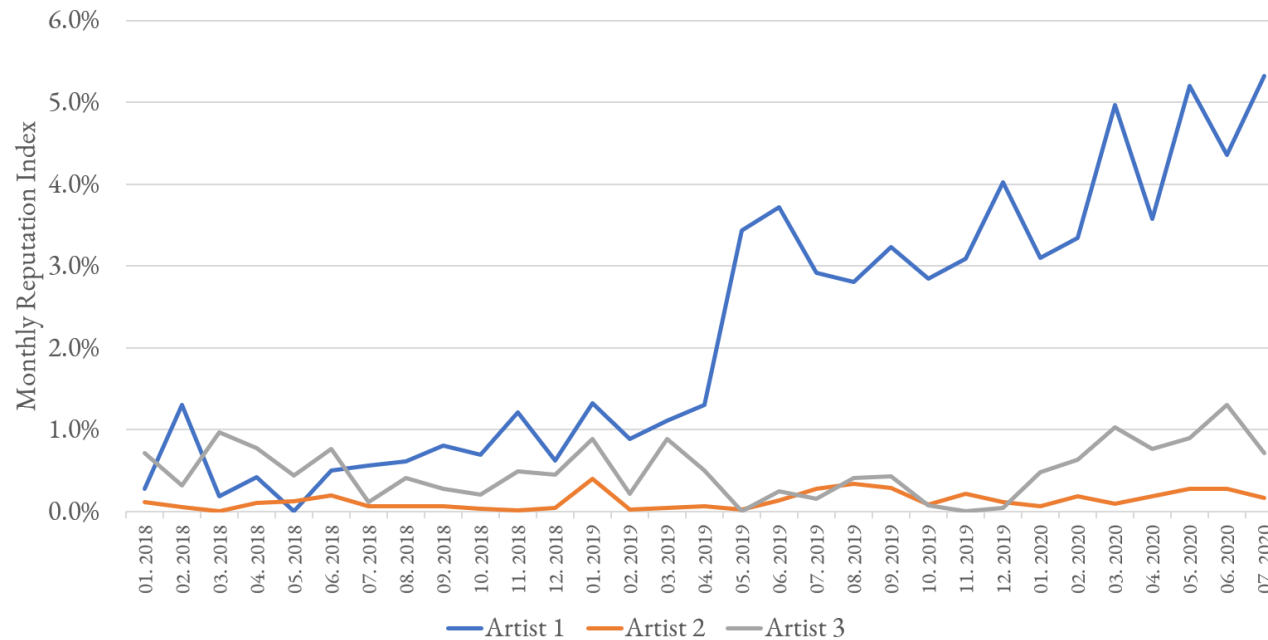


Reference analysis for galleries: Track the reputation of your artists.

Evolution of Artist Reputation
Artist 1-3



Graph 1

Graph 1 depicts how the reputation of your artists has evolved: NAMAC tracks 1'000'000 art relevant institutions and people, which are all assigned an importance weight (Art Market Importance Score). An index score of 1% means that the artist has received attention from art relevant people and institutions whose composite Art Market Importance Scores (AMIS) equals 1% of the sum of all Art Market Importance Scores. The graph can be used for pricing decisions or to control the effectiveness of marketing efforts.

Reference analysis for galleries: See who exactly gives attention to your artists.

Table 1 lists some people and institutions that liked a post of artist 1 or uploaded a photo with the hashtag of that artist.

Posts:

A click on the column name (31.01.2021_1) will open the Instagram post. **(Hyperlink)** A green box indicates that the artist received a like or a hashtag post by the person or institution on the respective row.

Real Name	Username	Art Market Importance Score (AMIS)	Number of Likes Received	Profile Description	Instagram Links	Is the account public?	Number of Contributions	Followers	Following	31.01.2021_1
FITZ & CO	fitzandco	33.14%	12	Global strategic agent	fitzandco.art	public	3617	32700	2063	1
kamel mennour	kamelmennour	33.14%	1	Paris/London	www.francecult	public	3399	81300	2305	0
Boros Collection	boroscollection	32.35%	1	Private Collection of C	www.boros-col	public	800	50800	472	0

Username:

The account can be reached by clicking on the username. **(Hyperlink)**

Table 1