

Planned		JANUARY 2017																												FEBRUARY 2017																												Estimated Impressions/Views	Total Budget NET
		Pre-Awareness							Week 1							Week 2																																											
		1/23	1/24	1/25	1/26	1/27	1/28	1/29	1/30	1/31	2/1	2/2	2/3	2/4	2/5	2/6	2/7	2/8	2/9	2/10	2/11	2/12	2/13	2/14	2/15	2/16	2/17	2/18	2/19	2/20	2/21	2/22	2/23	2/24	2/25	2/26																							
M	T	W	Th	F	Sa	Su	M	T	W	Th	F	Sa	Su	M	T	W	Th	F	Sa	Su	M	T	W	Th	F	Sa	Su	M	T	W	Th	F	Sa	Su																									
Tactic & Site		Tracking														NBA All Star														Opening																													
Search		Pre-Tracking																												266,667	\$200,000																												
Search																														266,667	\$200,000																												
Facebook		Pre-Tracking																												8,800,000	\$440,000																												
Instagram		Pre-Tracking																												6,562,500	\$525,000																												
Twitter		Pre-Tracking																												7,500,000	\$600,000																												
Social																														22,862,500	\$1,565,000																												
YouTube		Pre-Tracking																												76,097,685	\$2,410,000																												
TrueView CPV																																																											
Rerved Forced																																																											
TrueView CPM																																																											
TrueView Remarketing																																																											
Hulu		Pre-Tracking																												31,472,134	\$1,000,000																												
Programmatic Video																														34,498,834	\$700,000																												
Video																														142,068,653	\$4,110,000																												
Pandora																														10,377,273	\$225,000																												
Mobile																														10,377,273	\$225,000																												
ESPN																														25,658,258	\$669,314																												
Bleacher Report																														26,229,323	\$392,500																												
Vice																														2,890,000	\$137,500																												
Sports & Lifestyle																														54,777,581	\$1,199,314																												
Fandango / Flixster																														12,286,990	\$295,000																												
Ticketing																														12,286,990	\$295,000																												
SUBTOTAL																														242,639,663	\$7,594,314																												
Ad Serving																															\$35,000																												
GRAND TOTAL																														242,639,663	\$7,629,314																												

Actual		JANUARY 2017																												FEBRUARY 2017																												Estimated Impressions/Views	Total Budget NET	Final Delivery	Over / (Under)
		Pre-Awareness							Week 1							Week 2																																													
		1/23	1/24	1/25	1/26	1/27	1/28	1/29	1/30	1/31	2/1	2/2	2/3	2/4	2/5	2/6	2/7	2/8	2/9	2/10	2/11	2/12	2/13	2/14	2/15	2/16	2/17	2/18	2/19	2/20	2/21	2/22	2/23	2/24	2/25	2/26																									
M	T	W	Th	F	Sa	Su	M	T	W	Th	F	Sa	Su	M	T	W	Th	F	Sa	Su	M	T	W	Th	F	Sa	Su	M	T	W	Th	F	Sa	Su																											
Tactic & Site		Tracking														NBA All Star														Opening																															
Search		Pre-Tracking																												110,000	\$148,500	106,978	(3,022)																												
Yahoo Search/ Display																														100,000	\$100,000	107,261	7,261																												
Search																														210,000	248,500																														
Facebook		Pre-Tracking																												11,500,000	\$575,000	11,662,772	162,772																												
Instagram		Pre-Tracking																												1,875,000	\$230,000	1,848,196	(26,804)																												
Twitter		Pre-Tracking																												9,500,000	\$760,000	10,264,194	764,194																												
Social																														22,875,000	\$1,565,000																														
YouTube		Pre-Tracking																												76,097,685	\$2,410,000	8,577,368	4,852,368																												
TrueView CPV																														3,725,000		56,111,500	13,741,130																												
Rerved Forced																														42,370,370		77,617,174	49,802,359																												
TrueView CPM																														27,814,815		1,510,160	(677,340)																												
TrueView Remarketing																														2,187,500																															
Hulu		Pre-Tracking																												15,000,000	\$944,500	15,061,588	61,588																												
Programmatic Video																														9,400,000	\$126,900	9,493,173	93,173																												
Video																														100,497,685	\$2,776,970																														
iheart																														40,600,000	\$1,301,500	41,561,999	961,999																												
Mobile / Video/Display																														40,600,000	1,301,500																														
ESPN																														20,000,000	\$539,000	20,092,987	92,987																												
Bleacher Rep. / NBA																														36,000,000	\$392,500	54,554,929	18,554,929																												
Sports Illustrated / Fox Sports																														23,000,000	\$979,430	23,035,945	35,945																												
Sports & Lifestyle																														79,000,000	\$1,910,930																														
Fandango / Flixster																														9,400,000	\$265,000	9,411,802	11,802																												
Ticketing																														9,400,000	265,000																														
SUBTOTAL																														252,582,685	8,067,900	341,018,026	88,435,341																												
Ad Serving																															\$58,347		Total																												
GRAND TOTAL																														252,582,685	\$8,126,247		Over-Delivery																												

Google Search

	CPC				TTL Imp	TTL Spend
	1/26 to 2/1	2/2 to 2/19	2/20 to 2/26	2/24 and 2/25		
Imp	53,333	93,333	120,000	-	266,666	\$ 200,000.00
Budget %	20%	35%	45%	0%		
Budget \$'s	\$ 39,999.85	\$ 69,999.92	\$ 90,000.23	\$ -		

