Peace One Day Broadcast

Digital Report - September 2025



The report was compiled using data from Digitalis, Signal-AI, and Social360 and provides an overview of the monitoring conducted for the Peace One Day Broadcast online campaign in September 2025.

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1. Scope and Methodology

This report contains key metrics from the monitoring of the Peace One Day Broadcast campaign, focusing on the period from 14-28 September 2025. It is split into three sections: Online and Traditional Media Analysis, Social Media Analysis, and Search Engine results Page Analysis.

The data contained within this report was collected using the following keywords and hashtags:

Keywords and Hashtags

Peace Day Live	**#PeaceDay**	**#PeaceOneDay**	**#PeaceDayLive**	**#InternationalPeaceDay**
Peace Day	**#JeremyGilley**	**#WordsOfPeace**	**#21September**	**#DoYourPeace**
Peace One Day	**#SDGs**	**#GlobalGoals**	**#TurnItAround**	**#cybernonviolence**
Peace One Day Anthem				

Background

Peace One Day was established 24 years ago, and since the beginning, their mission has been to institutionalise the Day of Peace. In order to have clarity around how well they've been doing with that objective, they have measured what was happening across the entire world.

That's what this report is showing you, the reach number around 21 September that is a result of 24 years of continued advocacy work and campaigning in relation to the institutionalisation of 21 September. It's not about Peace One Day, it's all about Peace Day, and what we are seeing is institutionalisation of the Day taking place. What we mean by that is that Peace One Day have pushed so hard for so long, that the day is becoming part of peoples' calendars, like Mother's Day or Valentine's Day.

This has been a success only because of everyone's efforts across the world. It's fantastic to see and Peace One Day will of course go further. The combined social media footprint consisting of the 16 channels that Peace One Day run, places them in the top 20 non-profit international organisations and charities, when it comes to social media presence.

2. Summary

Social Media Analysis Highlights

The Peace One Day social media campaign for the Peace One Day Broadcast garnered highly impressive engagement statistics this year, as we recorded nearly **10 times** the impressions volume recorded last year, and a **45%** increase in engagements.

- 10,114,330 impressions
- 120,008 engagements

The collective hashtags we monitored for the Peace One Day Broadcast event were used in almost every single country in the world. The following were the most frequently used within the period 14 -28 September 2025.

- #PeaceDay (14,892 total tweets)
- #SDGs (13,825 total tweets)
- #InternationalPeaceDay (4,549 total tweets)
- #GlobalGoals (3,795 total tweets)
- #WordsOfPeace (1,006 total tweets)

The digital event viewership saw an exponential increase this year as we recorded a total of **4,101,586 views** across all media platforms for the measuring period. This is nearly **8 times** the 524,878 views recorded for the 2024 event. This is largely thanks to the increased viewership and engagement with the X livestream. The average viewing time on the website was 52 minutes, which represents an 18% increase compared to last year's figure.

Online and Traditional Media Analysis Highlights

- On the day of the event (21 September 2025), the publications that mentioned Peace One Day had a total estimated reach of **9 billion**. The US, the UK, and Japan produced the most articles relating to the day itself.

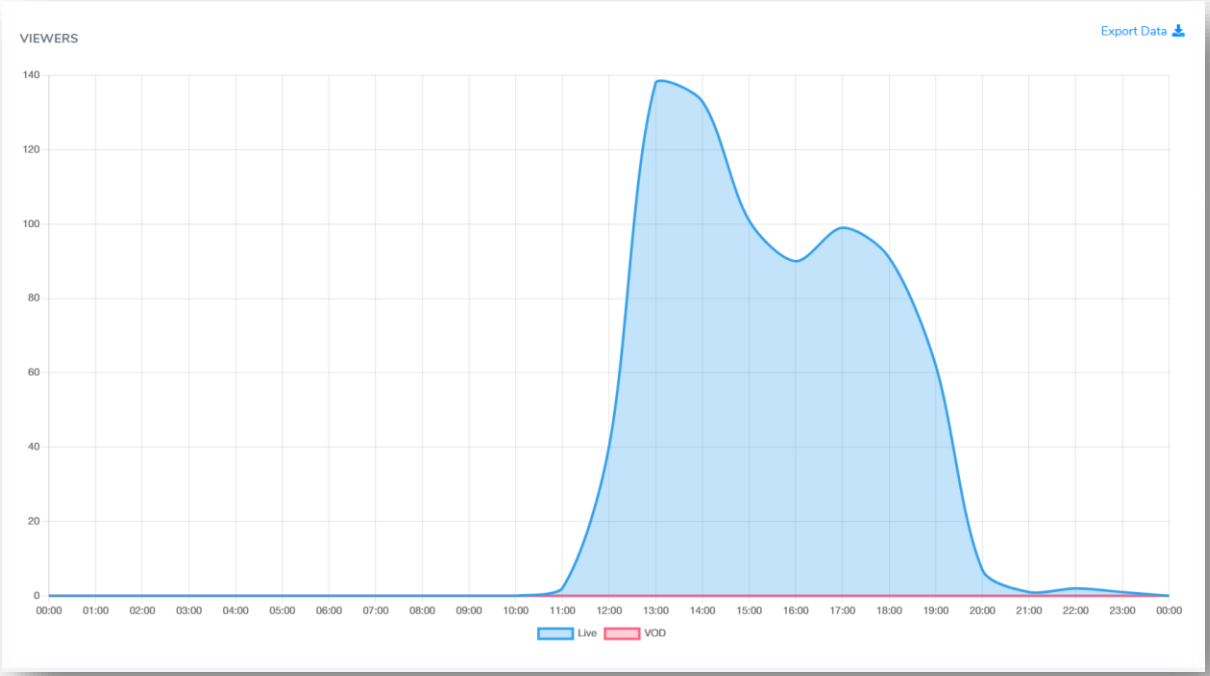
- Throughout the monitoring period, Peace One Day received extensive media coverage, with no articles carrying a negative sentiment.

Search Engine Results Page Analysis Highlights

The search engine results pages (SERPs) for the keywords associated with the Peace One Day Broadcast event presented positive findings. The results for "Peace Day Live" and "Peace One Day Anthem" in particular were very positive and consistent throughout the monitoring period returning controlled assets, news articles, and social media posts mentioning the event.

3. Website Traffic

The Peace One Day website gained over 140 active users on the day of the event. It amassed a total of 444 views over the monitoring period, with an average viewing time of 52 minutes.

