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#APE 8TH MONTHLY VIRTUAL EVENT 2021 OCTOBER SERIES

Friday, October 8, 2021

SESSION REPORT

STATISTICS @ AT GLANCE

DURATION: Friday, October 8, 2021 (9 SESSIONS)

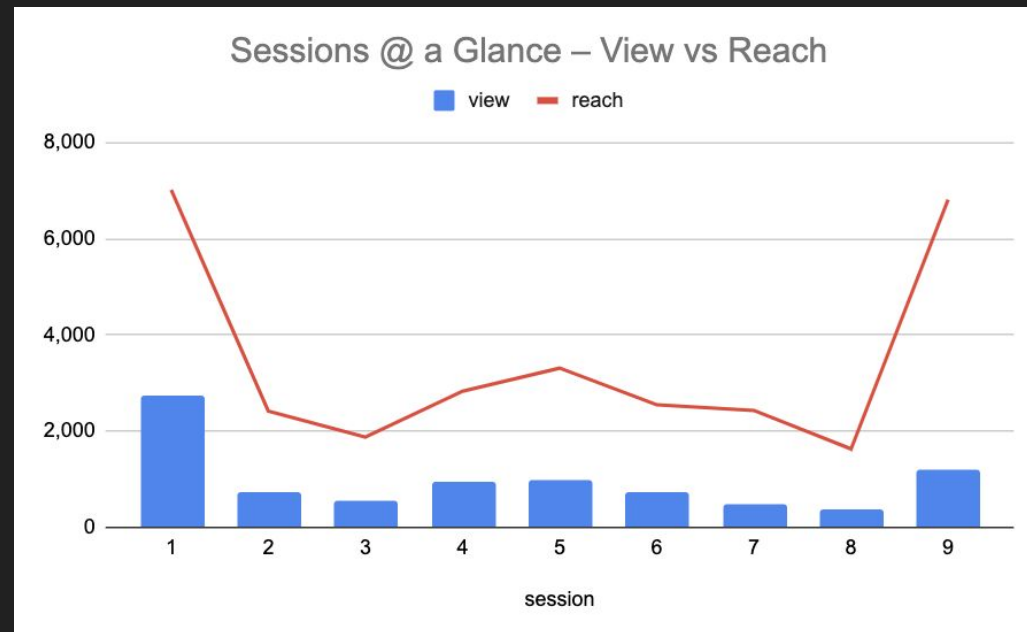
OVERALL STATISTICS						
Daily Sessions	Overall Total Views [V], Reach [R] & Livestream [L]	Overall Reach	Overall Views	Overall Engagements	Overall Shares	Overall Likes
		Facebook LIVE! Only				
Website & Facebook LIVE!	8,788 [V] 30,877 [R] 633 [L]	9,423	2,661	263	54	202

STATISTICS @ A GLANCE

DURATION: Friday, October 8, 2021 (9 SESSIONS)

TOP 3 SESSIONS

TITLE	VIEWS & REACH
#01 Becoming a Better Tek Diver – Tips on Sidemount & Backmount	2,749 [V] 7,017 [R] 118 [L]
#02 The Epic Journey of Recycled Marine Plastic with Ocean Hero	1,215 [V] 6,812 [R] 77 [L]
#03 In Conversation with David Strike: The Lust for Rust with Pete Mesley	990 [V] 3,310 [R] 61 [L]



TEKDIVING
101

 BECOMING A BETTER TEK DIVER
**TIPS ON SIDEMOUNT
 & BACKMOUNT DIVING**

MODERATOR



COMMANDER

**VISHWANATH
 RAJAN**

**YVONNE
 PRESS**
 [GERMANY]

**ANDY
 DAVIS**
 [UK]

**EDMUND
 YIU**
 [HONG KONG, SAR]

**JAMES
 COSTELLO**
 [UK]

SESSION 1

TITLE: Becoming a Better Tek Diver – Tips on Sidemount & Backmount

DATE: Friday, October 8, 2021 – 9:00 AM

LINK: https://youtu.be/5jeg13JN_DA

Telecast Date	Session Title	Channel	Total Views [V], Reach [R] & Livestream [L]	Reach (R)	Views (V)	Engagements (E)	Shares (S)	Likes (L)
Friday, October 8, 2021	Becoming a Better Tek Diver – Tips on Sidemount & Backmount	Website & Facebook LIVE!	2,749 [V] 7,017 [R]					
		Facebook LIVE! Only	118 [L]	2,193	833	45	9	29

MASTERING FREEDIVING
**HOW TO
 FREEDIVE**
 GERT LEROY
 [BELGIUM]

 FREEDIVING
101

A CERTIFIED FREEDIVING INSTRUCTOR AND A YOUTUBER, GERT IS PASSIONATE ABOUT HELPING PEOPLE REACH A PLACE OF PEACE THROUGH HIS FREEDIVING TRAINING PLANS, VIDEOS & ONLINE COACHING TO INSPIRE OTHERS OF THIS SPORT. IN ADDITION, LEROY AUTHORED "STRETCHING FOR FREEDIVING", A BOOK FOR BEGINNERS THAT FOCUSES ON INCREASING FLEXIBILITY FOR DEEPER DIVES, GERT HOPES TO BRING THE EXPERIENCE OF PEACE, TO ALL, THROUGH THE PRACTISING OF FREE DIVING.