Clicks	14,659	56,611	35,708		TTL Clicks 106,978	
Spend	\$ 10,994.25	\$ 72,458.25	\$ 65,047.50			\$ 148,500.00

Click budget increased

CPC Target	\$ 0.75	\$ 0.75	\$ 0.75	
CPC Actual	\$ 0.75	\$ 1.28	\$ 1.82	

CAMPAIGN PERFORMANCE BY AD

AD	Impressions	Clicks	CTR
Native Display_Run of Network	13,156,839	37,508	0.29%
Native Display_Movie Enthusiasts	11,474,976	33,495	0.29%
Native Display_SRT	11,401,637	34,961	0.31%
Native Video_Run of Network - 30 sec	458,501	469	0.10%
Native Video_SRT - 30 Sec	311,332	332	0.11%
Native Video_Movie Enthusiasts - 15 sec	298,229	194	0.07%
Native Video_Run of Network - 15 sec	165,399	223	0.13%
Native Video_Movie Enthusiasts - 30 sec	31,633	48	0.15%
Native Video_SRT - 15 Sec	19,855	31	0.16%
Grand Total	37,318,401	107,261	0.29%

YAHOO

FB & Instagram	Campaign	Results	Result Indicator	Impressions	10-Second Video Views	Cost per 10-Second Video View
1/26-2/1	Instagram Post One Month Video	68	actions:link_click	3,996	131	\$ 0.23
1/26-2/1	Things We Do_Instagram Post_Traffic	864	actions:link_click	30,295	1,779	\$ 0.14
1/26-2/1	Things We Do Cast :30 Online - Collide	729,713	actions:video_view	2,093,383	357,132	\$ 0.02
1/26-2/1	Official Trailer: 2:20 - Collide	165,246	actions:video_view	397,787	105,449	\$ 0.02
1/26-2/1	Collide Videos	177,622	actions:video_view	573,063	99,344	\$ 0.02
1/26-2/1	Shift Engage Go - Website Traffic	1,205	actions:link_click	83,688	2,812	\$ 0.17
Total 1/16 to 2/1		1,074,718		3,182,212	566,647	\$ 0.02

FB & Instagram	Campaign	Results	Result Indicator	Impressions	10-Second Video Views	Cost per 10-Second Video View
2/2-2/19	Quotes Is It Dangerous :14 - Collide	272,221	actions:video_view	1,366,554	100,575	\$ 0.07
2/2-2/19	Drive or Die :15 - Collide	351,431	actions:video_view	1,695,614	135,453	\$ 0.06
2/2-2/19	Wild Ride :15 Friday - Collide	426,455	actions:video_view	1,354,451	145,109	\$ 0.08
2/2-2/19	Autobahn Chase :60 - Collide	213,433	actions:video_view	577,505	143,700	\$ 0.04
2/2-2/19	Things We Do Cast :30 Online - Collide	2,674,037	actions:video_view	9,396,958	1,122,901	\$ 0.04
2/2-2/19	Collide Videos	732,569	actions:video_view	3,036,170	315,937	\$ 0.04
Total to 2/19		4,670,146	actions:video_view	17,427,252	1,963,675	\$ 0.05

FB & Instagram	Campaign	Results	Result Indicator	Impressions	10-Second Video Views	Cost per 10-Second Video View
2/20-2/26	Ben Kingsley Looping - Collide	127,142	actions:video_view	442,612	34,026	\$ 0.05
2/20-2/26	How Far How Fast :05 Video - Instagram Collide	313,196	actions:video_view	1,591,957	74,352	\$ 0.19
2/20-2/26	How Far How Fast :05 Video - Collide	455,697	actions:video_view	2,731,255	229,098	\$ 0.06
2/20-2/26	Post: "Ben Kingsley plays a dangerous game in..."	3,835	actions:post_engagement	185,811		
2/20-2/26	Risk Taker: 06 - Collide Instagram	1,104,748	actions:video_view	5,715,464	448,040	\$ 0.12
2/20-2/26	Quotes Is It Dangerous :14 - Collide	77,400	actions:video_view	382,639	35,638	\$ 0.07
2/20-2/26	Drive or Die :15 - Collide	484,148	actions:video_view	2,171,595	212,703	\$ 0.07
2/20-2/26	Wild Ride :15 Friday - Collide	137,861	actions:video_view	231,057	110,771	\$ 0.03
2/20-2/26	Autobahn Chase :60 - Collide	148,539	actions:video_view	275,512	110,867	\$ 0.04
2/20-2/26	Things We Do Cast :30 Online - Collide	696,164	actions:video_view	2,627,903	292,974	\$ 0.05
2/20-2/26	Collide Videos	2,369,178	actions:video_view	10,401,565	1,121,485	\$ 0.05
Total 2/20-2/26		5,917,908		26,757,370	2,669,954	\$ 0.07

Total		11,662,772		47,366,834	5,200,276	\$ 0.05
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Reporting Starts	Campaign	Results	Result Indicator	Impressions	10-Second Video Views	Cost per 10-Second Video View
2/20-2/25	Post: "Check out the Entertainment Weekly LIVE video..."	48,669	actions:post_engagement	1,120,122	30,851	\$ 0.15