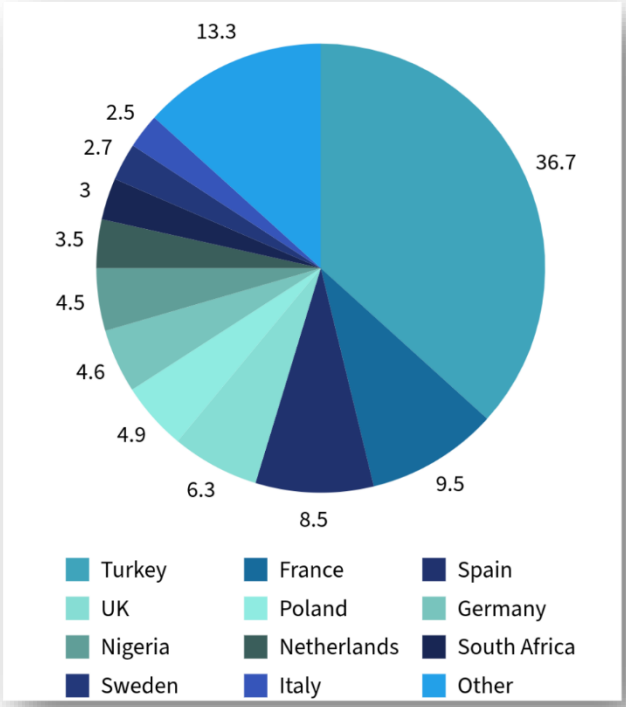


Based on data collected for the 2024 #PeaceDay event, this represents:

- A 34% increase in the number of active users on the day of the event.
- A 118% growth in the total number of views on the website.
- An 18% augmentation in the average viewing time.

Event Viewership

The event was viewable on five locations, on the @PeaceOneDay X account, on Facebook, on LinkedIn, on YouTube, and at www.peaceoneday.org. Together, they brought the event a total combined live viewership of **4,101,586**— a 680% hike compared to last year's statistics. Most of these views originated from the X Livestream, which alone amassed an impressive 3.5 million views. This, combined with the web traffic information detailed above, indicates that the viewers that tuned in on 21 September 2025 were highly engaged, with users visiting our website as well as viewing and interacting with our social media output. The chart below demonstrates the global reach of the campaign, using the X livestream viewership percentage by country as an example.



4. Social Media Analysis

This section presents an analysis of social media coverage of the Peace One Day Broadcast event, focusing on activity during the period 14-28 September 2025.

The following statistics are the total tweets for various keywords associated with the event between 14-28 September 2025. These give an indication of the scale of content being shared on the platform.

- #PeaceDay (14,892 total tweets)
- #SDGs (13,825 total tweets)
- #InternationalPeaceDay (4,549 total tweets)
- #GlobalGoals (3,795 total tweets)
- #WordsOfPeace (1,006 total tweets)
- #21September (209 total tweets)
- #PeaceOneDay (155 total tweets)
- #DoYourPeace (114 total tweets)
- #TurnItAround (18 total tweets)
- #PeaceOneDayAnthem (14 total tweets)
- #JeremyGilley (8 total tweets)
- #CyberNonViolence (4 total tweets)

Online Coverage

This section provides examples of how the event was picked up and shared by prominent users on X. We have included the follower counts which indicate the potential audience for these specific tweets, in addition we include the approximate number of retweets and likes which show direct engagement and interaction with the message. The number of posts related to the Peace One Day Broadcast event increased steadily in the lead-up to the occasion, peaking on 21 September 2025 as the event organisers and participants actively promoted the event.

- Richard Branson (12.1m followers) and former MP Nadhim Zahawi (112.4k followers) are among those to repost Peace One Day and Jeremy Gilley's posts surrounding the event on 21 September.
- Anonymous Scandinavia (27.1k followers) is another account that shared Peace One Day's account on the day of the event.
- Out of all the standalone hashtags tracked for this analysis, #PeaceDay, #SDGs, #InternationalPeaceDay, and #GlobalGoals and appear the most frequently.

Peace One Day Team Social Media Campaign Tweets

Peace One Day took to social media platforms several times to promote the Peace One Day Broadcast event. The following posts were all published through Peace One Day's and Jeremy Gilley's social media channels.

Peace One Day on X (34.2k+ followers)

"We are Live! Enjoy the Peace One Day Broadcast." (2K likes, 99 reposts, 7.4M views. 21 Sep)

Peace One Day on Instagram (10.6k+ followers)

"Dave Stewart (@davestewarteurythmics) Artist and Peace One Day Ambassador Vanessa Amorosi (@vanessaamorosi) participate in the Peace One Day Broadcast, 21 September 2025, 1pm BST..." (304 likes, 20 Sep)

"What an unforgettable day! Catch up on everything you missed through the link in our bio…" (106 likes, 21 Sep)

Jeremy Gilley on X (31.3k+ followers)

"A statement from Peace One Day Ambassador Jude Law for the Peace One Day Broadcast..." (8 reposts/likes, 27 Sep)

Jeremy Gilley on Instagram (10.9k+ followers)

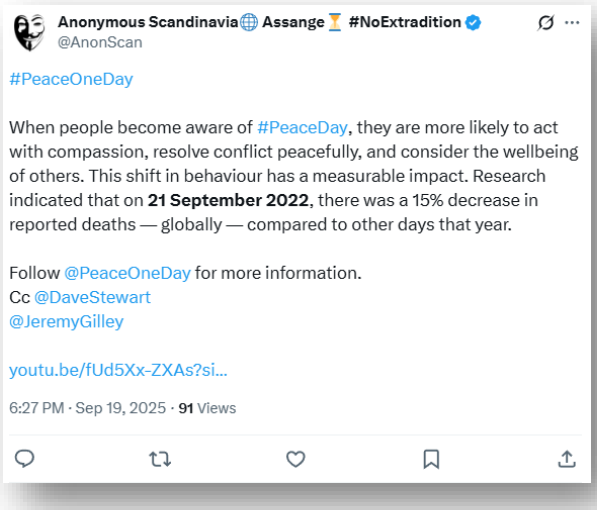
"Peter Gabriel (@itspetergabriel) participates in the Peace One Day Broadcast, 21 September 2025, 1pm BST..." (152 likes, 18 Sep)

"Emeli Sandé (@emelisande) performing at the Peace One Day Broadcast..." (116 likes, 24 Sep)

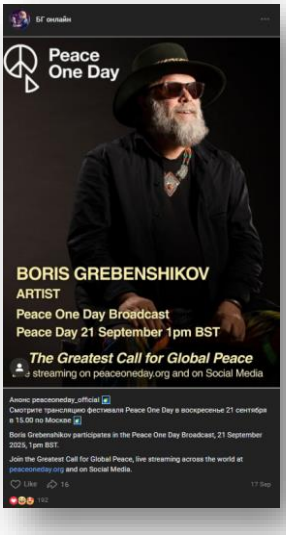
Other Participants

Below are some of the key posts from around the world shared by users with significant followings.

