

DA Upload and Content Timeline

| Title/URL of Content Uploaded | Date Content was Uploaded | Where Content Was Sourced From | Feedback |
|---|----------------------------------|--|---|
| TikTok account 'TheInfamousCoD' was created, given a profile picture and bio was written up. | Tuesday - 16/8/22 (Week 4) | Primary created content, TikTok. | |
| Following 11 different Call of Duty dedicated TikTok pages on the account 'TheInfamousCoD', will allow me to see and republish content. | Thursday - 18/8/22 (Week 4) | Other like-minded Call of Duty TikTok accounts. | |
| First upload onto 'TheInfamousCoD' will be done Monday - 22/8/22 (Week 5). | Friday - 19/8/22 (Week 4) | Video content will be sourced and republished from a Call of Duty TikTok account. | |
| 1st upload/repost was made on to 'TheInfamousCoD' | Monday - 22/8/22 (Week 5) | Upload detailed a repost from the following account 'Call of Duty by Gamelancer' of new weapons used in Call of Duty Warzone. | - 3 views - 1 like |
| 2nd upload/repost made. | Thursday - 25/8/22 (Week 5) | TikTok page - @call of duty, uploaded a video from November 2009, when a fan recorded their experience lining up and purchasing the newest CoD game at the time, Modern Warfare 2. | - 3 views - 1 like |
| 3rd upload/repost made. | Tuesday - 30/8/22 (Week 6) | TikTok page- @DL Zyro uploaded detailing the new updated content and fixes on the CoD warzone map. | - 2 views - 1 like |
| 4th upload made. | Thursday - 1/9/22 (Week 6) | Youtube video uploaded by (NeoGamer); Behind the Scenes - CoD Modern Warfare (2019). | - 71 views - 8 likes |
| 5th upload/repost made. | Monday - 5/9/22 (Week 7) | Repost from @DL Zyro detailing an unbelievable 'team wipe' highlight while playing CoD Warzone. | - 5 views - 1 like |
| 6th upload made. | Thursday - 8/9/22 (Week 7) | Youtube video uploaded by (NeoGamer); Behind the Scenes - CoD Modern Warfare (2019). Part 2. | - 116 views - 3 likes - 1 comment |
| 7th upload made. | Monday - 12/9/22 | Youtube video uploaded by | - 121 views |

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| | (Week 8) | (NeoGamer); Behind the Scenes - CoD Modern Warfare (2019). Part 3. | <ul style="list-style-type: none"> - 12 likes - 2 comments |
| 8th upload made. | Thursday - 15/9/22 (Week 8) | Youtube video uploaded by (NeoGamer); Behind the Scenes - CoD Modern Warfare (2019). Part 4. | <ul style="list-style-type: none"> - 122 views - 3 likes - 1 comment |
| 9th upload/repost made. | Monday - 19/9/22 (Week 9) | New 'movement & gameplay footage of MWII' uploaded and reposted by @DL Zyro. | <ul style="list-style-type: none"> - 77 views - 2 likes |
| 10th upload made. | Monday - 19/9/22 (Week 9) | Youtube video uploaded by (NeoGamer); Behind the Scenes - CoD Modern Warfare (2019). Part 5. | <ul style="list-style-type: none"> - 136 views - 14 likes - 3 comments |
| 11th upload made. | Wednesday - 21/9/22 (Week 9) | Youtube video uploaded by (NeoGamer); Behind the Scenes - CoD Modern Warfare (2019). Part 6. | <ul style="list-style-type: none"> - 134 views - 6 likes |
| 12th upload/repost made. | Wednesday - 21/9/22 (Week 9) | Repost from @CallofDuty TikTok page, a character showcase for new upcoming game MWII. Alejandro Vargas, how the character was developed. | <ul style="list-style-type: none"> - 3 views - 1 like |
| 13th upload/repost made. | Tuesday - 27/9/22 (Mid-Session) | Highlight repost via @DL Zyro with a full 'team wipe' using an updated new class on the CoD Warzone gameplay. | <ul style="list-style-type: none"> - 3 views - 1 like |
| 14th upload made. | Wednesday - 28/9/22 (Mid-Session) | 'Remembering the Call of Duty Franchise'. I gathered a number of CoD wallpapers/images over the years and made a highlight video of them. | <ul style="list-style-type: none"> - 67 views - 6 likes - 1 comment |
| 15th upload/repost made. | Friday - 30/9/22 (Mid-Session) | Repost from @CallofDuty TikTok, an intel drop showcasing new details for the upcoming MWII game. | <ul style="list-style-type: none"> - 2 views - 1 like |
| 16th upload made. | Monday - 3/10/22 (Week 10) | Images from Call of Duty Modern Warfare 2 put into a video highlight reel. Was it the best game? | <ul style="list-style-type: none"> - 67 views - 4 likes - 1 comment |
| 17th upload made. | Wednesday - 5/10/22 (Week 10) | YouTube video uploaded by @GameSprout, Modern Warfare 2 (beta gameplay) Funny Moments. Part 1. | <ul style="list-style-type: none"> - 4 views - 1 like |

