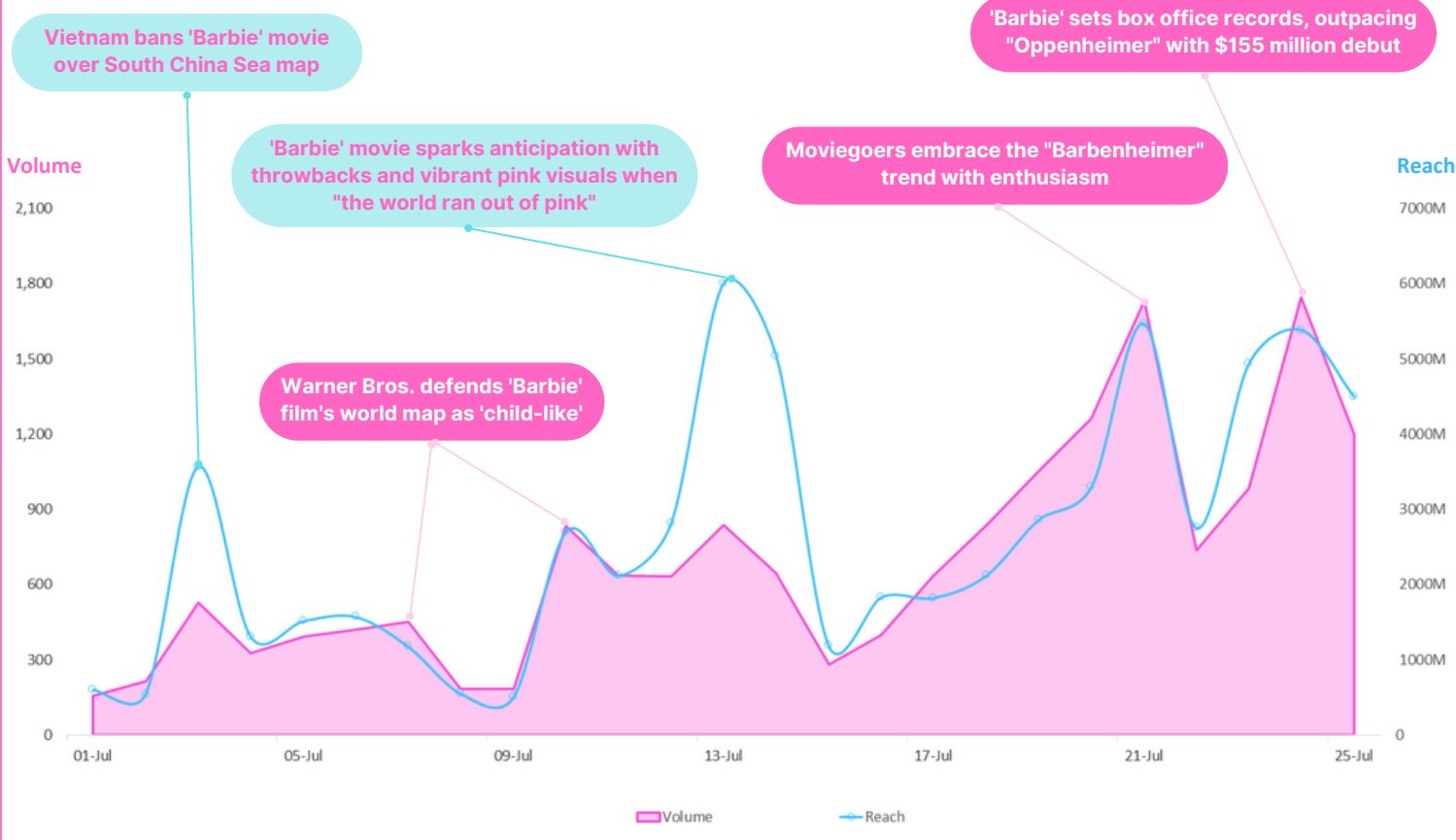


MEDIA COVERAGE OVER TIME



'Barbie' Makes History with \$162M Debut, Drawing Significant Media Attention

Barbie's cinematic debut earned \$162 million in its opening weekend, propelling Greta Gerwig to become the highest-grossing female director for an opening weekend and significantly contributing to the 'Female Empowerment' coverage.