- Anonymous Scandinavia (27.1k followers) shared "#PeaceOneDay When people become aware of #PeaceDay, they are more likely to act with compassion, resolve conflict peacefully, and consider the wellbeing of others. This shift in behaviour has a measurable impact. Research indicated that on 21 September 2022, there was a 15% decrease in reported deaths — globally — compared to other days that year. Follow @PeaceOneDay for more information. Cc @DaveStewart 16 October 2025 @JeremyGilley." (19 Sep)



- BG Online (15k followers, 200 reactions/shares) posted "Boris Grebenshikov participates in the Peace One Day Broadcast, 21 September 2025, 1pm BST..." (17 Sep)



- Politics-focused Karyn Caplan (3.4k followers) noted "Less than 2 hours to go! Join #PeaceOneDay for the launch of @realdarylhall @DaveStewart anthem song & Call for World Peace. Brilliant lineup of @itspetergabriel Jude Law @richardbranson @peterframpton @deespeak @Beverleyknight @MelissaFleming & more." (21 Sep)

- DeepFlowAI founder Alastair Moore (2.7k followers, 2 reposts/likes) remarked "I just bought a bit of the #PeaceOneDay song ft. @DaveStewart @realdarylhall on... to help support this fantastic event - and promote peace globally." (21 Sep)

- Bikeability CEO Emily Cherry (1.8k followers, 2 reposts/likes) highlighted "Join @PeaceOneDay live broadcast today for the #InternationalDayOfPeace You can also support by owning a piece of the incredible new anthem by @DaveStewart such a moving anthem to demonstrate the need for peace." (21 Sep)

- All Together in Dignity Europe (1.7k followers, 2 reposts/likes) posted "#EndPoverty #FightInequality#NoPeaveWithoutJustice#PeaceDay", sharing a post from POD's Jeremy Gilley." (20 Sep)

- Japan-based author Masahide Nishimura (1.5k followers, 2 reposts/likes) wrote "Good morning! Today is [International Peace Day]! It seems this day was established through the initiative of a person named Jeremy Gilley! May today be another peaceful and wonderful day!!" (20 Sep)

- Founding partner of The Building Blocks Gracie Page-Fozzati (1.3k followers, 9 reposts/likes) tweeted "Our tokenised music platform @songbitsfans enables you to buy a bit of today's iconic @PeaceOneDay anthem. Proceeds to a noble cause in a divided world." (21 Sep)

- Better World Info (960 followers) detailed "Better World Info supports PeaceOneDay... please share." (21 Sep)

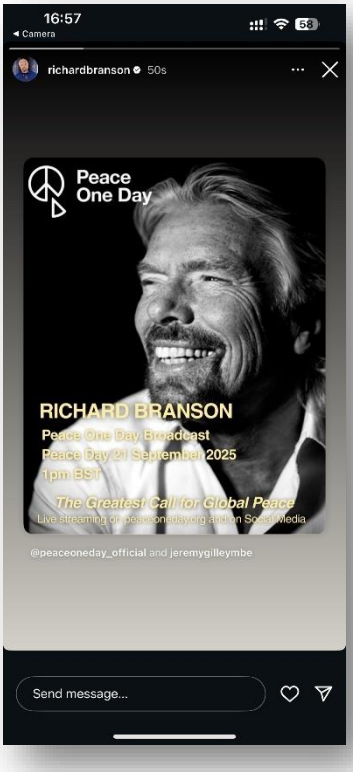
- SongBits (924 followers, 11 reposts/likes) noted "Support @PeaceOneDay by buying a bit of the Anthem from @DaveStewart & @realdarylhall... Own part of the song + fund @JeremyGilley & team's mission to make 21 Sept Peace Day worldwide." (23 Sep)

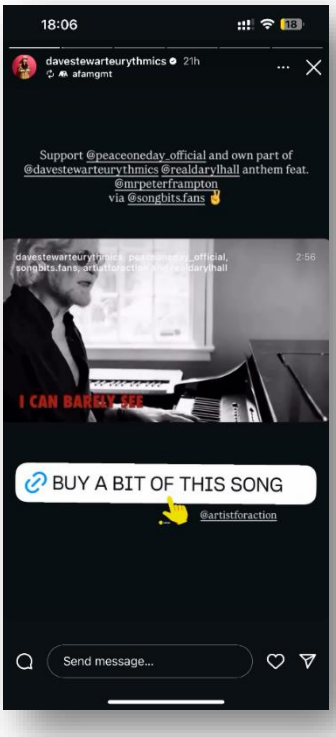
- Edward Betham CofE Primary School (185 followers) shared "Our Junior Choir (invited by @YVconcerts) was honoured to sing One Love in the global #PeaceOneDay broadcast alongside artists like Dave Stewart, Basement Jaxx and Emeli Sandé. Music unites us all." (21 Sep)

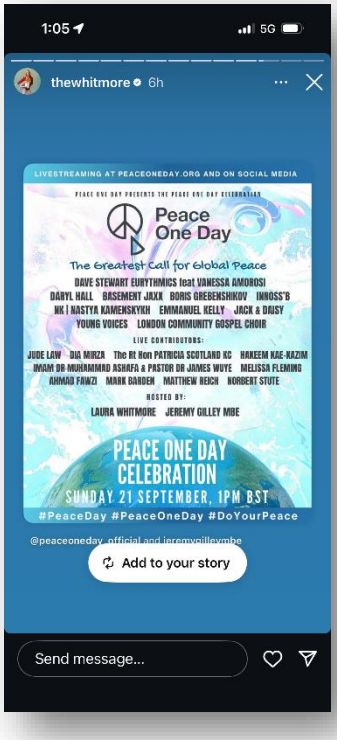
Additional Examples of Key Social Media Posts

The following screen captures show some of the key posts made by various influencers, politicians, athletes and other key personalities that engaged with the 2025 edition of Peace Day Live.



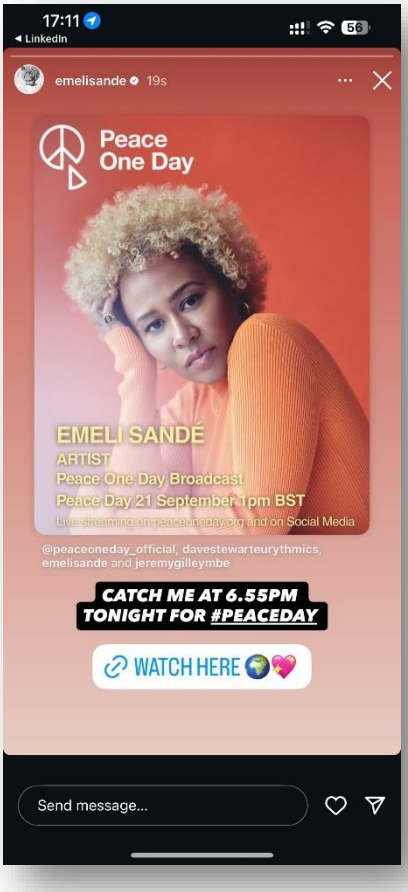










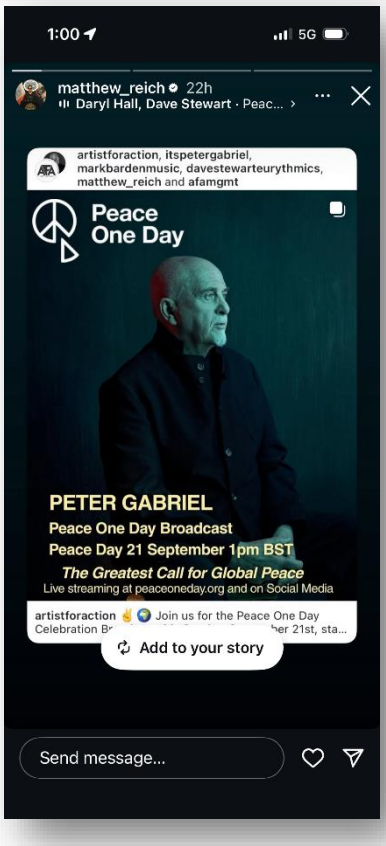

17:11
LinkedIn
emelisande 19s
Peace One Day
EMELI SANDÉ
ARTIST
Peace One Day Broadcast
Peace Day 21 September 1pm BST
Live streaming on peaceoneday.org and on Social Media
@peaceoneday_official, davestewarteurythmics, emelisande and jeremygilleymbe
CATCH ME AT 6.55PM TONIGHT FOR #PEACEDAY
WATCH HERE
Send message...


