

## Collide Overview

### Budget :

The total budget shown on the Media Plan as planned provided by Media Storm was \$15,700,000.

MFP delivered a total of \$15,786,536.00 of media plan value for the \$15,700,000 budget as reflected in the Actual Media Plan which reflects the release date adjustment, adjustments made to the original media plan to allocate weight into the originally planned "quiet week", additional placement opportunities developed by MFP, in flight media availabilities and approved by IMG and OR .

The \$86,536.00 in additional value delivered was the result of MFP placement efficiencies and additional "bonus" spot inclusion negotiations with the media properties.

### TRP's

The actual TRP delivery for A 25-49 was 333.1 against a planned 363. The under-delivery was a result of the directive to move \$262,000 of the cable budget into CW network and \$441,000 of the cable budget into digital which was not reported as TRP's. The total dollars moved from cable was \$703,000.00

- The distribution of the \$703k was placed as
  - \$262,000 TO CW
  - \$275 TO Sports Illustrated digital
  - \$166 TO YAHOO AND TWITTER digital.

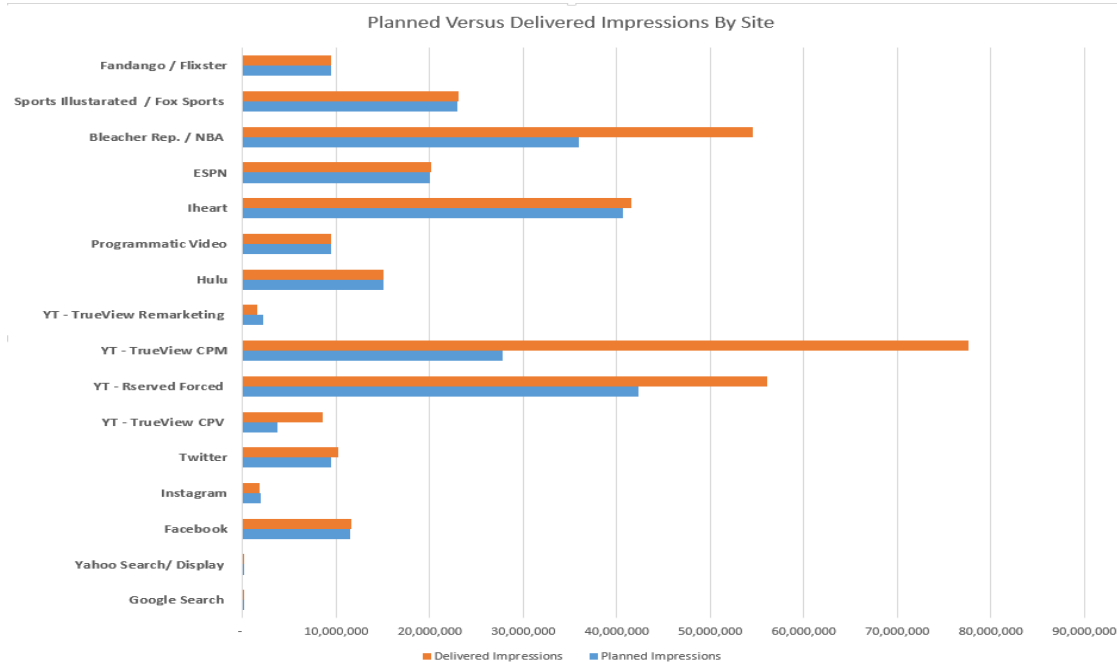
Hispanic Television delivered an additional .34 TRP's by focusing additional coverage onto Univision

Network television over-delivered on TRP's, delivering 31.3 A25-49 against a planned 26 .

The Cable plan delivered additional TRP's on a cost per TRP basis by lowering the individual TRP cost from a planned \$18,201.28 to an executed \$18,005.98 per TRP.

## Impressions

The digital plan over-delivered by 10 million impressions as a result of moving cable weight into digital.



The radio plan significantly over-delivered on the planned spot count at budget by negotiating a Premier Radio syndication placement utilizing their sports hosts to deliver 3,270 spots into the planned target markets against a planned 738. The syndicated delivery also provided additional coverage throughout the country at no additional cost.

### **Placement Details**

#### **Hispanic :**

Low reach sports on Fox Deportes was moved to Univision Deportes for greater reach .

Budget was moved from Unimas using rate efficiencies to deliver 4 more Univision Network spots

#### **Network:**

The original plan was adjusted to reflect re-scheduling of spots that were shown on days with no games and scheduled during all-star break.

Spot count was increased from 23 total planned to 37 actual to move spot count into ESPN and TNT network from cable to maximize reach.

A25/49 TRP's are shown per plan. (NO TRP's were included for bonus or mirror spots)

#### **Cable:**

Adjustments were made per the change orders to move budget out of non-efficient cable placements into network and digital along with moving :30 spots into the planned " Quiet Week " by adjusting :15 spot counts in week 2

The delivery issues with The Fox and Viacom networks were used to fund the CW placement and boost frequency in the release week.

#### **Radio**

Both ESPN and Sirius/XM over-delivered against the plan and under budget

The local radio plan was incorporated into the Iheart program over delivering by 400% in the individual markets and producing over 100,000 market spots nationally via the syndicated placements

#### **Digital**

Social and search delivered to plan.

YouTube delivered the planned impressions at a \$414,000 savings which was used to deliver the Sports Illustrated placement.

### **Spot Placement**

With the exception of program specific placements identified in the plan and the Viacom networks recognized to deliver a full daypart delivery, the Media Plan called for spot placements to be delivered:

- 20% on Weekends
- 50% in Prime
- 20% in Late-night
- 10% Fringe/ Day

The actual deliveries of spot placements were:

- 22% on Weekends which reflected the additional focus on sports.
- 53% in Prime
- 17% in Late-night
- 8% Fringe/ Day

## **Added Value**

The Media Plan was delivered with additional TRP's, Impressions and value.

Also not reflected in the above were several instances of added value delivery.

- The ESPN radio / Streaming program "Mike and Mike" provided two live coverage episodes.
- The iHeart radio promotion provided 10 days of on air ticket promotion in the top 10 markets identified on the media plan and through Fox Sports syndication. This added value exposure included ticket giveaways that were funded through a cross promotion of an AMX gift card promo and resulted in over 30,000 entries on the Collide branded webpage established by iHeart.
- The Sports Illustrated promotion connected Collide to the single largest event in February targeting males. The digital impressions delivered were done so at under budget. The connection to the exclusive VR content and the social media push provided by Sports Illustrated was done on an added value basis.