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# #APE 8TH MONTHLY VIRTUAL EVENT 2021 SEPTEMBER SERIES

Wednesday, September 8, 2021

SESSION REPORT

# STATISTICS @ AT GLANCE

DURATION: Wednesday, September 8, 2021 (10 SESSIONS)

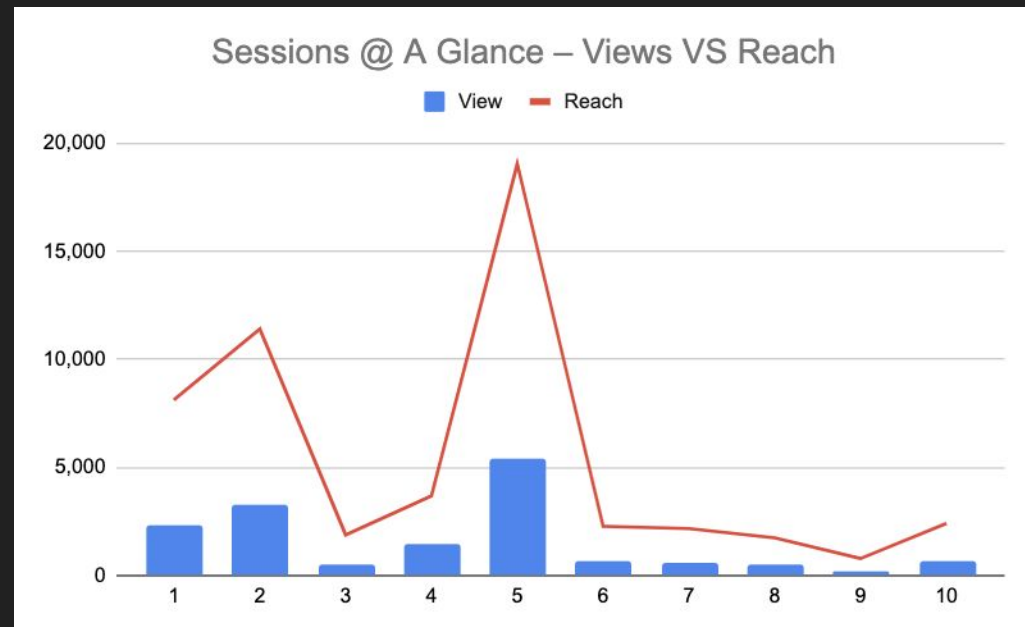
OVERALL STATISTICS						
Daily Sessions	Overall Total Views [V], Reach [R] & Livestream [L]	Overall Reach	Overall Views	Overall Engagements	Overall Shares	Overall Likes
		Facebook LIVE! Only				
Website & Facebook LIVE!	15,718 [V] 53,532 [R] 836 [L]	18,122	5,610	381	85	337

# STATISTICS @ AT GLANCE

DURATION: Wednesday, September 8, 2021 (10 SESSIONS)

## TOP 3 SESSIONS

TITLE		VIEWS & REACH
#01	#PIXEL21 – Conversation with the Masters of Underwater Photography, Compact Camera	5,441 [V] 19,044 [R] 101 [L]
#02	#ADEXOceanHeroes – Ocean Matters	3,258 [V] 11,406 [R] 85 [L]
#03	Becoming a Better Tek Diver – Tips on Trimix & Rebreathers	2,323 [V] 8,133 [R] 153 [L]