16:15
WhatsApp
Reels
Friends
I THINK THE FIRST THING WAS PROBABLY WITH PEACE ONE DAY
citizensworldchoir
Follow
Celebrating yesterday's inspiring Peace Day ...
Add comment...


16:26
Tagged
peaceoneday_official
Manage
2 days ago · See Translation · Made with effect
angelikajaroslawskasapieha
Liked by stephanvn_official and others
angelikajaroslawskasapieha Today, the International... more
2 days ago


22:29
4G
darasingkhurana 11h
Added to Peace Broadcast
Hi @irisgoldmusic!
You are a Rockstar
LONDON, ENGLAND
Send message...


12:21
Steve Bolton
21 Sep
Happy International Day of Peace!
Today, supported by JAAQ's sponsorship of Peace One Day, our work continues to bring hope and support to people in conflict zones around the world.... See more
49
Most relevant
Steve Bolton · 4w
Live stream link - https://peaceoneday.org/Main/General?p=PeaceDay
PEACEONEDAY.ORG
peaceoneday.org
Steve Bolton · 4w


1:00
5G
matthew_reich 22h
Daryl Hall, Dave Stewart · Peac...
artistforaction, itspetergabriel, markbardenmusic, davestewarteurythmics, matthew_reich and afamgmt
Peace One Day
PETER GABRIEL
Peace One Day Broadcast
Peace Day 21 September 1pm BST
The Greatest Call for Global Peace
Live streaming at peaceoneday.org and on Social Media
artistforaction Join us for the Peace One Day Celebration
Add to your story
Send message...


1:08
5G
vanessaamorosi 39m
Watch it live
YOUTUBE
Peace One Day
night of the proms
DAVE STEWART & VANESSA AMOROSI
Peace One Day Broadcast
Peace Day 21 September 1pm BST
The Greatest Call for Global Peace
Live streaming at peaceoneday.org and on Social Media
@peaceoneday_official, vanessaamorosi, davestewarteurythmics, nightoftheproms and jeremygilleymbe
Send message...


1:48
5G
nadirahx 1h
Peace One Day
NADIRAH X
ARTIST
Peace One Day Broadcast
Peace Day 21 September 1pm BST
The Greatest Call for Global Peace
Live streaming on peaceoneday.org and on Social Media
@peaceoneday_official, davestewarteurythmics, nadirahx and jeremygilleymbe
Send message...

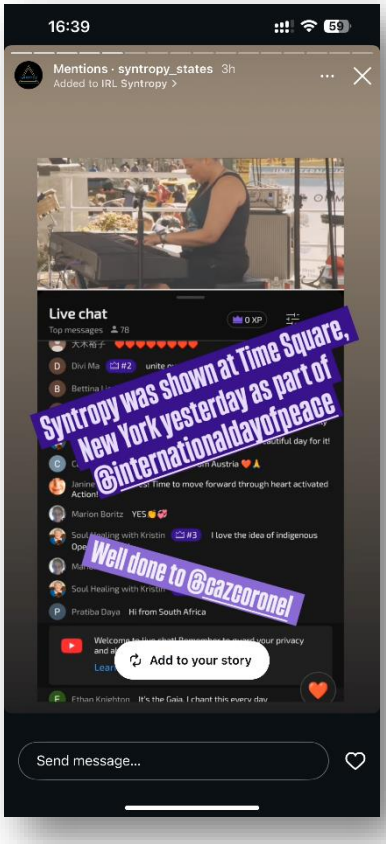

22:30
4G
darasingkhurana 2h
Added to Peace Broadcast
Absolute honour meeting The Former
Spokesperson of United Nations
Mr. Ahmad Fawzi
Send message...


1:09
5G
afamgmt 2h
matthew_reich
LIVE STREAMING AT PEACEONEDAY.ORG AND ON SOCIAL MEDIA
Peace One Day
The Greatest Call for Global Peace
DAVE STEWART EURYTHMICS feat VANESSA AMOROSI
DARYL HALL EMELI SANDÉ BASEMENT JAXX PETER FRAMPTON
BORIS GREBENSHIKOV INNOSS'B NK | NASTYA KAMENSKYKH
EMMANUEL KELLY IRIS GOLD JACK & DAISY NADIRAH X ASH WALLBRIDGE
YOUNG VOICES LONDON COMMUNITY GOSPEL CHOIR
HOSTED BY:
DARASING KHURANA LAURA WHITMORE JEREMY GILLEY MBE
SPEAKERS:
JUDE LAW DIA MIRZA RICHARD BRANSON
THE RT HON PATRICIA SCOTLAND KC HAKEEM KAE-KAZIM
IMAM DR MUHAMMAD ASHAFA & PASTOR DR JAMES WUYE
THE RT HON NADHIM ZAHAWI MELISSA FLEMING AHMAD FAWZI
DR SCILLA ELWORTHY MARK BARDEN MATTHEW REICH DR NORBERT STUTE
PEACE ONE DAY BROADCAST
SUNDAY 21 SEPTEMBER, 1PM BST
#PeaceDay #PeaceOneDay #DoYourPeace
@vanessaamorosi
Add to your story
Send message...

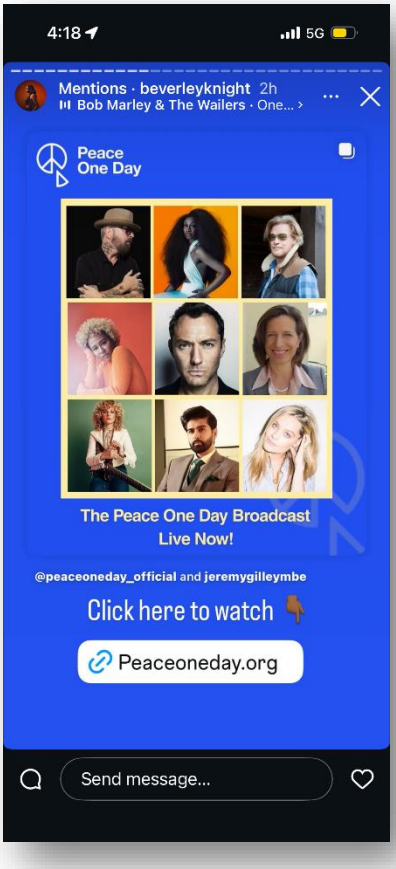

1:06
5G
karmaekmekji 3h
Linhy · Peace Is a Choice I Make
September 21. Today is the International Day of Peace.
I know, before we roll our eyes, read caption
@karmaekmekji
Send message...


