

GLOBAL VIRTUAL PREMIERE IMPACT REPORT

The Great 14th

TENZIN GYATSO, THE 14TH DALAI LAMA IN HIS OWN WORDS



A GLOBAL CINEMATIC CELEBRATION

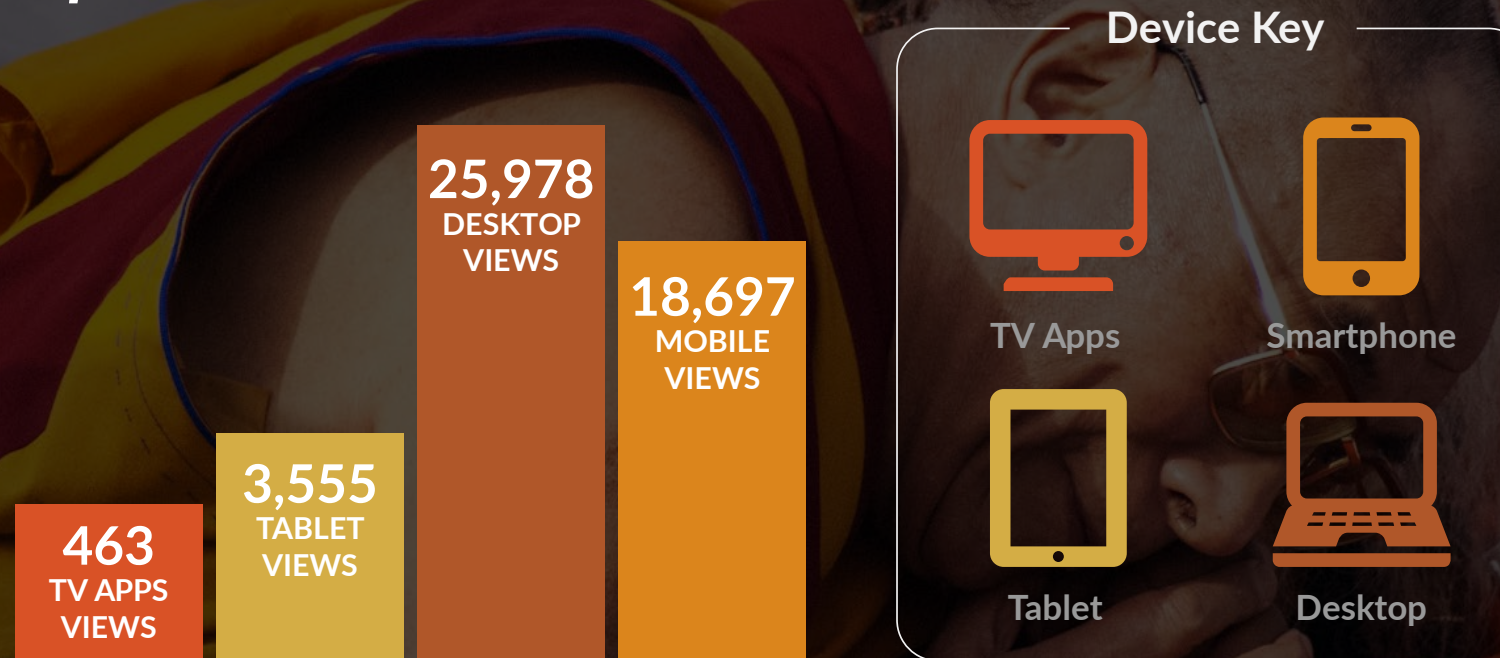
On June 27th and 28th, 2020, Frame of Mind Films offered an unprecedented global opportunity to stream the award-winning film **The Great 14th: Tenzin Gyatso, The 14th Dalai Lama In His Own Words** in early honor of His Holiness' 85th Birthday. Over the 48 hour viewing window, audiences tuned in from all reaches of the globe.

IMPACT MILESTONES

48,675 VIEWERS
ACROSS **146** COUNTRIES

MOST VIEWS BY DEVICE

48,675 VIEWERS TOTAL



TOP 50 REGIONS BY VIEWERSHIP

United States	South Africa
India	Belgium
Brazil	Japan
United Kingdom	Portugal
Mexico	Ireland
Australia	Sweden
Singapore	Philippines
Canada	Denmark
Taiwan	Bhutan
Germany	Austria
France	Peru
Italy	Thailand
Spain	Norway
Malaysia	Czech Republic
Netherlands	Costa Rica
Switzerland	Croatia
Nepal	Ecuador
Argentina	Romania
Russia	Poland
New Zealand	Mongolia
Vietnam	Turkey
Chile	Uruguay
Israel	Guatemala
Colombia	Finland
Hong Kong	Venezuela



TOP SIX REGIONS



United States



India



Brazil



United Kingdom



Mexico



Australia

SOCIAL MEDIA MARKETING IMPACT ANALYTICS

The Great 14th: Tenzin Gyatso,
The 14th Dalai Lama In His Own Words

THE NUMBERS:

2.2M Global Social Media Users Reached

1.3M Global Hashtag Impressions

1M The Great 14th Global Trailer Views

60,000+ E-Newsletter Subscribers

6,000+ Social Media Followers

THE NUMBERS VISUALIZED





SPREAD THE LOVE - CLICK THE ICONS

Help us continue to make this the largest global virtual premiere and birthday celebration in history!