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| 18th upload made. | Thursday - 6/10/22 (Week 10) | YouTube video uploaded by @GameSprout, Modern Warfare 2 (beta gameplay) Funny Moments. Part 2. | - 4 views - 1 like |
| 19th upload made. | Sunday - 9/10/22 (Week 10) | Repost from @craigospipes. Call of Duty Modern Warfare II Official Trailer Drop. | - 5 views - 1 like |
| 20th upload made. | Tuesday - 11/10/22 (Week 11) | First video of new mini series "How Call of Duty Cold War was made from home during the Pandemic". (Part 1) | - 198 views - 8 likes - 1 share |
| 21st upload made. | Wednesday - 12/10/22 (Week 11) | Second video of new mini series "How Call of Duty Cold War was made from home during the Pandemic". (Part 2) | - 305 views - 11 likes - 2 comments |
| 22nd upload made. | Thursday - 13/10/22 (Week 11) | Third video of new mini series "How Call of Duty Cold War was made from home during the Pandemic". (Part 3) | - 253 views - 22 likes |
| 23rd upload made. | Friday - 14/10/22 (Week 11) | Fourth video of new mini series "How Call of Duty Cold War was made from home during the Pandemic". (Part 4) | - 195 views - 6 likes - 1 comment |
| 24th upload made. | Sunday - 16/10/22 (Week 11) | Fifth video of new mini series "How Call of Duty Cold War was made from home during the Pandemic". (Final Part) | - 372 views - 24 likes - 3 saves. |
| 25th upload made. | Monday - 17/10/22 (Week 12) | New mini series, "Call of Duty : Modern Warfare - Behind the scenes at Infinity Ward Studios. By Hollywood Reporter. (Part 1) | - 398 views - 12 likes - 1 comment - 3 saves |
| 26th upload made. | Tuesday - 18/10/22 (Week 12) | Second upload of "Call of Duty : Modern Warfare - Behind the scenes at Infinity Ward Studios. By Hollywood Reporter. (Part 2) | - 92 views - 1 like |
| 27th upload made. | Wednesday - 19/10/22 (Week 12) | Third upload of "Call of Duty : Modern Warfare - Behind the scenes at Infinity Ward Studios. By Hollywood Reporter. (Part 3) | - 222 views - 8 likes - 1 save |

- (31/8/22) - After reviewing the feedback I have received for my DA pitch I have decided that the "TheInfamousCod" TikTok account I have created will now not only upload 'cool' videos, actions highlights and upcoming news, but also showcase a different side of the COD games franchise diving into the behind the scenes of the games. This idea will allow me to better target one of my 3 concepts of the

“technology used to create the CoD games”, uploading interviews of the game designers talking about the creation of the games, how the CoD games have developed over the years is content I can shift my focus too in order to achieve this new outcomes.

- (1/9/22) - ^^ as seen above the response from my feedback and decision to include video content that is aimed at targeting behind the scenes footage and the technology used behind the CoD game Modern Warfare 2019 has driven my views from 2-3 to 71 in one upload and my likes from 1 to 8. Huge response from my audience based on this new directional upload.
- (2/9/22) - Gained another follower, account now sits at 3 followers and 11 total likes.
- (9/9/22) - TikTok page gained another follower now sits at 4 followers and 23 total likes.
- (15/9/22) - Uploaded ‘mini series’ “Behind the Scenes of Call of Duty 2019” in sequel parts. Views, likes and comments are growing dramatically on those mini series videos in comparison to the previous ‘gameplay highlights’ I uploaded. Finally found content that is engaging a higher number of audience.
- (17/9/22) - Using relevant hashtags such as #callofduty, #GameTikTok and #ModernWarfare2 as examples are helping with narrowing down the particular users I am trying to engage my content with.
- (21/9/22) - The final video of my ‘mini series’ “Behind the Scenes of Call of Duty 2019” finished with part 6 gaining 134 views and 6 likes. In total the ‘mini series’ accumulated 700 total views, 46 total likes and 7 total comments, by far the most content interaction with any particular video content I have uploaded so far.
- (28/9/22) - After the end of the ‘mini series’ interaction slowed down again, so I decided to create a new similar ‘mini series’ but with images. “Remembering the Call of Duty Games” is a new series with photos, wallpapers and in-game footage images from all the CoD games put into a video reel.
(30/9/22) - New ‘mini series’ “Remembering the Call of Duty Games”, first upload recorded 67 views, 6 likes and 1 comment, again I have found content that engages with my particular audience and with the use of relevant hashtags my content can find those accounts.
- (10/10/22) - After the success of my uploads detailing the story “Behind the Scenes of Call of Duty” I decided to upload a new series “How Call of Duty Cold War was made from home during the Pandemic”, by IGN. This series' first video recorded 198 views, 8 likes and 1 save, smashing the previous mini series I posted.
- (14/10/22) - Since the first upload of IGN’s “How Call of Duty Cold War was made from home during the Pandemic” my page has since gained 3 new followers and my views are now reaching past the 300 number, as well as my likes sitting in the low 20s. Content I am posting is really starting to engage with my audience interactively.
- (14/10/22) - I have since noticed that to best suit my audience and engage with them the ‘mini series’ content is far more accepted then simple highlight videos or upcoming news/dates. My audience enjoys watching and interacting with ‘mini series’ videos.
- (17/10/22) - Final part of the “How Call of Duty Cold War was made from home during the Pandemic” series was uploaded 1 day ago. The final video recorded 372 views, 24 likes and 3 saves, as was my page gaining an extra 2 followers taking it to 9.

- (18/10/22) - Started a new mini series, "Call of Duty : Modern Warfare - Behind the scenes at Infinity Ward Studios. This 3 part series has gained me 5 new followers, 15-20 likes and a few hundred more views.
- (19/10/22) - Over the few weeks my TikTok page has developed from a highlights page to a mini series, behind the scenes story page delivering interview and video footage of how the Call of Duty games were developed.
- (20/10/22) - 14 total followers, 170 total likes. 27 uploads.