16:32
60
matthew_reich 5h
LIVE STREAMING AT PEACEONEDAY.ORG AND ON SOCIAL MEDIA
Peace One Day
The Greatest Call for Global Peace
DAVE STEWART EURYTHMICS feat VANESSA AMOROSI
DARYL HALL EMELI SANDÉ BASEMENT JAXX PETER FRAMPTON
BORIS GREBENSHIKOV INNOSS'B NK | NASTYA KAMENSKYKH
EMMANUEL KELLY IRIS GOLD JACK & DAISY NADIRAH X ASH WALLBRIDGE
YOUNG VOICES LONDON COMMUNITY GOSPEL CHOIR
HOSTED BY:
DARASING KHURANA LAURA WHITMORE JEREMY GILLEY MBE
SPEAKERS:
JUDE LAW DIA MIRZA RICHARD BRANSON
THE RT HON PATRICIA SCOTLAND KC HAKEEM KAE-KAZIM
IMAM DR MUHAMMAD ASHAFA & PASTOR DR JAMES WUYE
THE RT HON NADHIM ZAHAWI MELISSA FLEMING AHMAD FAWZI
DR SCILLA ELWORTHY MARK BARDEN MATTHEW REICH DR NORBERT STUTE
PEACE ONE DAY BROADCAST
SUNDAY 21 SEPTEMBER, 1PM BST
#PeaceDay #PeaceOneDay #DoYourPeace
@vanessaamorosi
Add to your story
Send message...

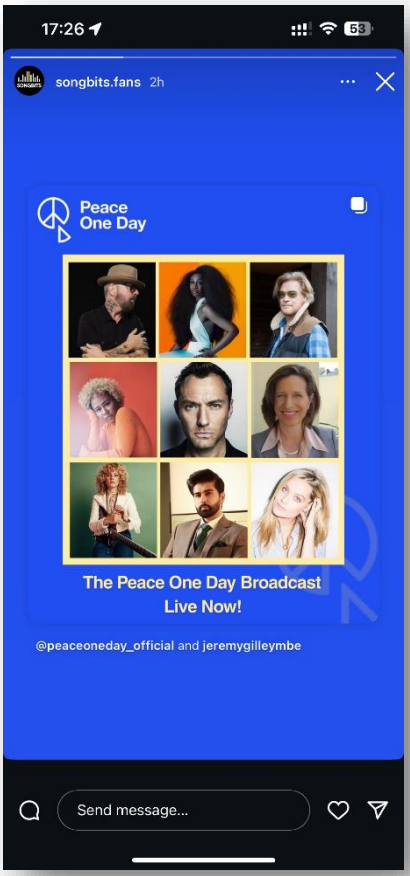

17:49
nadirahx
nadirahx 1:03
Peace One Day
MARK BARDEN
Peace One Day Broadcast
Peace Day 21 September 2025
1pm BST
The Greatest Call for Global Peace
Send message...

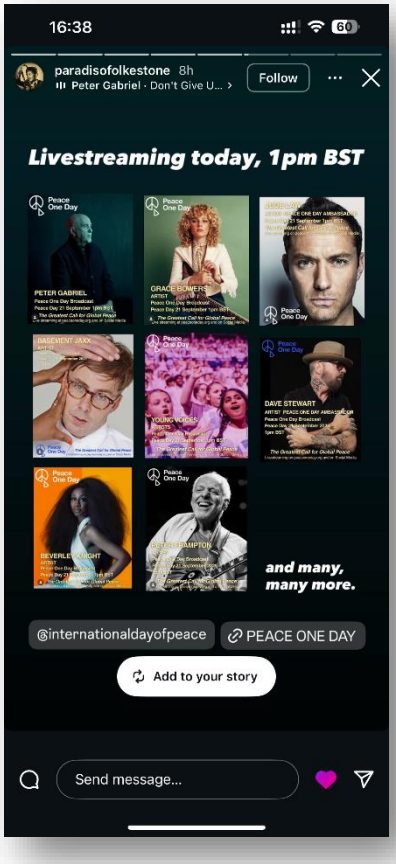

16:39
Mentions · syntropy_states 3h
Added to IRL Syntropy
Live chat
Syntropy was shown at Time Square, New York yesterday as part of @internationaldayofpeace
Well done to @cazcoronel
Add to your story
Send message...


13:40
irisgoldmusic 1h
Talking bout the revolution
@irisgoldmusic
@peaceoneday_official
@internationaldayofpeace
Add to your story
Send message...


4:18
Mentions · beverleyknight 2h
Bob Marley & The Wailers · One...
Peace One Day
The Peace One Day Broadcast Live Now!
@peaceoneday_official and jeremygilleymbe
Click here to watch
Peaceoneday.org
Send message...

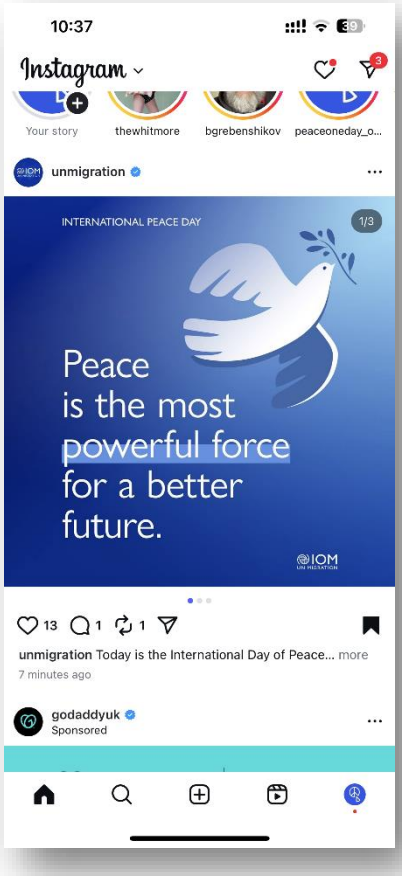

4:20
Mentions · kofiannanfound... 26m
Peace One Day
The Peace One Day Broadcast Live Now!
@peaceoneday_official and jeremygilleymbe
Send message...


17:26
songbits.fans 2h
Peace One Day
The Peace One Day Broadcast Live Now!
@peaceoneday_official and jeremygilleymbe
Send message...


16:38
paradisofolkestone 8h
Peter Gabriel · Don't Give U...
Follow
Livestreaming today, 1pm BST
and many, many more.
@internationaldayofpeace
PEACE ONE DAY
Add to your story
Send message...

