#), [Tumblr](#), and [YouTube](#).

###

Media Contact:

Jerry J. Sharell
The Recording Academy
310.392.3777
[*jerry.sharell@grammy.com*](mailto:jerry.sharell@grammy.com)