Bonus -- promoted post per OR request

Reporting Starts	Reporting Ends	Campaign	Platform	Delivery	Impressions	3-Second Video Views	10-Second Video Views	Reach	Video Percentage Watched	Video Watches at 25%	Video Watches at 50%	Video Watches at 75%	Video Watches at 95%	Video Watches at 100%
2017-02-20	2017-02-25	Ben Kingsley Looping - Collide	Audience Network	not_delivering	5428	2173	1064	5428	46.41	1983	1326	937	702	667
2017-02-20	2017-02-25	Ben Kingsley Looping - Collide	Facebook	not_delivering	435560	124438	32914	407440	31.98	100818	45755	28492	22520	21530
2017-02-20	2017-02-25	Ben Kingsley Looping - Collide	Instagram	not_delivering	1624	534	49	1599	20.35	386	96	42	27	26
2017-02-20	2017-02-25	How Far How Fast :05 Video - Instagram Collide	Instagram	not_delivering	1591985	313258	74363	1576196	24.01	328584	137116	86409	64845	59843
2017-02-20	2017-02-25	How Far How Fast :05 Video - Collide	Audience Network	not_delivering	15845	10949	8259	11259	71.57	10945	10002	8305	2388	2144
2017-02-20	2017-02-25	How Far How Fast :05 Video - Collide	Facebook	not_delivering	2715410	444748	220839	2188886	35.56	435976	286391	232740	202815	194183
2017-02-20	2017-02-25	Post: "Ben Kingsley plays a dangerous game in..."	Facebook	recently_completed	185811			177567	0					
2017-02-20	2017-02-25	Risk Taker: 06 - Collide Instagram	Instagram	not_delivering	5715701	1105050	448111	5266910	39.86	2383746	954050	572025	455777	437045
2017-02-20	2017-02-25	Post: "Check out the Entertainment Weekly LIVE vid	Facebook	recently_completed	1120122	48220	30852	882664	2.43	646	416	264	278	415
2017-02-20	2017-02-25	Quotes Is It Dangerous :14 - Collide	Audience Network	inactive	6567	5247	4534	5053	72.22	5207	4757	3450	518	453
2017-02-20	2017-02-25	Quotes Is It Dangerous :14 - Collide	Facebook	inactive	349225	65240	29192	349225	33.4	58737	37231	28259	24032	22790
2017-02-20	2017-02-25	Quotes Is It Dangerous :14 - Collide	Instagram	inactive	26847	6913	1912	25778	26.84	6223	3026	1850	1376	1237
2017-02-20	2017-02-25	Drive or Die :15 - Collide	Audience Network	not_delivering	41065	19772	12088	29672	49.17	18740	13427	6744	4120	3798
2017-02-20	2017-02-25	Drive or Die :15 - Collide	Facebook	not_delivering	2003460	436312	192409	1758820	29.27	370486	226565	171148	140571	131001
2017-02-20	2017-02-25	Drive or Die :15 - Collide	Instagram	not_delivering	127070	28064	8206	118176	21.49	22684	10179	7138	5448	4985
2017-02-20	2017-02-25	Wild Ride :15 Friday - Collide	Audience Network	inactive	112507	100828	93840	93410	84.79	100336	95929	91594	88667	88553
2017-02-20	2017-02-25	Wild Ride :15 Friday - Collide	Facebook	inactive	104647	33526	16037	104647	37.41	28343	18965	14575	12526	11787
2017-02-20	2017-02-25	Wild Ride :15 Friday - Collide	Instagram	inactive	13903	3507	894	13903	22.4	2926	1352	765	524	483
2017-02-20	2017-02-25	Autobahn Chase :60 - Collide	Audience Network	inactive	107715	95488	86794	101140	37.22	38760	28364	24330	22901	22850
2017-02-20	2017-02-25	Autobahn Chase :60 - Collide	Facebook	inactive	167797	53051	24073	166008	11.08	15894	9176	7224	5863	3865
2017-02-20	2017-02-25	Things We Do Cast :30 Online - Collide	Audience Network	recently_completed	31458	18704	14845	22486	35.41	15602	5448	3174	1107	934
2017-02-20	2017-02-25	Things We Do Cast :30 Online - Collide	Facebook	recently_completed	2245407	593891	248228	2050354	15.79	309299	179700	122562	96829	69678
2017-02-20	2017-02-25	Things We Do Cast :30 Online - Collide	Instagram	recently_completed	351038	83569	29901	334741	13.86	40985	21242	14046	10686	7805
2017-02-20	2017-02-25	Collide Videos	Audience Network	not_delivering	165935	96647	77750	106426	23.61	28661	17807	13818	11537	10999
2017-02-20	2017-02-25	Collide Videos	Facebook	not_delivering	8342473	1788710	841295	6586082	35.62	1452387	837905	629188	517086	467611
2017-02-20	2017-02-25	Collide Videos	Instagram	not_delivering	1893160	483858	202446	1893160	40.38	775400	349127	221568	182104	175028

Instagram

Reporting Starts	Reporting Ends	Platform	Impressions	3-Second Video Views	Link Clicks	Video Watches at 100%	10-Second Video Views	CTR (Link)
2017-01-26	2017-02-01	Facebook	2,564,787	847,958	9,008	77781	434771	0.351218
2017-01-26	2017-02-01	Instagram	537,993	167,999	1,570	20757	70937	0.291825
2017-01-26	2017-02-01	Audience Network	79,432	67,129	3,328	13169	60939	4.189747
		1/26-2/1	3,182,212	1,083,086	13,906	111,707	566,647	

