DANCING WITH THE STARS: DENITSA IKONOMOVA

Ballroom dancer. Choreographer. Reality star. Inspiration. Denitsa Ikonomova's talent, hard work, and personality took her around the world and had won her an ardent following. A contestant on *So You Think You Can Dance Canada* in 2010 and a three-time champion of *Dancing with the Stars* (France) starting in 2014, Denitsa—known by her first name—had become an Internet celebrity with a flourishing social media presence and unofficial fan websites tracking every turn of her whirlwind career. The tenth season of *Dancing with the Stars* (France) marked Denitsa's eighth time participating, and she re-entered the beloved televised competition with the distinction of four first-place titles behind her. With the anticipation of even more success ahead, she had generated enough online traction to cement her place in the commercial world of celebrity influencers. She wondered how she should embrace this role and pursue its benefits without losing sight of her original goals.

The story of Denitsa's rise from obscurity to fame echoed all of the old show-business clichés, but she hoped her fans would see the real person behind the familiar narrative. A hardworking young woman from an immigrant background who never took any of her opportunities for granted, she wanted her audience to share the happiness she had found by pursuing her art. Denitsa was determined to present an authentic personal brand of positivity, hard work, and self-empowerment, true to the values and qualities that had won her success. Denitsa wondered whether and how she should embrace the commercial world of celebrity influencers. In September 2019, based mainly in Paris, she found herself maintaining a busy schedule with photo shoots, interviews, performances, and travel—all documented in snapshots on her popular Instagram account. With the powerful platform of social media at her command, she faced questions about how to further grow her network and measure her influence, and how to commercialize her influence, if at all. One thing she was sure of: she wanted to be true to herself and maintain her authentic qualities that had endeared her to television viewers in the first place.

BACKGROUND

Born in Bulgaria in 1987, Denitsa discovered her passion for dance when she was just six years old. It was love at first step. She recalled, "I loved everything about it: the music, the rhythm, the expression." Yet, she never believed it would be the way she would earn her living. Dancing remained a firm fixture throughout her childhood, but only as a hobby. Following a short hiatus, she resumed the art as a teenager while pursuing her

studies in Montreal, Canada, where she had emigrated to at the age of 15. Her academic interests, meanwhile, had turned toward science. "It had nothing to do with the artistic world," she said. But her Canadian dancing partner was pursuing a professional career, and Denitsa soon found that dancing competitions and shows were taking up an increasing amount of her time. For a while, she juggled school and various jobs to support her artistic activities. Upon being accepted into the electrical engineering program at McGill University, Denitsa realized that she could no longer keep one foot in each world and that she would have to commit to either science or dancing. Despite the promise of stability offered by an engineering career, Denitsa followed her passion. To assuage her mother's concerns, however, she did not give up her studies completely, opting to study finance at Concordia University's John Molson School of Business. But extended appearances on two popular reality television shows would soon change her trajectory completely.

Denitsa spent eight years as a part-time business student while working at various banks and pursuing her dream of dancing, until the producers of the popular reality television show *So You Think You Can Dance Canada* called. At the behest of one of Denitsa's dancing coaches, who worked as a judge on the show, the producers invited Denitsa to audition. The resulting gig lasted a few months, for which Denitsa moved to Toronto. Following her run on the show, Denitsa completed her studies and went back to working at a bank. Despite the impact she had made on the show, she still assumed that she would not be able to pursue a career as a dancer.

All of that changed when a representative from the French version of *Dancing with the Stars* phoned and urged her to audition for the show, having seen her compete in the Canadian program at the recommendation of the same coach and judge who had earlier championed her work. While participating in a dance competition in England, Denitsa stopped over in France for the audition. She wowed the producers, who invited her to join the show as one of the professional dancers collaborating with celebrity partners. She made another move, this time to Paris, to dance on the show for three months starting in 2012, during the show's third season. Those three months turned into three years of consecutive wins. Denitsa's emergence coincided with a rise in viewership for the show, which attracted its largest audiences during seasons three and four, in 2012 and 2013, respectively (see Exhibit 1). To give an idea of the relative popularity of the show compared to other editions of the program worldwide, the French version of *Dancing with the Stars* generated a social media following second only to the American version (see Exhibit 2).