SESSION 2

TITLE: Mastering Freediving: How to Freedive

DATE: Friday, October 8, 2021 – 1:00 PM

LINK: https://youtu.be/7fdA_MTSPVO

Telecast Date	Session Title	Channel	Total Views [V], Reach [R] & Livestream [L]	Reach (R)	Views (V)	Engagements (E)	Shares (S)	Likes (L)
Friday, October 8, 2021	Mastering Freediving: How to Freedive	Website & Facebook LIVE!	743 [V] 2,419 [R]					
		Facebook LIVE! Only	81 [L]	733	225	20	2	17



SESSION 3

TITLE: #PIXEL21 – Underwater Portrait Photography with Xie Fei

DATE: Friday, October 8, 2021 – 2:00 PM

LINK: <https://youtu.be/fptC7aWKzt0>

Telecast Date	Session Title	Channel	Total Views [V], Reach [R] & Livestream [L]	Reach (R)	Views (V)	Engagements (E)	Shares (S)	Likes (L)
Friday, October 8, 2021	#PIXEL21 – Underwater Portrait Photography with Xie Fei	Website & Facebook LIVE!	567 [V] 1,878 [R]					
		Facebook LIVE! Only	89 [L]	569	172	17	2	13

ADEX
pixel
VIRTUAL EXPO

f LIVE!

ADEX - Asia Dive Expo
8/10/2021

(GMT +8)
SINGAPORE 2:30PM
LONDON (UK) 8:30AM
NEW YORK (USA) 2:30AM

IN ASSOCIATION WITH
WETPIXEL

CONVERSATION
WITH THE MASTERS OF
UNDERWATER PHOTOGRAPHY

20:20 VISION (PART ONE)

WITH
**ALEX
MUSTARD**

[UK]
UNDERWATER PHOTOGRAPHER,

**ADAM
HANLON**

[UK]
HOST



PIXEL
21

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underwater
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LIVE!
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WEBINAR SERIES

SESSION 4

TITLE: #PIXEL21 Conversation with the Masters of Underwater Photography – 20:20 Vision [Part One]

DATE: Friday, October 8, 2021 – 3:00 PM

LINK: <https://youtu.be/qTNXAx1pdQQ>

Telecast Date	Session Title	Channel	Total Views [V], Reach [R] & Livestream [L]	Reach (R)	Views (V)	Engagements (E)	Shares (S)	Likes (L)
Friday, October 8, 2021	#PIXEL21 Conversation with the Masters of Underwater Photography – 20:20 Vision [Part One]	Website & Facebook LIVE!	933 [V] 2,832 [R]					
		Facebook LIVE! Only	47 [L]	858	281	29	5	27

In
 Conversation with
DAVID STRIKE

AUSTRALIA


**THE LUST
 FOR RUST**

 with **PETE
 MESLEY**
 NEW ZEALAND


SESSION 5

TITLE: In Conversation with David Strike: The Lust for Rust with Pete Mesley

DATE: Friday, October 8, 2021 – 3:30 PM

LINK: <https://youtu.be/fscbFJrmFK8>

Telecast Date	Session Title	Channel	Total Views [V], Reach [R] & Livestream [L]	Reach (R)	Views (V)	Engagements (E)	Shares (S)	Likes (L)
Friday, October 8, 2021	In Conversation with David Strike: The Lust for Rust with Pete Mesley	Website & Facebook LIVE!	990 [V] 3,310 [R]					
		Facebook LIVE! Only	61 [L]	1,003	300	75	17	60

8 MONTHLY GLOBAL WEBINAR SERIES

CREATIVE UNDERWATER PHOTOGRAPHY WITH

A COMPACT CAMERA


ENRICO SOMOGYI
 GERMANY

SESSION 6

TITLE: Creative Underwater Photography with a Compact Camera

DATE: Friday, October 8, 2021 – 6:30 PM

LINK: <https://youtu.be/T61dgQMsx10>

Telecast Date	Session Title	Channel	Total Views [V], Reach [R] & Livestream [L]	Reach (R)	Views (V)	Engagements (E)	Shares (S)	Likes (L)
Friday, October 8, 2021	Creative Underwater Photography with a Compact Camera	Website & Facebook LIVE!	723 [V] 2,547 [R]					
		Facebook LIVE! Only	56 [L]	772	219	25	9	19

UNDERWATER PHOTOGRAPHY & GOBIES (*GOBIDAE*)

WHY I LOVE GOBIES & YOU SHOULD TOO!