Reporting Starts	Reporting Ends	Platform	Impressions	Results	Link Clicks	Video Watches at 100%	10-Second Video Views	CTR (Link)
2017-02-02	2017-02-19	Facebook	13,667,080	3,577,865	49,573	548405	1526765	0.362718
2017-02-02	2017-02-19	Instagram	3,621,327	978,947	4,189	121598	337413	0.115676
2017-02-02	2017-02-19	Audience Network	137,042	113,349	6,261	29857	98567	4.568672
		2/2-2/19	17,425,449	4,670,161	60,023	699,860	1,962,745	

Reporting Starts	Reporting Ends	Platform	Impressions	Results	Link Clicks	Video Watches at 100%	10-Second Video Views	CTR (Link)
2017-02-20	2017-02-21	Facebook	3,111,318			167044	307221	
2017-02-20	2017-02-21	Audience Network	314,032			116376	221937	
2017-02-20	2017-02-21	Instagram	271,298			9841	22156	
		2/20-2/26	3,696,648					

Reporting Starts	Reporting Ends	Platform	Impressions	Results	Link Clicks	Video Watches at 100%	10-Second Video Views	CTR (Link)
		Facebook	19,343,185	4,425,823	58,581	793,230	2,268,757	0.30%
		Instagram	4,473,352	1,146,946	5,759	258,731	630,287	0.13%
		Audience Network	487,772	180,478	9,589	52,867	181,662	1.97%
		Camp to Date	24,304,309	5,753,247	73,929	1,104,828	3,080,706	0.30%

			Impressions	3-Second Video Views	Link Clicks	Video Watches at 100%	10-Second Video Views	
		Instagram Total	8,903,970	2,293,892	11,518	410,927	1,060,793	

Twitter

25-Feb

Campaign name	Objective	Impressions	Video views	Video played 75%	Video completions	Results	Result Type	Result Rate	Result Rate Type
Things We Do :30 - Video Views	Video views	2,949,734	1,160,364	122150.00	75124.00	1160364.00	Video views	39.34%	Video view rate
One Month :08 - Video Views	Video views	242,742	94,871	73797.00	59023.00	94871.00	Video views	39.08%	Video view rate
1/26-2/1		3,192,476	1,255,235		134,147	1,255,235			

Campaign name	Placement	Impressions	Video views	Video played 75%	Video completions	Results	Result Type	Result Rate	Result Rate Type
Wild Ride :15 Friday – Collide Video Views	Video views	779,425	346,155	15000.00	68,150	346,155	Video views	44.41%	Video view rate
Quotes – Is it Dangerous :14 Video Views	Video views	2,049,401	808,398	15000.00	249,230	808,398	Video views	39.45%	Video view rate
Drive or Die :15 Video Views	Video views	1,789,101	676,773	25000.00	150,684	676,773	Video views	37.83%	Video view rate
Risk Taker :07 Video Views	Video views	4,055,456	1,358,792	75000.00	310,882	1,358,792	Video views	33.51%	Video view rate
Things We Do :30 - Video Views	Video views	6,399,427	2,230,437	3000.00	138,539	2,230,437	Video views	34.85%	Video view rate
One Month :08 - Video Views	Video views	-	-	0.00	-	-	Video views	0.00%	Video view rate
2/2-2/19		15,072,810	5,420,555	133,000	917,485	5,420,555			

Campaign name	Placement	Impressions	Video views	Video played 75%	Video completions	Results	Result Type	Result Rate	Result Rate Type
Ben Kingsley Looping GIF– Collide Videos	Video views	340,303	117,816	42,055	26,100	117,816	Video views	34.62%	Video view rate
Quotes Fast Cars: 06 – Collide Videos	Video views	566,487	186,544	92,936	65,314	186,544	Video views	32.93%	Video view rate
How Far How Fast :05 Video – Collide Video	Video views	1,196,194	457,272	271,956	196,041	457,272	Video views	38.23%	Video view rate
Wild Ride :15 Friday – Collide Video Views	Video views	2,365,433	808,201	213,915	132,916	808,201	Video views	34.17%	Video view rate
Quotes – Is it Dangerous :14 Video Views	Video views	799,052	252,422	119,674	78,807	252,422	Video views	31.59%	Video view rate
Drive or Die :15 Video Views	Video views	1,795,753	591,498	189,464	122,533	591,498	Video views	32.94%	Video view rate
Risk Taker :07 Video Views	Video views	2,074,178	670,686	598,484	151,052	670,686	Video views	32.34%	Video view rate
Things We Do :30 - Video Views	Video views	1,335,341	503,965	47,355	28,712	503,965	Video views	37.74%	Video view rate
2/20-2/26		10,472,741	3,588,404	1,575,839	801,475	3,588,404			

Total		28,738,027	10,264,194	1,708,839	1,853,107	10,264,194			
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YouTube	CPV / CPM				
Placement	Metric	1/26 to 2/1	2/2 to 2/19	2/20 to 2/26	TTL Imp
TrueView CPV	CPV	3,125,000	266,667	333,333	3,725,000
Reserved Forced	CPM	4,259,259	6,666,667	17,000,000	27,925,926
TrueView CPM	CPM	10,000,000	4,444,444	8,000,000	22,444,444
TrueView Remarketing	CPV		937,500	1,250,000	2,187,500
	Totals	17,384,259	12,315,278	26,583,333	56,282,870
Budget %		31%	22%	47%	
					Campaign Totals
TrueView CPV	CPV	2,353,704	5,164,025	1,059,639	8,577,368
Reserved Forced	CPM	33,477,441	20,562,639	2,071,420	56,111,500
TrueView CPM	CPM	39,270,994	33,857,129	4,489,051	77,617,174
TrueView Remarketing	CPV		1,030,232	479,928	1,510,160