The French program, like its counterparts in other countries, paired celebrities from various entertainment fields with professional dancers who mentored and performed with them in a series of weekly competitions. The length of time they spent on the show was influenced by the scores awarded to them by the panel of judges and by votes cast by the television audience. Throughout her run on the show, Denitsa danced with a variety of partners, including a world-record-holding inline skater named Taïg Khris, actors Laurent Ournac and Rayane Bensetti, singer Loïc Nottet, model Laurent Maistret, songwriter Sinclair, and soap opera star Clément Rémiens.

Denitsa loved how the program showed viewers that dancing could be for everyone. In her words, "As long as you love music, and if you want to dance to it, anyone can dance." It was a simple but powerful message that countered the misperception of the arts as elitist or frivolous. A popular artist like Denitsa showed the world that the art of dance thrived on a kind of passion that was universal. While her career path obviously demonstrated the enormous amount of dedication and training that went into being a dancer, she prioritized the value of remaining accessible to her audience. This attitude of accessibility was at the heart of the personal brand she presented on social media.

SOCIAL MEDIA INFLUENCE

Popular social media platforms such as Facebook, Instagram, Twitter, Snapchat, and YouTube enabled widespread communication throughout vast online networks of users. Individuals and companies could use these platforms to cultivate their own networks, disseminate multimedia content (i.e., pictures, text, videos, and more), and curate their online presences. Personal branding thrived within this culture of online participation and sharing, and the phenomenon of influencer marketing reached new heights. Influencers had arguably been a part of marketing for a long time, in the form of celebrity spokespersons for products and brands, but many observed how social media democratized influence.[1] Companies sought out and collaborated with social media influencers (SMIs), including homegrown Internet celebrities who emerged from the public sphere.

Many SMIs worked to become a form of celebrity by capturing as much attention as possible and by crafting a "personal brand" via social networks. When an SMI had a large enough and engaged network, companies and advertisers could hire the influencer for consumer outreach.[2] SMIs "determined their success in terms of ROI—return on influence—as marketers sought them out to capitalise on their wide social networks and benefit from the intimate, more 'trustworthy' relationships SMIs . . . ostensibly created."[3] Denitsa's new-found Internet status placed her in a prime position to exert the kind of influence that marketers coveted.

DENITSA'S SOCIAL MEDIA EXPERIENCE AND INFLUENCE

Thrust into the international spotlight, Denitsa learned to navigate the world of social media and cultivate her growing fan base. With more than 74,700 followers on her Facebook page, 512,300 on Twitter, and an impressive 777,000 on Instagram in the summer of 2019, Denitsa was a bona fide Internet celebrity (see Exhibit 3). Her followers outnumbered those of the other dancing mentors on *Dancing with the Stars*, as well as those of nearly all of her television dancing partners throughout the run of the program. Only Rayane Bensetti, who had already earned a following through his acting career, had higher numbers, with a following of 1 million on Instagram (see Exhibit 4). Attesting their combined star power, a "selfie" of the pair was one of Denitsa's most popular Instagram photos, garnering more than 136,163 "likes." Her most popular video post was with *Aladdin* star Will Smith, which had captured around 250,000 views.

Denitsa had to receive some coaching on how to use social media to connect with her fans. Although she initially saw no reason to maintain a presence on Twitter, she noted that the makers of *So You Think You Can Dance Canada* prompted her to open an account to communicate with her fans and encourage them to keep voting for her. Because voting contributed to the profitability of the show,[4] the producers offered her and other contestants a course on how to use social media effectively. She found that Instagram was a more flexible platform because it did not restrict her to 280 characters of text (as Twitter did), allowing her to post images and video with as much or as little text as she desired.

Initially, Denitsa had no idea what kind of content to share with her fans, but she knew that she wanted to present herself in an authentic way. Besides photos with her dancing partners and other co-stars, Denitsa's

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[1] Global Yodel, "What is Influencer Marketing?," *Huffington Post*, December 7, 2017, accessed March 27, 2018, www.huffingtonpost.com/global-yodel/what-is-influcner-marketing_b_10778128.html.

[2] Alison Hearn and Stephanie Schoenhoff, *A Companion to Celebrity*, 1st ed. (New Jersey, NJ: John Wiley & Sons, 2016), 194.

[3] Susie Khamis, Lawrence Ang, and Raymond Welling, "Self-Branding, 'Micro-Celebrity' and the Rise of Social Media Influencers," *Celebrity Studies* 8, no. 2 (August 25, 2016): 191–208, accessed July 25, 2018, https://opus.lib.uts.edu.au/bitstream/10453/98736/4/selfbrandingACCEPTED.pdf.