AUSTRIAN BY BIRTH BUT A CITIZEN OF THE OCEAN BY HEART, HE HAS DIVED AND PHOTOGRAPHED IN CALIFORNIA, JAPAN, AUSTRALIA, INDONESIA, MICRONESIA AND THE PHILIPPINES. KLAUS TEACHES FISH AND CORAL REEF BIOLOGY AS AN ADJUNCT PROFESSOR AT THE INSTITUTE OF ENVIRONMENTAL AND MARINE SCIENCES AT SILLIMAN UNIVERSITY ON THE PHILIPPINES. HIS MAIN RESEARCH INTEREST ARE THE BIODIVERSITY AND THE BEHAVIOR OF GOBIES, A FAMILY OF SMALL MARINE AND FRESHWATER FISHES.


DR KLAUS M. STIEFEL

[AUSTRIA / PHILIPPINES]
 UNDERWATER PHOTOGRAPHER AND VIDEOGRAPHER BASED
 IN THE PHILIPPINES. A TECHNICAL DIVING INSTRUCTOR AND
 A PUBLISHED POPULAR SCIENCE AUTHOR.

SESSION 7

TITLE: Why I Love Gobies & You Should Too!

DATE: Friday, October 8, 2021 – 7:30 PM

LINK: <https://youtu.be/yeWuoK1hpGE>

Telecast Date	Session Title	Channel	Total Views [V], Reach [R] & Livestream [L]	Reach (R)	Views (V)	Engagements (E)	Shares (S)	Likes (L)
Friday, October 8, 2021	Why I Love Gobies & You Should Too!	Website & Facebook LIVE!	499 [V] 2,432 [R]					
		Facebook LIVE! Only	43 [L]	737	151	20	5	13

(PART TWO)

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

 FUD
 FOUNDER & DIRECTOR OF THE HUMAN DIVER
 OCTECNICAL AND JJ CCR DIVER

 SCUBA
 101

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 underwater
 CHAT! 360
 LIVE!
 8 MONTHLY GLOBAL
 WEBINAR SERIES

SESSION 8

TITLE: A to Z Human Factors & Diving The Continuation [Part 2]

DATE: Friday, October 8, 2021 – 8:30 PM

LINK: <https://youtu.be/ueiKlk3bc9g>

Telecast Date	Session Title	Channel	Total Views [V], Reach [R] & Livestream [L]	Reach (R)	Views (V)	Engagements (E)	Shares (S)	Likes (L)
Friday, October 8, 2021	A to Z Human Factors & Diving The Continuation [Part 2]	Website & Facebook LIVE!	369 [V] 1,630 [R]					
		Facebook LIVE! Only	61 [L]	494	112	11	2	8


 UK
ROB THOMPSON
 CONSERVATIONIST AND
 SOCIAL ENTREPRENEUR
 MANAGING DIRECTOR,
 ODYSSEY INNOVATION LTD


& DIALOGUE EXCHANGE WITH

 INDONESIA
SWIETENIA
PUSPA LESTARI
 EXECUTIVE DIRECTOR,
 DIVERS CLEAN ACTION

 SINGAPORE
MATHILDA
D'SILVA
 FOUNDER,
 OCEAN PURPOSE PROJECT

**THE EPIC JOURNEY OF
 RECYCLED MARINE
 PLASTIC**

SESSION 9

TITLE: The Epic Journey of Recycled Marine Plastic with Ocean Hero

DATE: Friday, October 8, 2021 – 9:30 PM

LINK: <https://youtu.be/BP9NE02zet8>

Telecast Date	Session Title	Channel	Total Views [V], Reach [R] & Livestream [L]	Reach (R)	Views (V)	Engagements (E)	Shares (S)	Likes (L)
Friday, October 8, 2021	The Epic Journey of Recycled Marine Plastic with Ocean Hero	Website & Facebook LIVE!	1,215 [V] 6,812 [R]					
		Facebook LIVE! Only	77 [L]	2,064	368	21	3	16

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.

* 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

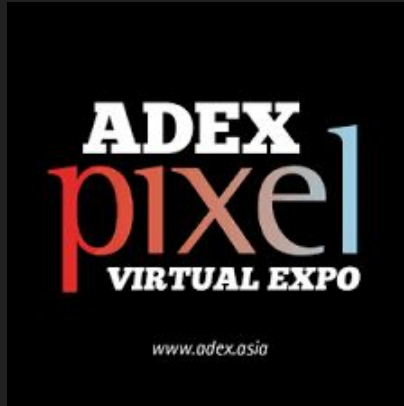
ABOUT ADEX ASIA DIVE EXPO

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

THANK YOU!

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