Campaign Name: Collide Movie Release 1Q'17 - With BES
Insertion Order Number: IO139018
Advertiser: IM Global
Agency: Media Funding Partners
Date Prepared: 03/07/2017
Actual Report Period: 1/26/2017 - 2/24/2017

Hulu Data

Flight -> Product -> Ad Unit	Contracted Start	Contracted End	Completions Goal	Completions Delivered	Clicks	Clickable Completions	CTR*	Impressions	Completions	Completion Rate
Collide Premiere Week	02/20/17	02/24/17								
Companion (300x250)			185,145	22,480	-	22,480	0.00%			
Companion (300x60)			-	109,169	-	109,169	0.00%			
Slate			516,577	526,329	266	115,281	0.23%			
Video Commercial			1,712,594	1,782,111	1,187	457,224	0.26%	1,827,272	1,782,111	97.53%
Grand Total			2,414,316	2,440,089	1,453	704,154	0.21%	1,827,272	1,782,111	97.53%
Collide Premiere Week BES Flight	02/20/17	02/24/17								
Branded Entertainment Selector			113,953	119,458	1	16,323	0.01%			
Branded Entertainment Selector Video			100,000	103,918	275	13,612	2.02%	109,219	103,918	95.15%
Grand Total			213,953	223,376	276	29,935	0.92%	109,219	103,918	95.15%
Collide Pre-Tracking	01/26/17	02/01/17								
Companion (300x250)			236,043	12,719	5	12,719	0.04%			
Companion (300x60)			-	139,755	2	139,755	0.00%			
Video Commercial			2,183,398	2,252,772	1,688	591,484	0.29%	2,296,101	2,252,772	98.11%
Grand Total			2,419,441	2,405,246	1,695	743,958	0.23%	2,296,101	2,252,772	98.11%
Collide Pre-Tracking BES Flight	01/26/17	02/01/17								
Branded Entertainment Selector			125,349	152,577	3	17,261	0.02%			
Branded Entertainment Selector Video			110,000	113,668	330	805	40.99%	120,431	113,668	94.38%
Grand Total			235,349	266,245	333	18,066	1.84%	120,431	113,668	94.38%
Collide Week 3 and Opening	02/02/17	02/19/17								
Companion (300x250)			715,752	35,726	4	35,726	0.01%			
Companion (300x60)			-	448,795	4	448,795	0.00%			
Slate			2,041,538	2,072,273	1,238	467,300	0.26%			
Video Commercial			6,620,703	6,732,982	4,854	1,778,277	0.27%	6,897,357	6,732,982	97.62%
Grand Total			9,377,993	9,289,776	6,100	2,730,098	0.22%	6,897,357	6,732,982	97.62%
Collide Week 3 and Opening BES Flight	02/02/17	02/19/17								
Branded Entertainment Selector			205,116	254,097	7	45,201	0.02%			
Branded Entertainment Selector Video			180,000	182,759	842	2,939	28.65%	192,450	182,759	94.96%
Grand Total			385,116	436,856	849	48,140	1.76%	192,450	182,759	94.96%
Full Campaign				15,061,588						

* CTR is based off impressions from clickable devices only. This data is available upon request.

*** All amounts presented under the "spend" section are based on an estimate until our Finance team concludes the monthly billing cycle. All invoices will be distributed within 10 business days, following the

Centro Programmatic

	6-Feb	7-Feb	8-Feb	9-Feb	10-Feb	11-Feb	12-Feb	13-Feb	14-Feb	15-Feb	16-Feb	17-Feb	18-Feb	19-Feb	20-Feb	21-Feb	22-Feb	23-Feb	24-Feb	25-Feb	26-Feb	Total	
Target	60,000	300,000	350,000	400,000	425,000	450,000	450,000	450,000	450,000	515,000	500,000	500,000	550,000	550,000	550,000	600,000	600,000	600,000	200,000				
Delivered	57,188	307,030	545,748	589,734	641,387	642,419	642,780	614,090	480,697	404,475	405,293	407,976	437,433	420,043	411,449	518,270	513,066	469,745	816,274	127,041	41,035	9,493,173	
Over/Under Delivery	(2,812.00)	7,030.00	195,748.00	189,734.00	216,387.00	192,419.00	192,780.00	164,090.00	30,697.00	(110,525.00)	(94,707.00)	(92,024.00)	(112,567.00)	(129,957.00)	(138,551.00)	(81,730.00)	(86,934.00)	(130,255.00)	616,274.00				
Running	(2,812)	4,218	199,966	389,700	606,087	798,506	991,286	1,155,376	1,186,073	1,075,548	980,841	888,817	776,250	646,293	507,742	426,012	339,078	208,823	825,097				

