

What's Behind All the Simultaneous 'Prelude' Tweets?

'Star Trek-Horizon' viewership rapidly gains on 'Prelude'

See also: [Why Star Trek-Horizon's Success Matters](#)

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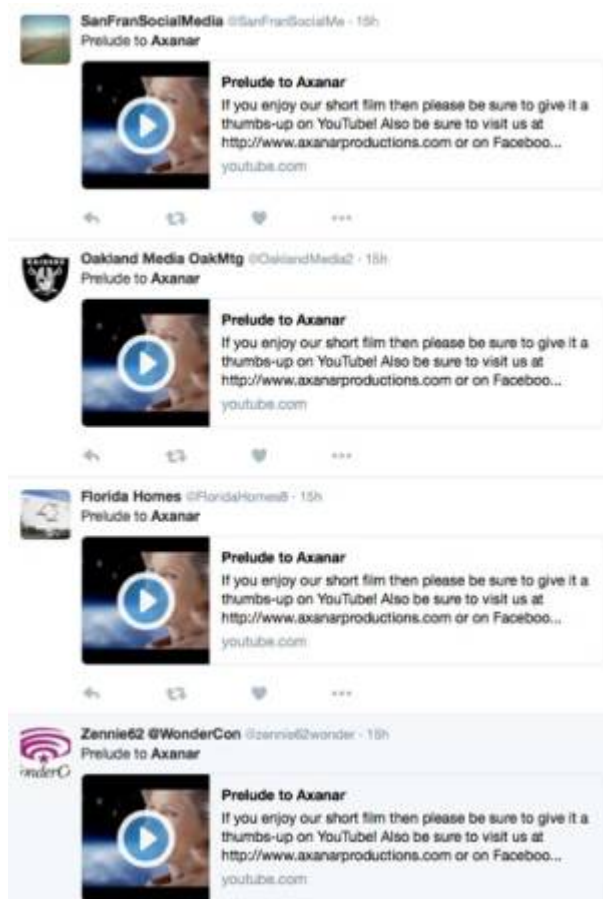


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REPEAT TWEETS Multiple Twitter accounts posted the [same tweet](#) at the same time, urging readers to watch *Prelude to Axanar*. How come?

Targeted Tweets

Suddenly on the evening of August 7, 2016, dozens of seemingly unrelated Twitter accounts all spouted the exact [same tweet](#) pointing people to *Prelude to Axanar* on YouTube.

The accounts were clearly targeted with an odd geographical emphasis on the San Francisco Bay Area and the South and, of course, genre accounts like [@StarWarsNews1](#).

The **AxaMonitor** twitter account noted all the tweets, focusing on two examples. Both accounts promptly blocked [@AxaMonitor](#). Simultaneously.

The appearance of the same tweet across dozens of accounts suggests a coordinated campaign, probably [paid for](#).



UPDATE August 10, 2016 — Axanar [denies](#) buying tweets.

Why Buy Tweets?

But why buy tweets in the first place? And why now, more than two years after *Prelude to Axanar* was released? The Twitter account [@TrekSentry47](#) pointed out *Star Trek-Horizon* has racked up — in only five months — nearly the same number of views as *Prelude*, which took two years to get its views. And *Horizon* is rapidly closing in.

‘The Most Successful Trek Fan Film’

Those numbers may present a challenge to what, in July 2016, *Axanar* director Robert Meyer Burnett claimed on Twitter: “By any metric, *Prelude to Axanar* is still the most successful Trek fan film,”¹⁾ apparently based on the 2.5 million views since its premiere at San Diego Comic-Con in July 2014.

New Leader on the Horizon

See also: [Axanar, Crowdfunding Behind New CBS Moves Against Fan Films, Says 'Horizon' Creator](#) and [Horizon Creator: Axanar 'Not Wholly Innocent'](#)



USS DISCOVERY The Discovery was the starship featured in *Star Trek-Horizon* and its aborted sequel, *Federation Rising*, the first casualty of the Axanar lawsuit.

However, *Prelude's* claim "by any metric" as most successful fan film may change in less than a month if *Horizon's* monthly viewership holds up. *Horizon's* views are currently 2.3 million, but it has an average monthly viewership rate of 467,942, compared to *Prelude's* 104,630.

Axanar Denial

So is someone trying to encourage more people to view *Prelude*? Contacted by **AxaMonitor**, Axanar spokesman Mike Bawden said no:

I'm not aware of a Twitter ad buy to promote the *Prelude to Axanar* YouTube page. I know that when the crowdfunding campaigns were running in 2014 and 2015, we advertised on Facebook to drive people to the [Kickstarter] and [Indiegogo] pages, but I'm not aware of any recent marketing-type initiatives to drive people to [*Prelude's*] YouTube page.²⁾

In a follow-up statement two days later, Bawden said:

I spoke to Alec about this yesterday and he confirmed that Axanar Productions has not made any Twitter ad buys — no ad buys of any sort since the crowdfunding campaigns, actually.³⁾



UPDATE Just before 2 pm PDT, August 23, 2016, *Star Trek-Horizon* overtook *Prelude to Axanar*. *Horizon* had logged 2,565,757 views, compared to *Prelude* at 2,564,967.

'Horizon' and 'Prelude'

See also: [Axanar Accuses Horizon of Buying Views](#)

The feature-length *Star Trek-Horizon* was produced for under \$50,000, while the 22-minute *Prelude* cost more than \$120,000. *Horizon's* planned sequel, *Federation Rising*, became the [first fan film casualty](#) of the Axanar [copyright infringement lawsuit](#). 🌀

Both *Star Trek-Horizon* and *Prelude to Axanar* are available on YouTube:



Star Trek - Horizon



Prelude to Axanar

Keywords

fan films

1)

 [Robert Meyer Burnett tweet](#), 7/8/16.

2)

Email from Mike Bawden to AxaMonitor editor Carlos Pedraza, 8/8/16.

3)

Email from Mike Bawden to AxaMonitor editor Carlos Pedraza, 8/10/16.

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