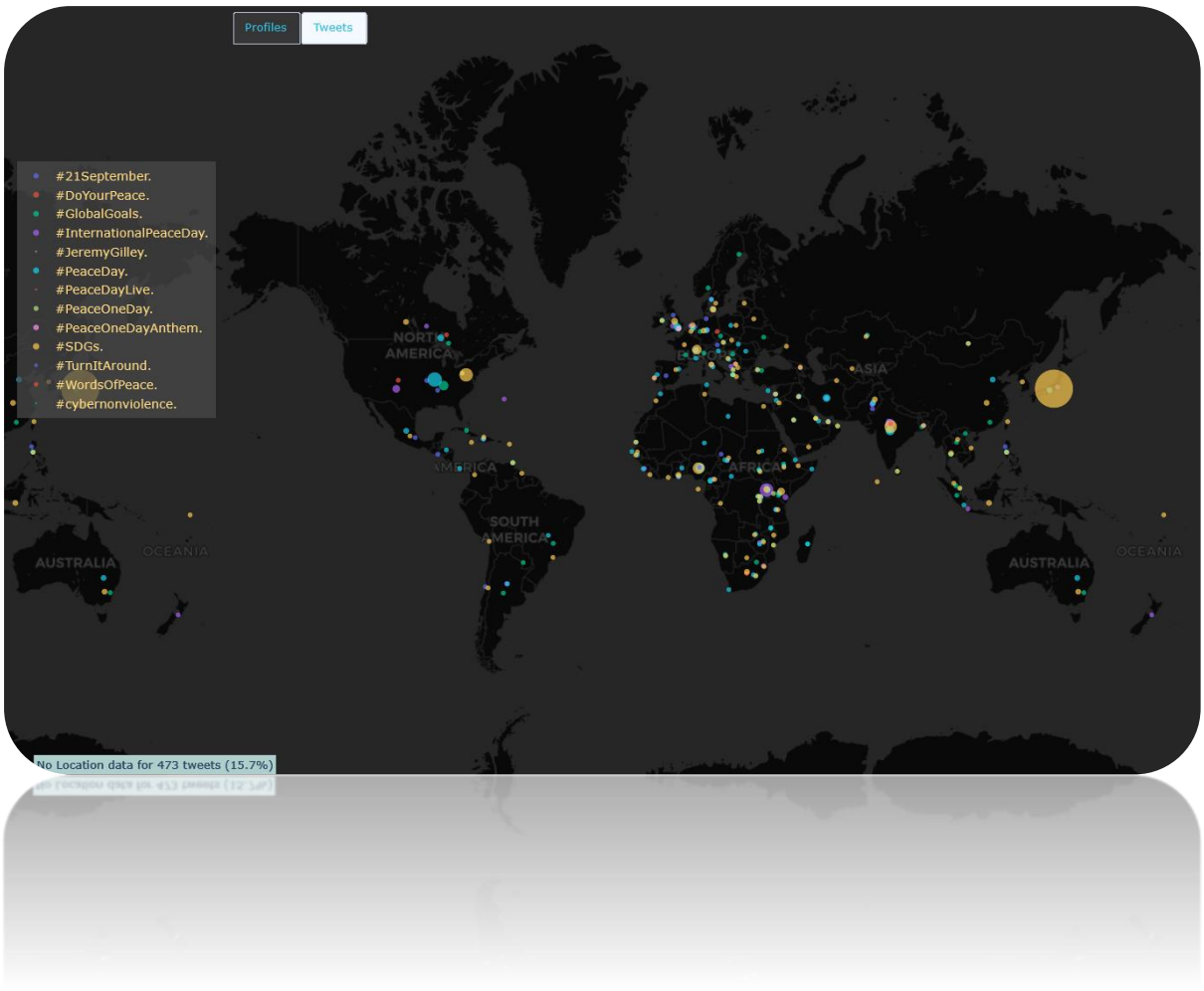

15:35
jackanddaisymusic 2h
Peace One Day
TODAY IS PEACE DAY
21 September! Broadcast starts at 1pm BST
Watch at peaceoneday.org and on Social Media
#PeaceDay #PeaceOneDay #DoYourPeace
@peaceoneday_official and jeremygilleymbe
Send message...


13:08
Posts
multiculturalyouthnyc
multiculturalyouthnyc
Church Center for the United Nations - CCUN
1/10
A day of global ceasefire and non-violence
UN International Day of Peace
#PeaceDay #PeaceOneDay #DoYourPeace
multiculturalyouthnyc Please join @jeremygilleymbe ,Founder of #PeaceOneDay each year on 21 September, will deliver the world's largest global call for PEACE ✌️, streaming LIVE to millions around the world 🌎 at peaceoneday.org and on Social Media.🕊️✌️🌍
We gathered @🏛️Tillman Chapel to pray 🙏 for PEACE on EARTH 🌎 & celebrating #International Peace Day ✌️🌎💫
#MayPracePrevailOnEarth
#PeaceDay #PeaceOneDay #DoYourPeace #21September


10:37
Instagram
Your story
thewhitmore
bgrebenshikov
peaceoneday_o...
unmigration
INTERNATIONAL PEACE DAY
1/3
Peace is the most powerful force for a better future.
IOM
13 1 1
unmigration Today is the International Day of Peace... more
7 minutes ago
godaddyuk
Sponsored

Heat Map

The following heat map represents the user-reported locations for the accounts that tweeted at least one of the monitored hashtags between 14-28 September 2025. Note that location data did not exist for 15.7% of users – this is a normal statistic as not all users provide location data on their profiles and/or tweets. Nonetheless, this heat map demonstrates the global reach of the message, with almost every country being represented. The majority of participating users were based in the UK, US, and Japan.



Trending keywords

The following chart demonstrates all the terms associated with the Peace One Day Broadcast event, taken from across social media.

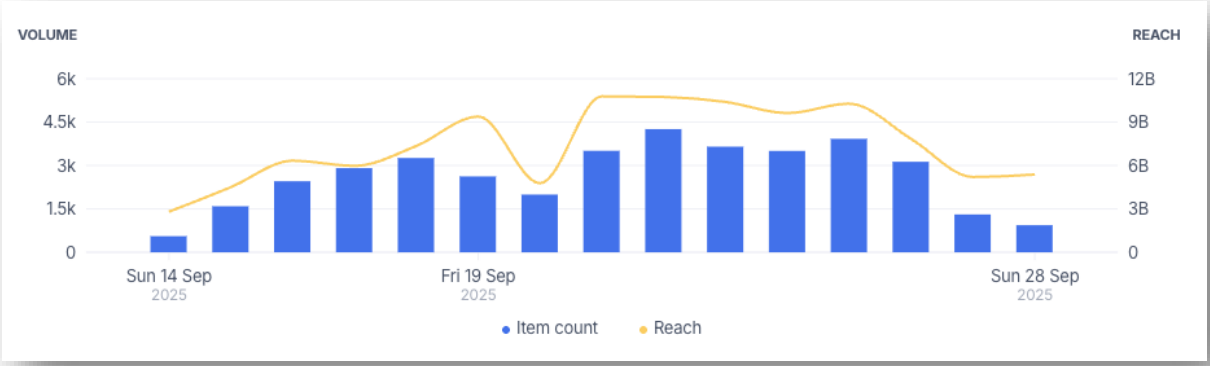


Peace One Day Team Activity

From 14 September 2024 to 28 September 2025, the Peace One Day team posted over 150 times across X, Instagram, Facebook, TikTok, LinkedIn, and YouTube. Over that period, we recorded **10.1M** impressions and **120K** engagements. The most active channel was Peace One Day's X account, thanks to the viewership and engagement with the livestream on the day of the event. The livestream alone amassed **7.6M** impressions and **3.5M** views.