'Barbie' Triumphs in the 'Barbenheimer' Phenomenon With Positive Quotes

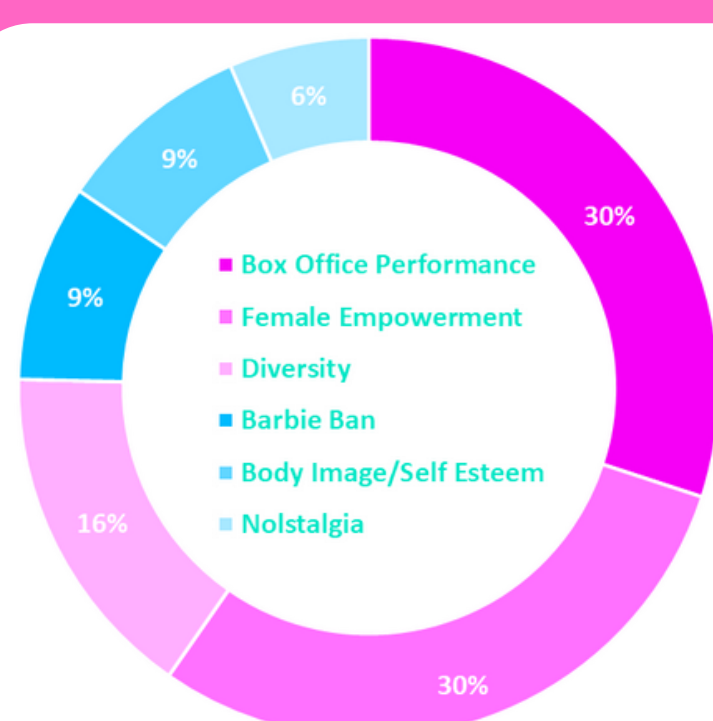
In the 'Barbenheimer' phenomenon, Gerwig's 'Barbie' surpasses Nolan's 'Oppenheimer' with a groundbreaking \$162M debut, boosting the 'Box Office Performance' key tag to claim nearly half of the key topics SOV.

Key Outlets Exclusively Cover Barbie's Sensational Pre- and Post-Launch Journey

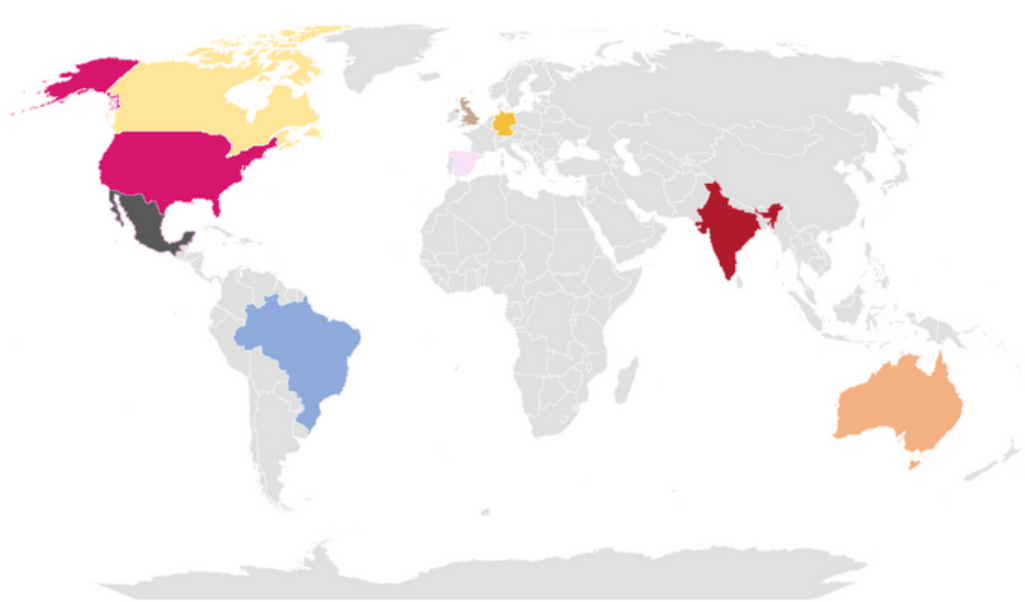
The much-anticipated 'Barbie' film, backed by an extensive pre-launch campaign, reaches a massive audience of 2.8B and achieves 193K in social engagement. Post-launch, 'Barbie' surpasses expectations with an outstanding box office performance, receiving a favorable reception from 72% of key media outlets.