[4] Viewers voted for their favourite dance team via phone and were charged per vote.

Instagram pictures included candid shots with her friends; images of her participating in her favourite activities; and images of various things she cared about, unrelated to dancing or the television show. Her love of animals emerged as another recurring theme in her social media output that gave her fans a glimpse into her interests outside of dancing. Family also made occasional appearances; a popular Instagram post was a picture posted on Christmas 2016 of Denitsa and her mother, whom Denitsa credited with having made countless sacrifices to give her a good life in Canada (see Exhibit 5). The closeness of their bond clearly struck a chord with Denitsa's admirers, 56,426 of whom liked the photo. Other well-liked posts featured Denitsa with her co-stars or in solo shots, both casual and posed, that suggested different facets of her personality, sometimes captioned with quotations or personal messages. Whether sharing pictures or inspirational words, Denitsa aimed to project a positive image and an upbeat message. "I try to post things that are happy, things that are motivational for people," she said.

This optimistic outlook was central to Denitsa's personal ethos and the relationship she cultivated with her followers. She wanted her fans to know that "even though there are negative things happening in life, you can transform that negativity into something positive." She felt that this simple but self-empowering message resonated with her followers and helped make her fanbase the biggest of the professional dancers on the show. Instagram analytics revealed that this fanbase was made up of approximately 76 per cent women and 24 per cent men, with most followers being between the ages of 18 and 25. Denitsa estimated that young girls made up around 5 per cent of her fans. She was especially conscientious about how this demographic—preteen and teen girls who, like her, had grown up without great privilege or material wealth—looked up to her as a role model and inspiration.

As often happened with female celebrities, Denitsa's fans and the press also paid considerable attention to her physical appearance. Fans frequently complimented her looks in their gushing social media comments, while the French media regularly referred to her as "*la belle Denitsa Ikonomova* [the beautiful Denitsa Ikonomova]."[5] She had to contemplate the double-edged sword of this kind of scrutiny realistically in terms of both the opportunities and the challenges it afforded her as an influencer.

As her network grew, time constraints and the sheer magnitude of fan correspondence naturally made it impossible for Denitsa to respond personally to everyone who reached out to her online. Consequently, at the end of 2017, she hired an assistant to help review her online messages and prioritize which ones needed to reach her directly. Denitsa was concerned about the growing size of her network because she genuinely loved being connected to her fans. She also had to provide direction to her assistant about offers she would receive online for sponsorship deals and public appearances, such as workshops. The assistant also kept track of Denitsa's schedule and oversaw the management of her appointments.

VALUING DENITSA'S NETWORK

Dozens of companies had approached Denitsa, including major brands in consumer packaged goods, dancing apparel, couture fashion, soft drinks, alcohol, and jewellery. Although some of these deals were potentially lucrative, Denitsa remained insistent on only endorsing products that reflected her values and interests. One such endorsement was for an event to promote the upcoming 2024 Olympic Games, which were to be hosted in Paris. She was honoured to act as a spokesperson for the event, which involved her participation on a team of 30 people doing a 7-kilometre run around Paris. Denitsa felt proud to promote

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the Olympics, a celebration of athletic excellence that she found consistent with the physically demanding aspects of her dancing and the message of empowerment she wanted to spread.

On social media, several companies wanted Denitsa to post pictures of herself with their brand or using their products. To assess the value of Denitsa's network, some companies began their pitches using a "cost per thousand" (CPM) basis, or the cost to reach 1,000 advertising (ad) impressions, and then sought to negotiate from there. In traditional media, CPM increased with target market fit and varied across media. For example, CPM rates in traditional media were estimated to be US$26–27[6] for direct mail, $8–20 for magazines, $3–5 for billboards, and $1–4 for social media banner advertising.[7] Digital media had inherited the CPM metric from traditional advertisers, and this metric varied widely depending on the fit between the influencer's network and the brand raising CPM. Instagram rates were $1,000 per 100,000 followers and could be negotiated higher or lower according to factors such as client budget, campaign length, and engagement rate; sometimes, there was no fee because the influencer was excited about the product or experience.[8] Some of the strongest influencers were able to extract a CPM per post of $25.[9] Influencers were required by law to disclose paid sponsorships.[10]

There was high demand for influencers with larger networks. For example, Kylie Jenner's 2019 rate was estimated at $1.2 million per post to her 141 million followers.[11] Some sponsors empowered popular Instagram influencers to create content, while the brand reserved the right to reuse that content on all of its social media platforms.[12] Denitsa noticed that her own network grew at the start of each season and during her public appearances with the press. She viewed press coverage as a vehicle by which to promote dancing and *Dancing with the Stars*, but she was also learning about the impact it had on her network.