5. Online and Traditional Media Analysis

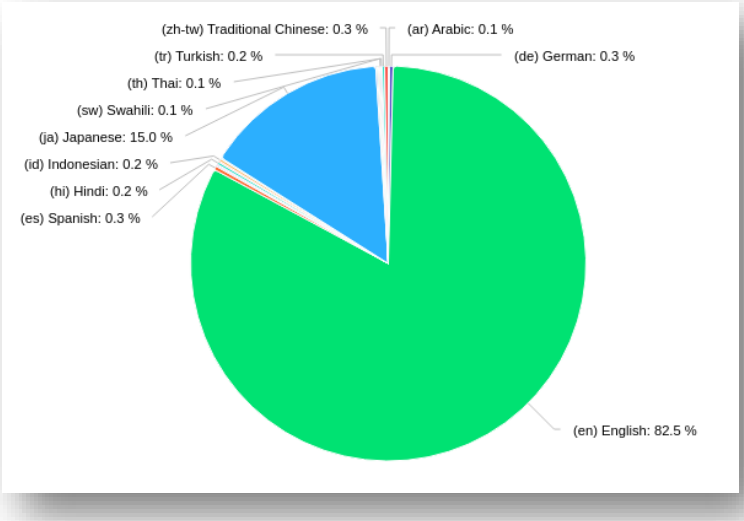
Volume of Coverage



On the day of the event, the publications that mentioned Peace One Day had a total estimated reach of **9 billion**, an impressive figure that highlights the global reach of the campaign.

Note that "reach" refers to the number of times people were potentially reached by news on or about Peace One Day. Reach is calculated from aggregating each publications' circulation (Print) or monthly unique visitors (Digital). Reach, in this case, should not be confused with the actual number of people who read the articles. Instead, it indicates the number of times people may have read news about Peace One Day.

The chart below also demonstrates the global reach of the campaign across different languages, which aligns with the geographical breakdown of users who engaged with the 2025 edition of the Peace One Day Broadcast.



6. Search Engine Results Page Analysis

The section provides an analysis of the first pages of Google's search engine results for the following keywords connected to the campaign:

- Peace Day Live
- Peace Day
- Peace One Day
- Peace One Day Anthem

Methodology for Analysis

In the analysis below we have included tables detailing the various page one results for the above keywords, the URL, headline and relevant positioning on the page are detailed, with each being assigned a coloured tone key: Owned asset (blue), positive (green), neutral (amber), negative (red) and irrelevant (grey).

We tone set the results by analysing each of the URLs ranking across Google's page one and two in the context of the Peace Day Live event campaign. We consider positive URLs to be resources mentioning the Peace Day Live event and raising awareness of it. Neutral search results are ones which may make a mention of the event but that are not specific enough to be considered as positive assets. Irrelevant search results are the ones which may include the keywords, but whose context differs from that of the initiative/does not mention Peace Day Live. Owned assets are websites and social media accounts which are owned and managed by Peace One Day. We have not identified any negative results in relation to the event.

Peace Day Live

14 September 2025

Headline	URL	Tone	Rank
Peace One Day (@PeaceOneDay) · X	https://x.com/PeaceOneDay?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor		1
Peace One Day Live	https://www.peaceoneday.org/Main/PeaceDayLive		2
Peace One Day	https://www.youtube.com/peaceoneday		3
Peace One Day | Home	https://www.peaceoneday.org/		4
Peace One Day Live	https://www.unfoldzero.org/event/peace-one-day-live/		5
Peace Day Live 2023	https://www.youtube.com/playlist?list=PL8sOof-07ZGfrdeuQVnqKuXjaQ1zgSxBq		6
Announcing the Peace One Day Celebration 2025	https://prnewslink.net/releases/e-1/35546.html		7
Peace One Day	https://www.facebook.com/peaceoneday/?locale=en_GB		8
General Sale Live! Tickets now available for the Peace One ...	https://www.facebook.com/peaceoneday/videos/general-sale-live-tickets-now-available-for-the-peace-on		9

A week before the event, search results on the first 2 pages were dominated by positive URLs. These ranged from owned assets to publications promoting the event.

21 September 2025

Headline	URL	Tone	Rank
Peace One Day Live	https://www.peaceoneday.org/Main/PeaceDayLive		1
Peace One Day	https://www.youtube.com/peaceoneday		2
Peace One Day | Home	https://www.peaceoneday.org/		3
Peace One Day Live	https://www.unfoldzero.org/event/peace-one-day-live/		4
Peace Day Live 2023	https://www.youtube.com/playlist?list=PL8sOof-07ZGfrdeuQVnqKuXjaQ1zgSxBq		5
Announcing the Peace One Day Celebration 2025	https://prnewslink.net/releases/e-1/35546.html		6
Peace One Day	https://www.facebook.com/peaceoneday/?locale=en_GB		7
Stream with Peace One Day Across the World	https://www.instagram.com/p/DO2qcTtkYog/		8

On the day of the event, search results remained very positive. Page 1 was dominated by positive and owned URLs.

28 September 2025

Headline	URL	Tone	Rank
Peace One Day Live	https://www.peaceoneday.org/Main/PeaceDayLive		1
Peace One Day	https://www.youtube.com/peaceoneday		2
Peace One Day | Home	https://www.peaceoneday.org/		3
Peace One Day (@PeaceOneDay) · X	https://x.com/PeaceOneDay?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor		4
Peace One Day Live	https://www.unfoldzero.org/event/peace-one-day-live/		5
We are Live! Enjoy the Peace One Day Broadcast #PeaceDay	https://www.youtube.com/watch?v=tTqX58O0M1U		6
Peace One Day concert has evolved from a live show ...	https://eurythmics-ultimate.com/2025/08/peace-one-day-concert-has-evolved-from-a-live-show-at-wemble		7
Peace Day Live 2023	https://www.youtube.com/playlist?list=PL8sOof-07ZGfrdeuQVnqKuXjaQ1zgSxBq		8
We are Live! Enjoy the Peace One Day Broadcast	https://www.facebook.com/peaceoneday/videos/we-are-live-enjoy-the-peace-one-day-broadcast-peaceday/8		9
Announcing the Peace One Day Celebration 2025	https://prnewslink.net/releases/e-1/35546.html		10

A week after the event, search results one page 1 remained strong spanning 8 positive entries and two owned assets.

Peace Day

14 September 2025

Headline	URL	Tone	Rank
International Day of Peace |	https://internationaldayofpeace.org/		1
Peace One Day | Home	https://www.peaceoneday.org/		2
International Day of Peace | United Nations	https://www.un.org/en/observances/international-day-peace		3
International Day of Peace | Messages	https://www.un.org/en/observances/international-day-peace/message		4
About | International Day of Peace	https://internationaldayofpeace.org/about/		5
International Day of Peace 2025 | Twinkl Event Calendar	https://www.twinkl.co.uk/event/international-day-of-peace-aus-2025		6
International Day of Peace	https://en.wikipedia.org/wiki/International_Day_of_Peace		7
The International Day of Peace | LearnEnglish	https://learnenglish.britishcouncil.org/general-english/magazine-zone/international-day-peace		8

A week before the event, the first page of search results was primarily composed of neutral URLs, with one owned asset ranking at position 2. The neutral entries were articles that mention the International Day of Peace but not Peace Day Live specifically.

21 September 2025

Headline	URL	Tone	Rank
International Day of Peace |	https://internationaldayofpeace.org/		1
Peace One Day | Home	https://www.peaceoneday.org/		2
International Day of Peace	https://en.wikipedia.org/wiki/International_Day_of_Peace		3
International Day of Peace | United Nations	https://www.un.org/en/observances/international-day-peace		4
About | International Day of Peace	https://internationaldayofpeace.org/about/		5
International Day of Peace | Messages	https://www.un.org/en/observances/international-day-peace/message		6
International Day of Peace 2025 | Twinkl Event Calendar	https://www.twinkl.co.uk/event/international-day-of-peace-aus-2025		7

On the 21st, the first page of results for “Peace Day” presented similar results. Most entries held a neutral tone and the owned asset remained at position 2.