KEY TOPICS AND CONVERSATIONS

In the U.S., Barbie's marketing campaign sparked numerous discussions, with **Box Office Performance** and **Female Empowerment** taking the lead. The exceptional media coverage prevailed, thanks to prominent headlines and an abundance of branded visuals featuring relatable human elements. Moreover, a significant number of outlets covered the movie and its campaigns, dominating media attention throughout the summer months.

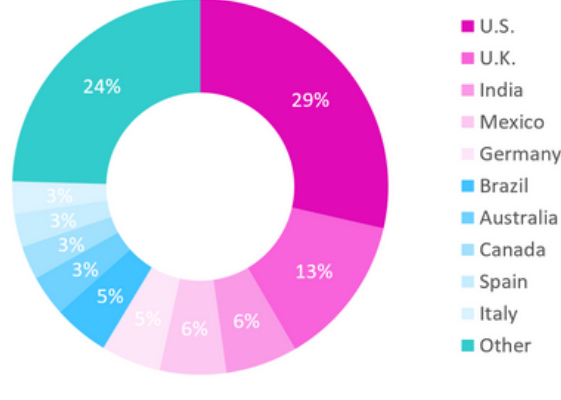


TOP REGIONS BY COVERAGE

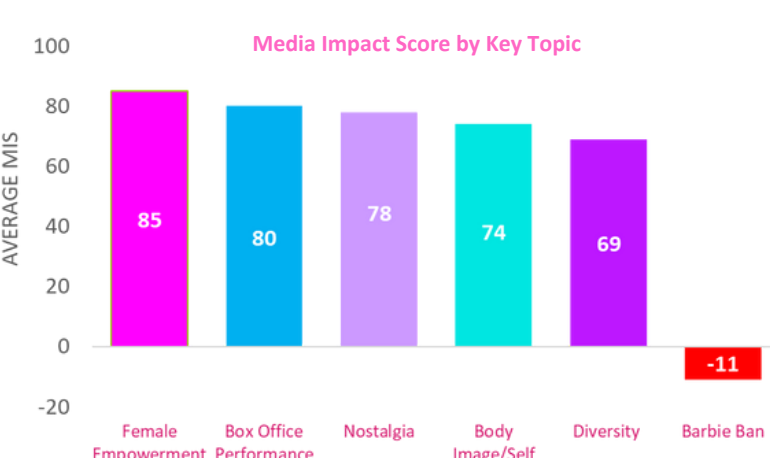


Region	Total Articles	Reach	Sentiment
U.S.	17,305	65,280 M	46% 6%
U.K.	7,875	197,967 M	49% 5%
INDIA	3,754	16,888 M	50% 6%
MEXICO	3,457	12,563 M	56% 5%
GERMANY	3,109	23,236 M	31% 4%

In the U.S., 'Box Office' emerged as the most prominent key topic in the region. In the U.K., top coverage focused on exciting collaborations by various brands including makeup, hair tools, clothes, and roller skates.