Some advertisers were getting more sophisticated with their influencer media buys. Because not all posts were visible to followers, followers-to-see (F2S) ratios were considered. Instagram had a 46 per cent F2S ratio,[13] while Facebook had promoted its platform by saying that pages organically reached about 16 per cent of their fans, but advertisers believed that this number had been declining.[14] The average organic reach for Facebook post was 6.4 per cent of the page's total likes.[15] Some Twitter influencers were concerned that less than 2 per cent of their network would see a given tweet.[16]

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[6] All currency amounts are in U.S. dollars.

[7] Jeanne Grunert, "What is a Typical CPM?," Small Business Chron, September 21, 2017, accessed March 27, 2018, http://smallbusiness.chron.com/typical-cpm-74763.html.

[8] Yuyu Chen, "What Influencer Marketing Really Costs," Digiday, June 5, 2017, accessed March 27, 2018, https://digiday.com/marketing/what-influencer-marketing-costs/.

[9] Sebastian Stone, "Instagram Influencer CPM and Pricing per Post, Matrix/Cheatsheet, September 2017," Medium, September 27, 2017, accessed April 4, 2018, https://medium.com/@sebastianstone/instagram-influencer-cpm-and-pricing-per-post-matrix-cheatsheet-september-2017-e0219048c1e7.

[10] One of the outcomes of the Fyre Festival—a festival that was promoted in a misleading way by high-profile social media influencers—was stronger disclosure rules for sponsored content. For Canadian disclosure guidelines, see Influencer Marketing Steering Committee, *Disclosure Guidelines*, updated January 2019, http://adstandards.ca/wp-content/uploads/2019/02/Influencer-Marketing-Steering-Committee-Disclosure-Guidelines-Jan-2019.pdf.

[11] "How Much Does Kylie Jenner Earn on Instagram?," BBC NewsRound, July 26, 2019, accessed September 15, 2019 https://www.bbc.co.uk/newsround/49124484.

[12] "Instagram Money Calculator: Estimated Instagram Influencer Earnings per Post," Instagram Marketing Hub, accessed April 6, 2018, https://influencermarketinghub.com/instagram-money-calculator/.

[13] Sebastian Stone, op. cit.

[14] John McDermott, "Facebook Explains its Decreased Organic Reach," Digiday, June 6, 2014, accessed September 15, 2019, https://digiday.com/media/decoding-facebooks-blog-post-decreased-organic-reach/.

[15] Anna Gotter, "The 45 Facebook Statistics That Every Marketer Must Know to Win in 2019," AdEspresso by Hootsuite, December 11, 2018, accessed September 15, 2019. https://adespresso.com/blog/facebook-statistics/.

[16] Danny Sullivan, "Just Like Facebook, Twitter's New Impression Stats Suggest Few Followers See What's Tweeted," Marketing Land, July 21, 2014, accessed April 5, 2018 https://marketingland.com/facebook-twitter-impressions-90878.

Other brands looked at cost per social media interaction. On Facebook, audience interaction or engagement occurred whenever a viewer clicked "like" or shared a post. Of these three forms of engagement, shares were worth the most money. Twitter's metrics, in contrast to Facebook, were mainly focused on "retweets." Instagram engagement, meanwhile, was focused on the number of "likes" and followers a user secured. Among the major social media platforms, Instagram also garnered the highest interaction rates, with an average of 70 interactions per 1,000 followers in 2016.[17] Denitsa's social media engagement rates were often more than three times the industry norm indicated by these statistics.

Denitsa believed her engagement was higher because of her accessibility to the public. She held dancing workshops, which were special opportunities to reach out to her followers in person. At these events, Denitsa would meet her fans, dance with them, give them encouragement, sign autographs, and take pictures. The workshops were usually the initiative of different organizers who had approached Denitsa through her social media network. These workshops were often intimate, often consisting of smaller groups of around 30 people to larger groups of up to 180 attendees, with ticket prices sometimes ranging from $20–30 to cover the cost of the venue.