8/09/2021

BECOMING A BETTER TEK DIVER

**TIPS ON TRIMIX  
& REBREATHERS**

 TEKDIVING  
**101**

**JEFFREY  
GLENN**  
 [AUSTRALIA]

**ROBIN  
CUESTA**  
 [FRANCE]

**MARC  
CRANE**  
 [UK]

**JIMMY  
CHOO**  
 [SINGAPORE]

MODERATOR

# SESSION 1

**TITLE:** Becoming a Better Tek Diver – Tips on Trimix & Rebreathers

**DATE:** Wednesday, September 8, 2021 – 9:00 AM

**LINK:** <https://youtu.be/CezaQOhbUgRE>

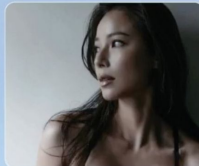
Telecast Date	Session Title	Channel	Total Views [V], Reach [R] & Livestream [L]	Reach (R)	Views (V)	Engagements (E)	Shares (S)	Likes (L)
Wednesday, September 8, 2021	Becoming a Better Tek Diver – Tips on Trimix & Rebreathers	Website & Facebook LIVE!	2,323 [V] 8,133 [R]					
		Facebook LIVE! Only	153 [L]	2,711	757	82	19	69

OCEAN HERO OF THE MONTH  
**OCEAN MATTERS**

8/09/2021

HIDY STARTED MODELING AT A YOUNG AGE OF 18 AND WAS THE 2011 MISS SCUBA INTERNATIONAL AMBASSADOR. SHE IS DIVE INSTRUCTOR QUALIFIED BY NAUI AND ALSO THE NAUI WORLDWIDE AMBASSADOR. HER HOBBIES INCLUDE ULTRA TRAIL, BOXING, RUNNING, YOGA, TRAVELING, EATING, MOVIES AND DIVING!

**HIDY YU**  
 [HONG KONG, SAR]  
 ACTOR, MODEL  
 FOUNDER, DEVE.HK  
 ADEX AMBASSADOR FOR MARINE CONSERVATION



# SESSION 2

TITLE: #ADEXOceanHeroes – Ocean Matters

DATE: Wednesday, September 8, 2021 – 10:30 AM

 LINK: <https://youtu.be/yKX4faAD1vg>

Telecast Date	Session Title	Channel	Total Views [V], Reach [R] & Livestream [L]	Reach (R)	Views (V)	Engagements (E)	Shares (S)	Likes (L)
Wednesday, September 8, 2021	#ADEXOceanHeroes – Ocean Matters	Website & Facebook LIVE!	3,258 [V] 11,406 [R]					
		Facebook LIVE! Only	85 [L]	3,802	520	50	8	43



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underwater  
**CHAT! 360**  
**LIVE!**  
8 MONTHLY GLOBAL  
WEBINAR SERIES

GREEN FINS IS AN APPROACH TO SUSTAINABLE MARINE TOURISM ACTIVITIES OPERATING IN SOUTH EAST ASIA, PACIFIC, RED SEA, CARIBBEAN AND THE INDIAN OCEAN THAT WORKS WITH BUSINESS OPERATORS, COMMUNITIES AND GOVERNMENTS. IT HELPS TO PROTECT REEFS BY IMPLEMENTING ENVIRONMENTAL STANDARDS FOR THE DIVING AND SNORKELING INDUSTRY THROUGH A CODE OF CONDUCT.



**SAM CRAVEN**  
[PHILIPPINES]  
PROGRAMMES MANAGER AT  
THE REEF-WORLD FOUNDATION

# SESSION 3

**TITLE:** Green Fins Diver e-Course

**DATE:** Wednesday, September 8, 2021 – 12:00 PM

**LINK:** <https://youtu.be/u-rbxaB9Mg4>

Telecast Date	Session Title	Channel	Total Views [V], Reach [R] & Livestream [L]	Reach (R)	Views (V)	Engagements (E)	Shares (S)	Likes (L)
Wednesday, September 8, 2021	Green Fins Diver e-Course	Website & Facebook LIVE!	537 [V] 1,881 [R]					
		Facebook LIVE! Only	48 [L]	627	215	39	2	35

8/09/2021

**THE JOURNEY TO  
 WORLD RECORDS  
 IN FREE DIVING**
**ALEXEY  
 MOLCHANOV**  
 [RUSSIA]

 ADEX  
 AMBASSADOR  
 FOR FREEDIVING

CO-FOUNDER OF MOLCHANOV, AN INTERNATIONAL BRAND LEADING THE WORLD OF FREEDIVING IN EDUCATION, TRAINING PROGRAMS, AND PREMIUM FREEDIVING GEAR PRODUCTION. ALEXEY IS ALSO THE PRESIDENT OF THE RUSSIAN FREEDIVING FEDERATION, A FREEDIVING WORLD CHAMPION, AND HOLDS MULTIPLE NATIONAL AND WORLD RECORDS.