QUALITY METRIC: MEDIA IMPACT SCORE

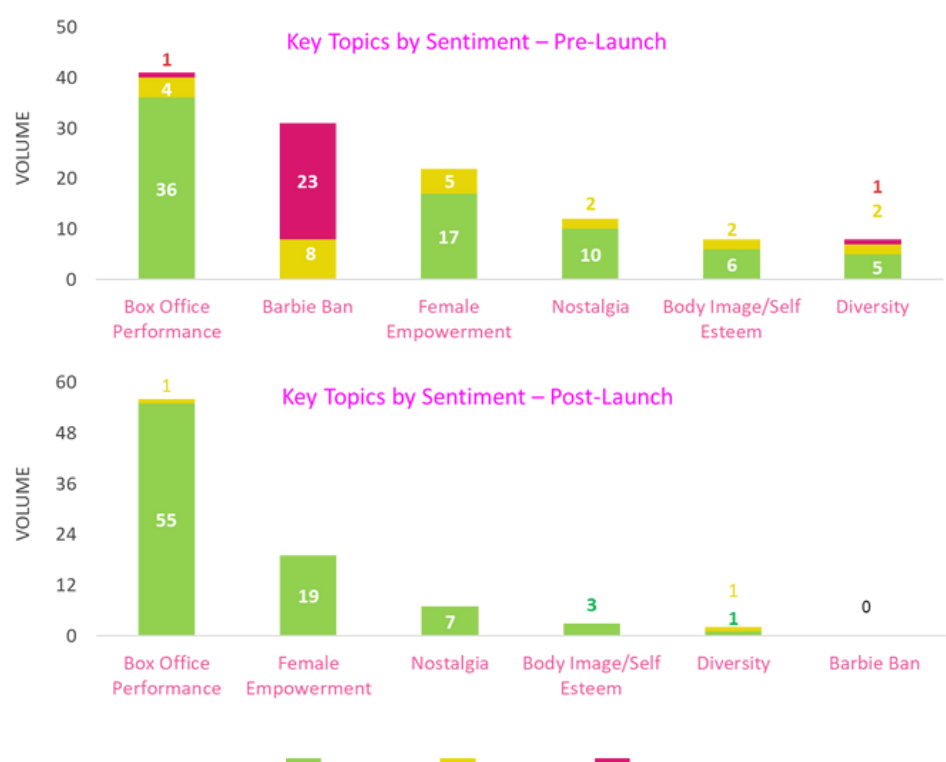
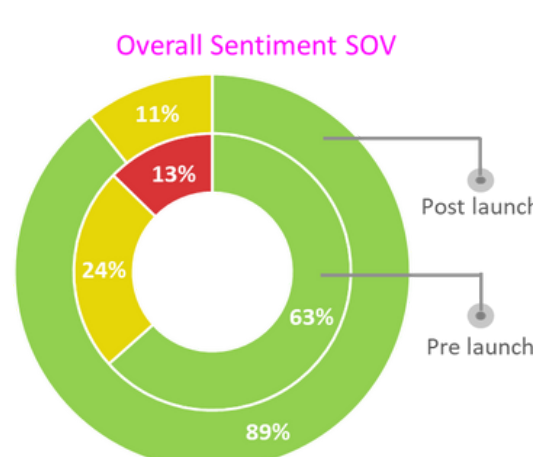


Overall Media Impact Score: 71.5

Barbie achieves a commendable overall media impact score of 71.5, considering both negative and neutral coverage. Moreover, discussions regarding **Female Empowerment** and **Box Office Performance** stand out with remarkably positive sentiment, driving higher scores. Following the movie's release (as depicted below), these areas experienced notably amplified positive coverage, further elevating the overall scores.

SENTIMENT PRE-RELEASE AND POST RELEASE

Leading up to the release weekend, media attention revolved around anticipated challenges related to body image/self-esteem, female empowerment, and diversity. However, the sole significant negative focus arose from an inaccurate map causing the Barbie Ban incident.



After its release, Barbie's remarkable box office success commanded attention with overwhelmingly positive coverage across all major subjects. While the movie ban was a highly debated topic, its triumphant performance effectively silenced those concerns and criticisms - it stood on its own merits.

TOP POSTS WITH ENGAGEMENT

'Barbie' Makes History for Female Director, 'Oppenheimer' Surpasses Expectations

people.com | By Tommy McGrade | Journalist | Published on: Jul 23, 2023

f 37.5K | t 42 | r 0 | p 0 | s 5 | q 0

Total Engagement: 37.6K

Greta Gerwig, Barbie Break Record for Biggest Debut by Woman Director

variety.com | By Rebecca Rubin | Journalist | Published on: Jul 23, 2023

f 33.3K | t 421 | r 0 | p 3 | s 95 | q 1

Total Engagement: 94.3K

Barbie's Greta Gerwig Breaks Box Office Record for Female Director

hollywoodreporter.com | By Pamela McClintock | Journalist | Published on: Jul 23, 2023

f 48K | t 439 | r 9.4K | p 0 | s 91 | q 1

Total Engagement: 57.8K

Barbie-Oppenheimer Double Features Sell Big at AMC Theatres

variety.com | By Rebecca Rubin | Journalist | Published on: Jul 10, 2023

f 4.3K | t 1.7K | r 14.5K | p 0 | s 121 | q 2

Total Engagement: 20.5K

Data sourced from a mix of both automated and human curated & analyzed data between July 1, 2023 to July 25, 2023.