THE NEXT STEPS

Denitsa had danced into the hearts of viewers across France and throughout the world. With her career on the upswing, she knew her celebrity would only grow—and with it, commercial opportunities. To make the best choices, she would have to apply business principles to her career. Which brands and product categories would be good fits? How much should she charge for a post? What would be efficient ways to grow her network? Denitsa knew that *Dancing with the Stars* would not go on forever. How should she think about her celebrity in a post–*Dancing with the Stars* world? Denitsa faced these questions as she continued to live out the dream that had begun during her childhood in Bulgaria, when she was a little girl who simply wanted to dance. She may never have sought fame for its own sake, but now she would have to decide how to handle the challenges of her newfound celebrity.

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[17] Dave Chaffey, "Global Social Media Research Summary 2018," Smart Insights, March 28, 2018, accessed April 27, 2018, www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/.

EXHIBIT 1: *DANCING WITH THE STARS* (FRANCE) HIGHEST-VIEWED EPISODE PER SEASON

Season	Year	Highest Viewership	Date
1	2011	5,385,000	February 26, 2011
2	2011	5,340,000	November 19, 2011
3	2012	5,860,000	October 6, 2012
4	2013	6,164,000	October 12, 2013
5	2014	5,245,000	October 25, 2014
6	2015	5,303,000	December 23, 2015
7	2016	5,563,000	October 15, 2016
8	2017	4,692,000	December 9, 2017
9	2018	n/a	n/a

Sources by season: "Audiences: 'Danse Avec Les Stars' Progresse De Nouveau, Pagny Boudé, Ruquier Leader," Ozap.com, accessed March 27, 2018, www.ozap.com/actu/audiences-danse-stars-panny-questions-ncis-republique-enfants/400704; Jérôme Roulet, "'Danse Avec Les Stars 2: La Victoire De Shy,' Suivie Sur TF1," Toutelatele, September 20, 2011, accessed March 27, 2018, www.toutelatele.com/danse-avec-les-stars-2-la-victoire-de-shy-m-suivie-sur-tf1-36620; "Audiences: Retour Gagnant Pour 'Danse Avec Les Stars,' France 2 Bon Deuxième," Ozap.com, accessed March 27, 2018, www.ozap.com/actu/audiences-retour-gagnant-pour-danse-avec-les-stars-france-2-bon-deuxieme/443393; "Audiences: Nouveau Record Historique Pour 'Danse Avec Les Stars,' France 3 Devant France 2, M6 Faible," Ozap.com, accessed March 27, 2018, www.ozap.com/actu/audiences-nouveau-record-historique-pour-danse-avec-les-stars-france-3-devant-france-2-m6-faible/449611; "Audiences: 'Danse Avec Les Stars' Leader En Netter Hausse, France 3 Et France En Forme," Ozap.com, accessed March 27, 2018, www.ozap.com/actu/audiences-danse-avec-les-stars-leader-en-nette-hausse-france-3-et-france-5-en-forme/457278; "Audiences: La Finale De 'Danse Avec Les Stars' En Hausse, 'Soda' Déçoit, Échec Pour France 2," Ozap.com, accessed March 27, 2018, www.ozap.com/actu/audiences-la-finale-de-danse-avec-les-stars-en-hausse-soda-decoit-echec-pour-france-2/486372; "Audiences: 'Danse Avec Les Stars' De Retour En Netter Hausse, 'Innocente' Remonte Pour Son Final," Ozap.com, accessed May 27, 2018, www.ozap.com/actu/audiences-danse-avec-les-stars-de-retour-en-nette-hausse-innocente-remonte-pour-son-final/509713; "Audiences Prime: Succès Pour La Spéciale Johnny Hallyday De 'Danse Avec Les Stars' Sur TF1 à 4,6 Millions De Téléspectateurs," Blog Jean Marc Morandin, accessed March 28, 2017, www.jeanmarcmorandini.com/article-375577-audiences-prime-succes-pour-la-speciale-johnny-hallyday-de-danse-avec-les-stars-sur-tf1-a-46-millions-de-telespectateurs.html.