02/01/2017 - 02/10/2017

Name	Type	Videos Served	Clicks	CTR	Video Starts	100% Complete	Completion Rate
Collide Video Male	instream	561,643	1,021	0.18%	548,855	333,455	60.75%
Collide Video _ Action Movies	demographic	694,472	154	0.02%	686,032	337,349	49.17%
Collide Video_Movies Non Skipable	instream	515,639	1,095	0.21%	502,625	329,549	65.57%
Collide Video_Movies Non Skipable 15	instream	157,914	684	0.43%	151,975	113,964	74.99%
		1,929,613	2,954	0.15%	1,889,175	1,114,135	58.97%

IHR DIGITAL

KW 2/28/17

CONTRACT #

22462/Prime 72283d

Input By Written Up By

Date 3/14/2017

Agency / Client Information

Campaign Information:

Agency Name Media Funding Partners Campaign Name: Open Road Films-Collide- Digital-Premiere - Prime_72283

Address Advertiser Open Road Films

City, State, Zip Advertiser Type

Phone Product Name: ORF/Collide

Product Type: Cash In Advar

Product	Start Date	End Date	Impressions	Companion Banner Impressions.
PN_National_OpenRoad- Collide_22462_TOP40_2/14-2/28	2/14/2017	2/28/2017	11,053,854	5,526,927
PN_National_OpenRoad- Collide_22462_2/14-2/28	2/14/2017	2/28/2017	15,379,157	7,689,578
PN-Fox Sports Radio-ROS- Personality (728x90 & 300x250) - Top Down	2/14/2017	2/27/2017	163,910	81,955
iHR_728x90_ATF_StationSites_Run Of	2/17/2017	2/28/2017	416,618	208,309
iHR_728x90_BTF_StationSites_Run Of	2/17/2017	2/28/2017	416,618	208,309
iHR_300x250_iHeart_RunOf	2/17/2017	2/28/2017	277,843	138,921
			27,708,000	13,853,999

Grand Totals

41,561,999



PLEASE REMIT TO:
 ESPN Enterprises, Inc.
 P.O. Box 732536
 Dallas, TX 75373-2536
 TAX ID: 13-3526963

MEDIA FUNDING PARTNERS
 420 S DETROIT ST
 SUITE 500
 ATTN: MARC HATCH
 LOS ANGELES, CA 90036

INVOICE	
NUMBER	DATE
	02/13/2017-01
CONTRACT#	REV TYPE
	Revenue

ADVERTISER: MEDIA FUNDING PARTNERS
 BRAND: COLLIDE

CUSTOMER P.O.: 1564617
 Collide Movie Release Direct Response 1/28/17 to 2/24/17

DESCRIPTION	IMPS.	(U.S. DOLLAR) AMOUNT
22826457 - ESPN Digital - US - NBA Homepage 01/26/2017-01/26/2017	1,600,000	
Line Bonus delivery	250,893	
22826577 - ESPN Digital - US - NBA Homepage 01/27/2017-01/27/2017	1,638,076	
22828137 - ESPN Digital - Video - NBA Reach 01/28/2017-01/31/2017	668,384	
22830777 - ESPN Digital - US - All Sport Rotational 01/28/2017-01/31/2017	2,643,425	
22931577 - LiveStreaming ESPN - Video - All Sports Reach 01/30/2017-01/31/2017	106,237	
TOTAL BONUS DELIVERY	250,893	
GROSS TOTAL		
AGENCY COMMISSION		
TOTALS		6,656,122

ALL ACCOUNTS DUE AND PAYABLE 30 DAYS FROM DATE OF INVOICE

ACCOUNTING



PLEASE REMIT TO:
 ESPN Enterprises, Inc.
 P.O. Box 732536
 Dallas, TX 75373-2536
 TAX ID: 13-3526963

MEDIA FUNDING PARTNERS
 420 S DETROIT ST
 SUITE 500
 ATTN: MARC HATCH
 LOS ANGELES, CA 90036

INVOICE	
<i>NUMBER</i>	<i>DATE</i>
	03/10/2017-01
<i>CONTRACT#</i>	<i>REV TYPE</i>
	Revenue

ADVERTISER: MEDIA FUNDING PARTNERS
 BRAND: COLLIDE

CUSTOMER P.O.: 1564617
 Collide Movie Release Direct Response 1/28/17 to 2/24/17

<i>DESCRIPTION</i>	<i>IMPS.</i>	(U.S. DOLLAR) <i>AMOUNT</i>
22828137 - ESPN Digital - Video - NBA Reach 02/01/2017-02/24/2017 Line Bonus delivery	3,181,616 192,876	
22830777 - ESPN Digital - US - All Sport Rotational 02/01/2017-02/24/2017 Line Bonus delivery	15,006,577 6,073	
22931577 - LiveStreaming ESPN - Video - All Sports Reach 02/01/2017-02/24/2017 Line Bonus delivery	1,093,763 60,584	
25198977 - ESPN Digital - US - All Sport Rotational 02/14/2017-02/24/2017 Line Bonus delivery	811,031 5,551	
TOTAL BONUS DELIVERY	265,084	
GROSS TOTAL		
AGENCY COMMISSION		
		TOTALS
ALL ACCOUNTS DUE AND PAYABLE 30 DAYS FROM DATE OF INVOICE		20,092,987