SHARE The Great 14th trailer online by clicking [here](#)



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IMDb



9.1/10 (104 reviews)

The Great 14th: Tenzin Gyatso,
the 14th Dalai Lama in His Own
Words (2019)

1h 22min | Documentary | 10 October 2019 (USA)



10/10

"AN OSCAR-QUALITY FILM"

trishthompsonasia | 1 July 2020

Beautiful and moving film of historical significance. At 85, HHDL is sharp and witty and wise. The filmmakers did their research. With the exception of a couple of shots, the footage is new to even the most avid followers of His Holiness, and includes fresh images, as well as fresh information regarding Potala Palace intrigue and the early years before being forced to escape Tibet. This is a film to watch again and again.



10/10

"UTTERLY COMPELLING"

angiemstewart | 27 June 2020

Hearing the 14th Dalai Lama talk about his life is just wonderful and the old movie footage of him as a young boy and as a young man is simply amazing

IMDb



10/10

*"BEAUTIFUL AND INSPIRING FILM
WITH REMARKABLE FOOTAGE"*

christian_steinert | 1 July 2020

It is a very beautiful, quiet film which traces the major milestones in the life of the Dalai Lama. The words within the film are his own and told in his own voice which makes the film very endearing.



10/10

*"ELEGANT FILM RICH IN HISTORY
AND CHARACTER"*

jan-19140 | 1 July 2020

Can't say enough good about this film. I have heard HH Dalai Lama tell his story and seen other movies about his life. This one told in his own words elegantly juxtaposes his history with film and photographs of the events. It differs from previous films by his narration from the perspective of his now 80+ years. I know of no one who has lived a life of such great honesty and integrity. The film is a true inspiration to all to live a life of compassion and wisdom.



10/10

*"WATCHED IT ONCE THEN
WATCHED IT AGAIN"*

thecoronas-84071 | 1 July 2020

So well done. Some footage I've never seen, brilliantly included into the narrative. His Holiness telling his own story including some incredible dreams...one yet to come true! May it come true and may His Holiness live a very long and healthy life!! Perhaps you could add Chinese sub titles - it could be very helpful for Chinese viewers. Many thanks for making this film.

IMDb



10/10

"A MUST WATCH"

kelliesimone | 1 July 2020

The most moving film I've ever seen, exquisitely told, beautifully made. A superb film about a wonderful human being.



10/10

"MOVING, INSPIRING, IMPRESSIVE, BEAUTIFULLY DONE"

kathycrowedesign | 1 July 2020

The Dalai Lama tells his story in his own words, with many clips of important points in his life. Not only is his personal compassion and wisdom compelling, but he is also wise in the ways of the world and his place in it.

A wonderful, wonderful film that could just change your life.



10/10

"A MEDICINE THE WORLD NEEDS NOW"

lisa-77451 | 1 July 2020

What a beautiful film! The message of His Holiness the Dalai Lama is a medicine the world so desperately needs now. The message of compassion and love so elegantly simple, yet with a profound ability to change the chaotic trajectory we are on. Can we hold his words in our hearts and remember what it truly means to be human?

IMDb



10/10

*"WOW, AMAZINGLY WELL
PUT TOGETHER!!"*

ziggyheuer | 2 July 2020

Loved every moment of this documentary, What a legend!! Probably the best movie I've ever seen that showcases His Holiness The Dalai Lama's life.



10/10

"WHAT A REALITY REBOOT"

golick-506-390819 | 1 July 2020

Watched this three times during the free online opportunity and it was a life-changer. Each viewing revealed more understanding. It's as if the experience was a transmission ~ a reboot in conscious awareness and Soul connection. I hope many, many more people will have the opportunity and be inspired to see this documentary, and also, that it will soon be available for us to purchase in DVD format, PLEASE.



10/10

"A MUST SEE!"

Emily-Kelley | 1 July 2020

This movie was absolutely wonderful. It was so special hearing His Holiness speak of his life, and to see old images of him. It was put together beautifully. What a truly inspiring man. I will definitely buy it when available.

IMDb



10/10

*"A VERY ESSENTIAL FILM FOR
OUR TIMES"*

alisonclarke-84101 | 1 July 2020

A really great documentary and a very essential film for our times.



10/10

"MORE THAN AN ADORATION"

lauridenyer | 1 July 2020

What I loved about this film, which my partner and I watched twice during the free period, was that the Dalai Lama's thoughts on so many subjects are now on record, along with the beautiful, clear way he understands and sees the world. Even if he were an ordinary person, which he clearly is not, the qualities shown here are so educational and encouraging, that that alone, not curiosity or devotion, make this film so valuable to see.



10/10

"SUCH A TREASURE!"

lisa-24062 | 1 July 2020

Kudos to this project for allowing us to see such precious historical footage of HHDL, and hear in his own words and voice what it was like! Unbelievable treasure for the ages. So many gentle words of wisdom, as if he's speaking to us personally. I've seen him speak in person multiple times, and yet this film succeeds in bringing out so much valuable material - my heart swells in gratitude.

The Great 14th

PRODUCED BY FRAME OF MIND FILMS

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IMPACT CAMPAIGN BY 360 MEDIA