28 September 2025

Headline	URL	Tone	Rank
International Day of Peace |	https://internationaldayofpeace.org/		1
Peace One Day | Home	https://www.peaceoneday.org/		2
International Day of Peace | United Nations	https://www.un.org/en/observances/international-day-peace		3
International Day of Peace | Tookit	https://www.un.org/en/observances/international-day-peace/2024/toolkit		4
About | International Day of Peace	https://internationaldayofpeace.org/about/		5
International Day of Peace	https://en.wikipedia.org/wiki/International_Day_of_Peace		6
This month in history: Peace Day, July 1919	https://www.thegazette.co.uk/all-notices/content/100215		7
Peace Day for Kids	https://www.activityvillage.co.uk/peace-day		8
The International Day of Peace | LearnEnglish	https://learnenglish.britishcouncil.org/general-english/magazine-zone/international-day-peace		9

A week post-event, search results on the first page for “Peace Day” remained very similar to those from the weeks prior.

Peace One Day

14 September 2025

Headline	URL	Tone	Rank
Peace One Day | Home	https://www.peaceoneday.org/		1
Peace One Day (@PeaceOneDay) · X	https://x.com/PeaceOneDay?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor		2
Peace One Day	https://en.wikipedia.org/wiki/Peace_One_Day		3
Peace One Day	https://www.facebook.com/peaceoneday/?locale=en_GB		4
Peace One Day	https://www.youtube.com/peaceoneday		5

A week ahead of the event, search results for the keyword “Peace One Day” presented 5 URLs. 3 were owned assets, 1 was positive and 1 was neutral. The neutral URL was POD’s Wikipedia page.

21 September 2025

Headline	URL	Tone	Rank
Peace One Day | Home	https://www.peaceoneday.org/		1
Peace One Day (@PeaceOneDay) · X	https://x.com/PeaceOneDay?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor		2
Peace One Day	https://en.wikipedia.org/wiki/Peace_One_Day		3
Peace One Day	https://www.youtube.com/peaceoneday		4
Peace One Day	https://www.facebook.com/peaceoneday/?locale=en_GB		5
Peace One Day (2004)	https://www.imdb.com/title/tt0433426/		6

On the day of the event, search results for this keyword remained similar to those from week commencing September 14, with a new neutral joining page 1.

28 September 2025

Headline	URL	Tone	Rank
Peace One Day | Home	https://www.peaceoneday.org/		1
Peace One Day (@PeaceOneDay) · X	https://x.com/PeaceOneDay?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor		2
Peace One Day	https://en.wikipedia.org/wiki/Peace_One_Day		3
Peace One Day	https://www.youtube.com/peaceoneday		4
Peace One Day	https://www.facebook.com/peaceoneday/?locale=en_GB		5

A week after the conclusion of Peace Day Live, search results were very similar to the weeks prior.

Peace One Day Anthem

14 September 2025

Headline	URL	Tone	Rank
Dave Stewart And Daryl Hall To Release Anthem For ...	https://rockandbluesmuse.com/2025/09/12/dave-stewart-and-daryl-hall-to-release-anthem-for-peace-peac		1
DAVE STEWART AND DARYL HALL RELEASE ANTHEM ...	https://breadbirmingham.co.uk/2025/09/12/peaceonedayanthem/		2
Dave Stewart & Daryl Hall Unite for Peace One Day ...	https://eurythmics-ultimate.com/2025/09/dave-stewart-daryl-hall-unite-for-peace-one-day-anthem-which		3
Peace One Day | Home	https://www.peaceoneday.org/		4
Announcing the Peace One Day Celebration 2025	https://prnewslink.net/releases/e-1/35546.html		5
Peace One Day	https://en.wikipedia.org/wiki/Peace_One_Day		6
Join the Greatest Call for Global Peace, Peace One Day ...	https://www.facebook.com/peaceday/videos/join-the-greatest-call-for-global-peace-peace-one-day-broad		7
Announcing the Peace One Day Celebration 2025	https://justlistentothis.co.uk/news/announcing-the-peace-one-day-celebration-2025-a-concert-to-drive		8

A week before Peace Day Live, results for the “Peace One Day Anthem” presented mostly positive results. Different publications wrote about the anthem and made direct mentions of Peace Day Live.

21 September 2025

Headline	URL	Tone	Rank
Peace One Day	https://www.youtube.com/peaceoneday		1
Peace One Day | Home	https://www.peaceoneday.org/		2
Peace One Day Anthem by Dave Stewart and Daryl Hall ...	https://www.facebook.com/peaceday/photos/peace-one-day-anthem-by-dave-stewart-and-daryl-hall-out-now		3
Dave Stewart and Daryl Hall Release Anthem for Peace ...	https://www.kark.com/business/press-releases/ein-presswire/849544427/dave-stewart-and-daryl-hall-rel		4
Peace One Day Anthem by Dave Stewart and Daryl Hall	https://www.instagram.com/p/DOyAu67iNxJ/		5
Peace One Day Anthem by Dave Stewart and Daryl Hall	https://www.linkedin.com/posts/stevejharding_peace-one-day-anthem-by-dave-stewart-and-activity-73748		6
Peace One Day Founder, Jeremy Gilley MBE talks about ...	https://www.facebook.com/peaceday/videos/peace-one-day-founder-jeremy-gilley-mbe-talks-about-the-pea		7
Peace One Day concert has evolved from a live show ...	https://eurythmics-ultimate.com/2025/08/peace-one-day-concert-has-evolved-from-a-live-show-at-wemble		8

One the day of the event, page 1 was dominated by positive URLs that make direct mentions of Peace Day Live and coverage about the anthem had gained increased traction. 6 results out of 8 were positive, with the other two being owned assets.

28 September 2025

Headline	URL	Tone	Rank
Peace One Day	https://www.youtube.com/peaceoneday		1
A Song for Peace: Dave Stewart and Daryl Hall Unite ...	https://eurythmics-ultimate.com/2025/09/a-song-for-peace-dave-stewart-and-daryl-hall-unite-for-a-new		2
Peace One Day | Home	https://www.peaceoneday.org/		3
Peace One Day	https://x.com/PeaceOneDay/status/1971903087813272051		4
The new Peace One Day Anthem by Dave Stewart...	https://www.facebook.com/eurythmics/posts/the-new-peace-one-day-anthem-by-dave-stewart-and-daryl-hal		5
Dave Stewart, Daryl Hall and Vanessa Amorosi Lead ...	https://www.noise11.com/news/dave-stewart-daryl-hall-vanessa-amorosi-peace-one-day-anthem-20250923		6
Dave Stewart and Daryl Hall Release Anthem for Peace ...	https://www.kark.com/business/press-releases/ein-presswire/849544427/dave-stewart-and-daryl-hall-rel		7
The new Peace One Day Anthem by Dave Stewart ...	https://www.instagram.com/p/DO3DPWbDD8e/		8

A week after the event, search results remained strong, featuring more coverage of the anthem and Peace Day Live.