EXHIBIT 2: *DANCING WITH THE STARS* SOCIAL MEDIA FOLLOWING

Edition (by Country)	Facebook	Instagram	Twitter
United States	6.7 million	1.4 million	1 million
France	1.1 million	377,000	1 million
United Kingdom	989,000	304,000	672,000
Brazil	124,000	150,000	512,000
Germany	250,000	100,000	2,686
So You Think You Can Dance (Canada)	n/a	n/a	4,899

Source: Dancing With The Stars, Facebook, accessed September 15 2019, https://www.facebook.com/dancingwiththestars/; Danse Avec Les Stars, Facebook, accessed September 15 2019, https://www.facebook.com/danse.avec.les.stars/; Strictly Come Dancing, Facebook, accessed September 15 2019, https://www.facebook.com/bbcstrictly/; Dancing Brasil, Facebook, accessed September 15 2019, https://www.facebook.com/DancingBrasil/; Let's Dance, Facebook, accessed September 15 2019, https://www.facebook.com/letsdance.RTL/; Dancing With The Stars (@dancingabc), Instagram, accessed September 15 2019, https://www.instagram.com/dancingabc/; Danse Avec Les Stars (@dals_tf1), Instagram, accessed September 15 2019, https://www.instagram.com/dals_tf1/; Strictly Come Dancing (@bbcstrictly), Instagram, accessed September 15 2019, https://www.instagram.com/bbcstrictly/; Dancing Brasil (@dancingbrasil), Instagram, accessed September 15 2019, https://www.instagram.com/dancingbrasil/; Let's Dance (@letsdance), Instagram, accessed September 15 2019, https://www.instagram.com/letsdance/; Dancing With The Stars (@DancingABC), Twitter, accessed September 15 2019, https://twitter.com/DancingABC; Danse Avec Les Stars (@DALS_TF1), Twitter, accessed September 15 2019, https://twitter.com/DALS_TF1; Strictly Come Dancing (@bbcstrictly), Twitter, accessed September 15 2019, https://twitter.com/bbcstrictly; Dancing Brasil (@dancingbrasil), Twitter, accessed September 15 2019, https://twitter.com/dancingbrasil; Let's Dance (@RTL_LetsDance), Twitter, accessed September 15 2019, https://twitter.com/RTL_LetsDance; So You Think You Can Dance Canada (@SYTYCD), Twitter, accessed September 15 2019, https://twitter.com/SYTYCDCanada.

EXHIBIT 3: *DANCING WITH THE STARS* (FRANCE)—DANCERS' SOCIAL MEDIA FOLLOWING (IN THOUSANDS)

Professional Dancer	Facebook	Instagram	Twitter
Anthony Colette	11	227	12.5
Candice Pascal	48	294	11.8
Christian Millette	35	194	100.5
Christophe Licata	60	337	231
Denitsa Ikonomova	74.7	777	512.3
Emmanuelle Berne	5.4	96.11	26
Fauve Hautot	275	648	580.2
Grégoire Lyonnet	53.8	220	108.7
Guillaume Foucault	9.1	43.1	46.7
Hajiba Fahmy	1.6	59.3	4.3
Jordan Mouillerac	6	50.8	n/a
Julien Brugel	27	40.6	29.2
Katrina Patchett	32.7	319	270.6
Marie Denigot	21	177	18.4
Maxime Dereymez	40.2	292	225.1
Silvia Notargiacomo	61.2	112	83.4
Yann-Alrick Mortreuil	36.1	227	62.4

EXHIBIT 3 (CONTINUED)