 FREEDIVING  
**101**

www.adex.asia

 underwater  
**CHAT! 360**  
**LIVE!**  
 8 MONTHLY GLOBAL  
 WEBINAR SERIES

# SESSION 4

**TITLE:** The Journey to World Records in Freediving with Alexey Molchanov

**DATE:** Wednesday, September 8, 2021 – 13:30 PM

**LINK:** <https://youtu.be/EiSyZ-clEDY>

Telecast Date	Session Title	Channel	Total Views [V], Reach [R] & Livestream [L]	Reach (R)	Views (V)	Engagements (E)	Shares (S)	Likes (L)
Wednesday, September 8, 2021	The Journey to World Records in Freediving	Website & Facebook LIVE!	1,480 [V] 3,680 [R]					
		Facebook LIVE! Only	70 [L]	1,560	934	15	5	13

**ADEX**  
**pixel**  
VIRTUAL EXPO

CONVERSATION  
WITH THE MASTERS OF  
UNDERWATER PHOTOGRAPHY  
**COMPACT CAMERA**

PIXEL  
**21**  
MINS

**ADAM  
HANLON**

[UK]  
HOST



**TIM  
HO**

[MALAYSIA]  
UNDERWATER PHOTOGRAPHER,  
ADEX AMBASSADOR FOR UNDERWATER  
PHOTOGRAPHY (COMPACT CAMERA)

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underwater  
**CHAT! 360**  
LIVE!  
8 MONTHLY GLOBAL  
WEBINAR SERIES

IN ASSOCIATION WITH  
**WETPIXEL**

# SESSION 5

**TITLE:** #PIXEL21 – Conversation with the Masters of Underwater Photography, Compact Camera

**DATE:** Wednesday, September 8, 2021 – 14:30 PM

**LINK:** <https://youtu.be/sdKPi4VJbi0>

Telecast Date	Session Title	Channel	Total Views [V], Reach [R] & Livestream [L]	Reach (R)	Views (V)	Engagements (E)	Shares (S)	Likes (L)
Wednesday, September 8, 2021	#PIXEL21 – Conversation with the Masters of Underwater Photography, Compact Camera	Website & Facebook LIVE!	5,441 [V] 19,044 [R]					
		Facebook LIVE! Only	101 [L]	6,348	2,240	75	17	60



**ADEX**  
**pixel**  
VIRTUAL EXPO

8/09/2021

CONVERSATION  
WITH THE MASTERS OF  
UNDERWATER PHOTOGRAPHY

PIXEL  
**21**  
MINS

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underwater  
**CHAT! 360**  
**LIVE!**  
8 MONTHLY GLOBAL  
WEBINAR SERIES

## CAPTURING STORIES THAT CONNECT US TO WATER

ADAM  
HANLON

[UK]  
HOST



ZENA  
HOLLOWAY

[UK]  
ARTIST, PHOTOGRAPHER  
AND CONSERVATIONIST

IN ASSOCIATION WITH  
**WETPIXEL**

# SESSION 6

TITLE: #PIXEL21 – Conversation with the Masters of Underwater Photography, Capturing Stories that Connects Us to Water

DATE: Wednesday, September 8, 2021 – 15:30 PM

LINK: <https://youtu.be/3lfUNbUSQvU>

Telecast Date	Session Title	Channel	Total Views [V], Reach [R] & Livestream [L]	Reach (R)	Views (V)	Engagements (E)	Shares (S)	Likes (L)
Wednesday, September 8, 2021	#PIXEL21 – Conversation with the Masters of Underwater Photography, Capturing Stories that Connects Us to Water	Website & Facebook LIVE!	649 [V] 2,274 [R]					
		Facebook LIVE! Only	58 [L]	700	169	25	9	22