ACCOUNTING

Bleacher Report / NBA

Advertiser	Order ID	Order Name	Section Name	Sales Line Item Name	Start Date	End Date	Cost Method	Contracted Units	Publisher Impressions	Publisher Clicks	3rd party Impressions	3rd party Clicks		
IM GLOBAL LLC	111409	BR - MAJOR MEDIA/COLLIDE - 1.26.17 - 2.26.17 IO#111409	B/R.com - Total Takeover - 1/28/17	BR Total HPTO	01/28/2017	01/28/2017	SOV-Flat Rate	12,500,000	32,110,543	14,615	32,054,578	14,211		
			B/R.com - NBA Everywhere Package	BR Everywhere Package CPM	01/26/2017	02/26/2017	CPM	2,000,000	2,040,031	5,145	2,038,783	5,382		
			B/R.com - Stream Page Takeover - 1/26/17	BR SPTO (Aug-Feb) (No NFL)	01/26/2017	01/26/2017	SOV-Flat Rate	6,000,000	12,885,785	3,348	12,097,566	2,834		
			B/R.com - NBA Everywhere - ADDED VALUE	BR Everywhere Package CPM	01/26/2017	02/26/2017	CPM	1,666,667	1,666,717	4,679	1,662,766	4,850		
			B/R.com -- 970x250 SOV NON GUARANTEED	BR Everywhere Package CPM	2/24/2017	2/24/2017	AV	AV	185,381	370	181,417	373		
		NBA - MAJOR MEDIA/COLLIDE - 1.26.17 - 2.26.17 IO#111375	NBA.com - ROS Media - Display	NBA Display Run of NBA Channel Imp Pkg _NBA	01/26/2017	02/26/2017	CPM	4,900,000	4,900,126	2,292	4,900,286	2,531		
			NBA.com - ROS Media - Video	NBA Video Run of Channel Instream PKG _NBA	01/26/2017	02/26/2017	CPM	200,000	229,942	2,208	225,382	2,086		
			NBA.com - NBA Live Streaming Package	NBA Run of Live Video ROS PKG _NBA	01/26/2017	02/26/2017	CPM	400,000	536,404	1,107	521,418	1,042		
											54,554,929	33,764	53,682,196	33,309

Advertiser: IM GLOBAL
Order Name:
IO#
Start Date: 2/14/2017
End Date: 2/28/2017
Last Updated: 3/1/2017

Ad Front Element / Third-party Placement Name	Ad Size	Contracted Quantity	Impressions to Goal	Clicks	CTR(%)	Contracted Start Date	Contracted End Date	
SPORTS-IM GLOBAL-2.14.17-2.28.17		30,640,455	43,237,362	79,119	0.18%	2/14/2017	2/28/2017	
TI Network RON LB, MR, MBL(320 - RON - 186572 - LB, MR, MBL(320x50) - 02/14/2017 - 02/28/2017	300 x 250/ 320 x 50/ 728 x 90	3,000,000	3,224,508	3,500	0.11%	2/14/2017	2/28/2017	
TI Network Media_Targeting A25-49_300x250	300 x 250		1,764,069	2,232	0.13%	2/14/2017	2/28/2017	
TI Network Media_Targeting A25-49_320x50	320 x 50		819,686	1,014	0.12%	2/14/2017	2/28/2017	
TI Network Media_Targeting A25-49_728x90	728 x 90		640,753	254	0.04%	2/14/2017	2/28/2017	
SI.com - SwimDaily: Custom Sponsorship - 187907 - LB, MR, LG(120x60), MBL(320x50 - 02/21/2017 - 02/28/2017	120 x 60/ 300 x 250/ 320 x 50/ 728 x 90	0	41,747	137	0.33%	2/21/2017	2/28/2017	
SI Content Video Page_728x90_Collide	728 x 90		9,225	10	0.11%	2/21/2017	2/28/2017	
SI Video Content Page_300x250_Collide	300 x 250		9,625	13	0.14%	2/21/2017	2/28/2017	
SI Video Content Page_320x50_Collide	320 x 50		13,431	109	0.81%	2/21/2017	2/28/2017	
SI_120x60_Collide	120 x 60		9,466	5	0.05%	2/21/2017	2/28/2017	
FAN FOX SPORTS SI.com - P(35876) - Blogs mainpage Homepage ROS Run of site - LB(1) 728x90 Page LB, MR, LG(300x140), MBL(320x50) Multiple MBL(300x250, 300x50) Multiple MBL(300x250, 320x50) Multiple MR, BB(970x250), PRO-T(300x140), MBL(320x50) Multiple - 02/17/2017 - 02/19/2017	300 x 140/ 300 x 250/ 320 x 50/ 728 x 90/ 970 x 250	7,755,000	9,441,030	13,035	0.14%	2/17/2017	2/19/2017	1,686,030
SI Network Homepage Roadblock - Billboard Unit with Mobile Media_300x140	300 x 140		521,640	865	0.17%	2/17/2017	2/19/2017	
SI Network Homepage Roadblock - Billboard Unit with Mobile Media_300x250	300 x 250		2,060,085	2,563	0.12%	2/17/2017	2/19/2017	
SI Network Homepage Roadblock - Billboard Unit with Mobile Media_320x50	320 x 50		4,554,815	8,542	0.19%	2/17/2017	2/19/2017	
SI Network Homepage Roadblock - Billboard Unit with Mobile Media_728x90	728 x 90		1,791,844	448	0.03%	2/17/2017	2/19/2017	
SI Network Homepage Roadblock - Billboard Unit with Mobile Media_970x250	970 x 250		512,646	617	0.12%	2/17/2017	2/19/2017	
FOX SPORTS - P(35878) - Homepage ROS - MBL(300x250, 320x50) Multiple MR, BB, MBL(320x50) Multiple - 02/19/2017 - 02/25/2017	300 x 250/ 320 x 50/ 970 x 250	7,500,000	7,494,132	8,261	0.11%	2/19/2017	2/25/2017	
FoxSports Homepage Roadblock - Billboard unit with Mobile media_300x250	300 x 250		2,075,024	2,454	0.12%	2/19/2017	2/25/2017	
FoxSports Homepage Roadblock - Billboard unit with Mobile media_320x50	320 x 50		4,491,257	4,661	0.10%	2/19/2017	2/25/2017	
FoxSports Homepage Roadblock - Billboard unit with Mobile media_970x250	970 x 250		927,851	1,146	0.12%	2/19/2017	2/25/2017	
SI.com TI Network Video Sports RON (VID) - P(35881) - RON SwimDaily: Custom Sponsorship Swimsuit(ROC) - Overlay(OVR) Page Video Preroll (VID) - Video Preroll (VID) Page - 02/14/2017 - 02/28/2017	1000 x 1v/ Out-of-page	1,545,455	1,823,337	25,928	1.42%	2/14/2017	2/28/2017	
Pre-Roll targeting SI Swimsuit with SI RON Sports Video Distribution Network & Overlay leading into 360 content on Swim Daily_:30 pre-roll	1000 x 1v		1,800,574	22,068	1.23%	2/14/2017	2/28/2017	