Sources: Anthony Colette, Facebook, accessed September 15 2019, https://www.facebook.com/AnthonyColetteOfficiel/; Candice Pascal, Facebook, accessed September 15 2019, https://www.facebook.com/candice.pascal.35; Christian Millette, Facebook, accessed September 15 2019, https://www.facebook.com/christian.millette/; Christophe Licata, Facebook, accessed September 15 2019, https://www.facebook.com/christophe.licata; Denitsa Ikonomova, Facebook, accessed September 15 2019, https://www.facebook.com/denitsa.ikonomova; Emmanuelle Berne, Facebook, accessed September 15 2019, https://www.facebook.com/elle.cheer; Fauve Hautot, Facebook, accessed September 15 2019, https://www.facebook.com/FauveHautotOfficiel/; Grégoire Lyonnet, Facebook, accessed September 15 2019, https://www.facebook.com/gregoire.lyonnet/; Guillaume Foucault, Facebook, accessed September 15 2019, https://www.facebook.com/guillaume.foucault.officiel/; Hajiba Fahmy, Facebook, accessed September 15 2019, https://www.facebook.com/hajiba.fahmy; 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Julien Brugel (@julienbrugel), Instagram, accessed September 15 2019, https://www.instagram.com/julienbrugel/; Katrina Patchett (@patchettkatrina), Instagram, accessed September 15 2019, https://www.instagram.com/patchettkatrina/; Marie Denigot (@marydenigot), Instagram, accessed September 15 2019, https://www.instagram.com/marydenigot; Maxime Dereymez (@maximedereymezofficial), Instagram, accessed September 15 2019, https://www.instagram.com/maximedereymezofficial/; Silvia Notargiacomo (@silvianofficiel), Instagram, September 15 2019, https://www.instagram.com/silvianofficiel/; Yann-Alrick Mortreuil (@yannalrick), Instagram, accessed September 15 2019, https://www.instagram.com/yannalrick/; Anthony Colette (@Anthonycolette), Twitter, accessed September 15 2019, https://twitter.com/Anthonycolette_; Candice Pascal (@CandicePascal_), Twitter, accessed September 15 2019, https://twitter.com/CandicePascal_; Christian Millette (@cmillettedancer), Twitter, accessed September 15 2019, https://twitter.com/cmillettedancer; 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Maxime Dereymez (@maximedereymez), Twitter, accessed September 15 2019, https://twitter.com/maximedereymez; Silvia Notargiacomo (@SilviaNofficiel), Twitter, September 15 2019, https://twitter.com/SilviaNofficiel; Yann-Alrick Mortreuil (@YannAlrick), Twitter, accessed September 15 2019, https://twitter.com/YannAlrick.

EXHIBIT 4: *DANCING WITH THE STARS* (FRANCE) – DENITSA'S DANCE PARTNERS

Season	Year	Partner	Profession	Place	Instagram Following
1	2011	--	--	--	--
2	2011	--	--	--	--
3	2012	Taïg Khris	Pro Vert Skater	3rd	12K
4	2013	Laurent Ournac	Actor	5th	223K
5	2014	Rayane Bensetti	Actor	1st	1M
6	2015	Loïc Nottet	Singer	1st	424K
7	2016	Laurent Maistret	Model	1st	116K
8	2017	"Sinclair"	Songwriter, Musician	7th	19.4K
9	2018	Clément Rémiens	Soap Opera Star	1st	350K

Note: K = thousand.
Source: Taïg Khris (@taigkhris), Instagram, accessed September 15 2019, www.instagram.com/taigkhris/; Laurent Ournac (@laurentournac), Instagram, accessed September 15 2019, www.instagram.com/laurentournac/; Rayane Bensetti (@rayanebensettioffi), Instagram, accessed September 15 2019, www.instagram.com/rayanebensettioffi/; Loïc Nottet (@loicnottet_officiel), Instagram, accessed September 15 2019, www.instagram.com/loicnottet_officiel/; Laurent Maistret (@laurentmaistret), Instagram, accessed September 15 2019, www.instagram.com/laurentmaistret/; "Sinclair" (@sinclair_off), Instagram, accessed September 15 2019, www.instagram.com/sinclair_off/; Clément Rémiens (@clement_remiens), Instagram, accessed September 15 2019, www.instagram.com/clement_remiens/.

EXHIBIT 5: SAMPLE INSTAGRAM POSTS AND LIKE COUNTS

Description: Selfie with Rayane Bensetti
Post date: September 29, 2017
Number of likes: 136,163

Denitsa Ikonomova (@denitsaofficiel), "Danse avec les Stars change des vies et il y a 3 ans exactement n'était pas une exception. Grâce à vous on a gagné plus qu'un trophée... Merci à vous et à mon complice," Instagram Photo, September 29, 2017, accessed September 15, 2019, www.instagram.com/p/BcF2XORhjUG/.

Description: Denitsa and her mother
Post date: December 25, 2016
Number of likes: 56,493

Denitsa Ikonomova (@denitsaofficiel), "Merry White Christmas #Noel #famille #mamaman #neige #canada #santé #bonheur," Instagram Photo, December 25, 2016, accessed September 15, 2019, www.instagram.com/p/BOc8AkyjPnL/.