8/09/2021

 In  
 Conversation with  
**DAVID STRIKE**

AUSTRALIA


**SHOP**  
**TALK**

 with **RICHARD**  
**NICHOLLS**

AUSTRALIA



# SESSION 7

**TITLE:** In Conversation with David Strike – Shop Talk with Richard Nicholls

**DATE:** Wednesday, September 8, 2021 – 16:30 PM

**LINK:** <https://youtu.be/RyvRd-NcgTk>

Telecast Date	Session Title	Channel	Total Views [V], Reach [R] & Livestream [L]	Reach (R)	Views (V)	Engagements (E)	Shares (S)	Likes (L)
Wednesday, September 8, 2021	In Conversation with David Strike – Shop Talk with Richard Nicholls	Website & Facebook LIVE!	620 [V] 2,172 [R]					
		Facebook LIVE! Only	99 [L]	724	207	31	1	19

THE (DIVE)  
*Media*

8/09/2021

MODERATOR


 DAVID  
 STRIKE  
 [AUSTRALIA]

 SIMON  
 PRIDMORE  
 [UK]

 PETER  
 SYMES  
 [DENMARK]

 MICHAEL  
 MENDUNO  
 [USA]

 JOHN  
 THET  
 [OCEAN CITIZEN]

 BERNIE  
 CHOWDHURY  
 [USA]

# SESSION 8

TITLE: The Dive Media

DATE: Wednesday, September 8, 2021 – 18:00 PM

LINK: <https://youtu.be/W-MWvc-a6Rw>

Telecast Date	Session Title	Channel	Total Views [V], Reach [R] & Livestream [L]	Reach (R)	Views (V)	Engagements (E)	Shares (S)	Likes (L)
Wednesday, September 8, 2021	The Dive Media	Website & Facebook LIVE!	498 [V] 1,743 [R]					
		Facebook LIVE! Only	89 [L]	587	167	43	5	36

8/09/2021

UNDERWATER PHOTOGRAPHY

## TIPS & TRICKS

MATHIEU HAS BEEN CAPTURING THE BEAUTY OF THE UNDERWATER WORLD FOR OVER 30 YEARS. A TRUE PIONEER, MATHIEU WAS ONE OF THE EARLY ADOPTERS AND PROMOTERS OF DIGITAL TECHNOLOGY FOR UNDERWATER PHOTOGRAPHY, AUTHORIZING THE FIRST PADI DIGITAL UNDERWATER PHOTOGRAPHY SPECIALTY COURSE IN THE WORLD IN 2001. MATHIEU WENT ON TO CONTRIBUTE REGULAR COLUMNS ON PHOTOGRAPHY TECHNIQUES TO DIVE AND PHOTOGRAPHY PUBLICATIONS.

**MATHIEU MEUR**

 [MAURITIUS]  
 CO-AUTHORED, "AN ESSENTIAL GUIDE  
 TO DIGITAL UNDERWATER PHOTOGRAPHY"


# SESSION 9

**TITLE:** Underwater Photography Tips & Tricks

**DATE:** Wednesday, September 8, 2021 – 19:30 PM

**LINK:** <https://youtu.be/JQZJW5KuK68>

Telecast Date	Session Title	Channel	Total Views [V], Reach [R] & Livestream [L]	Reach (R)	Views (V)	Engagements (E)	Shares (S)	Likes (L)
Wednesday, September 8, 2021	Underwater Photography Tips & Tricks	Website & Facebook LIVE!	223 [V] 787 [R]					
		Facebook LIVE! Only	39 [L]	259	74	10	1	10

8/09/2021

WHAT A HUMAN FACTOR IS...

**A-Z**  
**HUMAN FACTORS & DIVING**

"AVIATION HAS LONG HISTORY OF EMBRACING THE HUMAN ISSUES INVOLVED IN FLYING AND ENCOURAGES FRANK DISCUSSION AFTER FLIGHTS ABOUT ISSUES OR NEAR MISSES AS PART OF EVERY POST FLIGHT DEBRIEFING. I STARTED THE HUMAN DIVER COMPANY TO BRING THE SAME AWARENESS TO DIVING."