SPORTS Collide 30s DESKTOP/TABLET Interstitial Q1	Out-of-page		22,763	3,860	16.96%	2/14/2017	2/28/2017	
FAN FOX SPORTS SI.com - P(36148) - Blogs mainpage Homepage ROS - LB(1) 728x90 Page LB, MR, LG(300x140), MBL(320x50) Multiple MBL(300x250, 320x50) Multiple MR, BB(970x250), PRO-T(300x140), MBL(320x50) Multiple MR, MBL(320x50) Multiple - 02/21/2017 - 02/25/2017		300 x 140/ 300 x 250/ 320 x 50/ 728 x 90/ 970 x 250	10,340,000	16,148,987	12,872	0.08%	2/21/2017	2/25/2017
SI Network Homepage Roadblock - Billboard Unit with Mobile Media_300x140	300 x 140		1,222,520	1,346	0.11%	2/21/2017	2/25/2017	
SI Network Homepage Roadblock - Billboard Unit with Mobile Media_300x250	300 x 250		4,769,671	5,211	0.11%	2/21/2017	2/25/2017	
SI Network Homepage Roadblock - Billboard Unit with Mobile Media_320x50	320 x 50		4,760,711	5,017	0.11%	2/21/2017	2/25/2017	
SI Network Homepage Roadblock - Billboard Unit with Mobile Media_728x90	728 x 90		4,097,820	610	0.01%	2/21/2017	2/25/2017	
SI Network Homepage Roadblock - Billboard Unit with Mobile Media_970x250	970 x 250		1,298,265	688	0.05%	2/21/2017	2/25/2017	
FAN FOX SPORTS SI.com - P(36151) - First Impression Takeover First Impression Targeted Media - MR, BB, MBL(320x50) Multiple MR, MBL(320x50) Multiple - 02/20/2017 - 02/20/2017		300 x 250/ 320 x 50/ 970 x 250	500,000	5,063,621	15,386	0.30%	2/20/2017	2/20/2017
SI Network Homepage Roadblock - Billboard Unit with Mobile Media_300x250	300 x 250		2,022,123	2,303	0.11%	2/20/2017	2/20/2017	
SI Network Homepage Roadblock - Billboard Unit with Mobile Media_320x50	320 x 50		2,690,405	12,546	0.47%	2/20/2017	2/20/2017	
SI Network Homepage Roadblock - Billboard Unit with Mobile Media_970x250	970 x 250		351,093	537	0.15%	2/20/2017	2/20/2017	

Placement	Contracted Impressions	Delivered Impressions	Delivered Clicks
Fandango Homepage Roadblock_300x250_Collide	350,000	141,205	552
Fandango Homepage Roadblock_970x150_Collide		146,937	527
Fandango Theater Page Roadblock_970x150_Collide	700,000	533,181	764
Rotten Tomatoes Homepage Roadblock_300x250_Collide	750,000	399,903	220
Rotten Tomatoes Homepage Roadblock_320x50_Collide		231,255	393
Rotten Tomatoes Homepage Roadblock_970x150_Collide		172,090	2,425

Placement	Contracted Impressions	Delivered Impressions	Delivered Clicks
Run of John Wick 2 & Fifty Shades Darker Movie Pages 300x250	1,500,000	306,528	543
Run of John Wick 2 & Fifty Shades Darker Movie Pages 320x50		1,094,136	1,576
Targeted Movie Pages (Suspense/Action/Drama) on Fandango_728x90		99,336	184

Placement	Contracted Impressions	Delivered Impressions	Delivered Clicks
Targeted Movie Pages (Suspense/Action/Drama) on Fandango_728x90	2,222,222	1,318,737	2,440
Targeted Movie Pages (Suspense/Action/Drama) on Fandango_300x600		986,053	3,773
Targeted Movie Pages on Fandango_Mobile_320x50	2,105,263	2,186,446	4,993
Fandango Mobile Homepage ROS_TP_320x100	1,562,500	1,620,566	3,533

NBCU Fandango Final Run Report