**GARETH LOCK**
 [UK]  
 FOUNDER & DIRECTOR OF THE HUMAN DIVER  
 OCTECHNICAL AND JJ CCR DIVER

 SCUBA  
**101**

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 underwater  
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**LIVE!**
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# SESSION 10

**TITLE:** A-Z Human Factors & Diving with Gareth Lock Featuring A to M [Part 1]

**DATE:** Wednesday, September 8, 2021 – 20:30 PM

**LINK:** <https://youtu.be/99t3WDjAJfY>

Telecast Date	Session Title	Channel	Total Views [V], Reach [R] & Livestream [L]	Reach (R)	Views (V)	Engagements (E)	Shares (S)	Likes (L)
Wednesday, September 8, 2021	A-Z Human Factors & Diving with Gareth Lock Featuring A to M [Part 1]	Website & Facebook LIVE!	689 [V] 2,412 [R]					
		Facebook LIVE! Only	94 [L]	804	327	50	18	30

# ABOUT UNDERWATER360°

Underwater360° (UW360) is the umbrella platform that represents every major pillar of diving across Asia and the world. Since 2010, the platform hopes to hurdle together over 28,000,000\* divers community globally through curating content and services that offers 'everything one needs to know about exploring the world of water. Gathering the dive community, together with the whole diving industry, underwater360 provides informative, up-to-date, exciting information, all of which is easy to digest on the go such as their three magazines titles, a massive dive expo and a lifestyle, infotainment, directory and networking hub called 'Diveaholic by Underwater360° for all the underwater enthusiasts out there.

For more information, please visit [www.uw360.asia](http://www.uw360.asia).

\* Source PADI Global Certification & Membership Statistics 2021

# ABOUT ADEX PIXEL EXPO

“ADEX Pixel “Virtual” Expo is the product of COVID-19 pandemic and also the next stage for ADEX after 25 years. This platform will be the virtual/online arm to the existing ADEX series of shows as we hope to unite the industry as ‘One Industry. One Ocean. One Community’ and, also hopefully to be ‘The World’s First Digital Dive Show!’”

- John Thet

CEO of ADEX series of shows, Project Director of ADEX Pixel “Virtual” Expo, Publisher and Editorial Director of Asian Diver, Scuba Diver Australasia/OceanPlanet, Founder of Historical Diving Society Asia, and President of Magazine Publisher Association of Singapore [MPAS]

Connecting the global dive and marine conservation industry, blue economy sectors, and its community, ADEX PIXEL “Virtual” EXPO (#APE) brings together with the world’s best dive influencers, thought leaders, industry key players – speakers and exhibitors, NGOs/NPOs, social enterprises from the global landscape on ONE platform through new monthly contents that entertain, educate, and engage. #APE delivers informative contents, interviews, LIVE! webinars and podcast series, an expansive marketplace, community forum, a stunning image gallery showcasing 2,021 underwater images from all over the world, and more exciting elements – all in the comforts of your own home!

For more information, please visit [www.adex.asia](http://www.adex.asia)

# ABOUT ADEX ASIA DIVE EXPO

More than just an annual dive show, ADEX Series is inspired by the past and aims to lead the present and impact the future. The Asia Dive Expo (ADEX) is the largest and longest-running dive consumer and trade show in Asia, celebrating its 25th year in 2019. ADEX is endorsed by major industry organizations such as the Diving Equipment and Marketing Association (DEMA) and China Underwater Association and has been recognized as “Best Exhibition Organiser 2018” by the Singapore Tourism Board. ADEX was also recently appointed by the United Nations and Asia-Pacific Diving communities as Sustainable Ocean Ambassador. Underwater360 group has managed the event since 2009, resulting in significant growth and establishing ADEX as a must-attend event for anyone interested or involved in the world of diving. ADEX 2019 will take place in Singapore in April; in Shanghai and Beijing in July; and in Mumbai, India, for the first time in October.

For more information, please visit [www.adex.asia](http://www.adex.asia)



**THANK YOU!**

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