Planned

		February																												
		Week 4							Week 3							Week 2							Week 1							
Sa	Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa	Su	
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	
				Tracking Begins																										
		100% :30s														40% :30s / 60% :15s							100% :15s							

Network																												:15s	:30s	TOT 15 units	:15 Unit Historical Costs	Vendor Net based on 15 units	Unequivalized TRPs & Impressions A25-49 TRPs	A25-49 IMP	M18-49 TRPs	M18-49 IMP	F18-34 TRPs	F18-34 IMP
Adult Swim	4	4	4	4	3											7	7	7	7	7	7	7	7	7	7	7	7			64	39	142	$ 7,200.00	$ 1,019,520.00	47.56	47,222	333	61.48	39,157	53.36	18,441
BET	4	4	4	4	2											5	5	5	5	5	5	5	6	6	6	6	6			51	32	115	$ 2,050.00	$ 235,750.00	9.96	9,889	86	7.47	4,758	10.79	3,729
BRAVO	2	2	2	2	2											3	3	3	4	4	4	4	4	4	5	5	5			38	20	78	$ 2,750.00	$ 214,500.00	11.22	11,143	143	6.28	4,001	6.21	2,145
Comedy	5	5	5	5	3											6	6	6	6	6	6	6	7	7	7	7	7			60	40	140	$ 2,200.00	$ 307,560.00	15.00	14,894	107	22.00	14,012	11.00	3,802
Discovery	3	3	3	3	2											4	4	4	4	4	4	4	5	5	5	5	5			42	25	92	$ 3,100.00	$ 285,820.00	16.75	16,631	180	26.13	16,642	10.72	3,705
E!	4	4	4	4	2											5	5	5	5	5	5	5	6	6	6	6	6			51	32	115	$ 3,200.00	$ 368,000.00	8.46	8,402	73	5.20	3,315	7.84	2,710
ESPN	3	3	3	3	2											5	5	5	5	8	8	8	6	6	6	6	6			56	32	120	$ 6,200.00	$ 741,520.00	40.48	40,193	336	60.72	38,673	14.96	5,170
ESPN2	4	4	4	4	2											5	5	5	5	5	5	5	6	6	6	6	6			51	32	115	$ 1,100.00	$ 126,500.00	9.96	9,889	86	12.45	7,929	3.32	1,147
ESPNews	4	4	4	4	2											5	5	5	5	5	5	5	6	6	6	6	6			51	32	115	$ 245.00	$ 28,175.00	Not Rated		0	Not Rated		Not Rated	
FS1	4	4	4	4	3											5	5	5	5	5	5	5	6	6	6	6	6			51	33	117	$ 1,050.00	$ 122,850.00	10.92	10,842	93	20.16	12,840	5.04	1,742
FX	2	2	2	2	2											3	3	3	3	3	3	3	4	4	4	4	4			33	18	69	$ 2,700.00	$ 187,380.00	12.24	12,153	175	12.24	7,796	8.67	2,996
FXX	4	4	4	4	2											5	5	5	5	5	5	5	6	6	6	6	6			51	32	115	$ 700.00	$ 80,500.00	8.30	8,241	72	9.13	5,815	6.64	2,295
History	2	2	2	2	2											2	2	2	2	2	2	2	3	3	3	3	3			23	16	55	$ 2,500.00	$ 136,500.00	6.24	6,196	113	7.80	4,968	3.12	1,078
MTV2	7	7	7	7	5											8	8	8	8	8	8	8	8	8	8	8	8			74	55	184	$ 400.00	$ 73,760.00	6.70	6,652	36	6.70	4,267	9.38	3,242
NBA TV	4	4	4	4	2											5	5	5	5	9	9	9	6	6	6	6	6			58	37	132	$ 800.00	$ 105,440.00	0.95	943	7	2.85	1,815	0.95	328
Spike	5	5	5	5	2											6	6	6	6	6	6	6	7	7	7	7	7			60	39	138	$ 1,700.00	$ 234,260.00	16.83	16,711	121	16.83	10,719	10.89	3,764
Syfy	3	3	3	3	2											4	4	4	4	4	4	4	5	5	5	5	5			42	25	92	$ 1,275.00	$ 117,555.00	8.40	8,340	90	9.80	6,242	6.30	2,177
TBS	3	3	3	3	2											4	4	4	4	4	4	4	5	5	5	5	5			42	25	92	$ 4,075.00	$ 375,715.00	21.44	21,288	231	24.12	15,362	14.07	4,863
TNT	3	3	3	3	2											4	4	4	4	4	4	4	5	5	5	5	5			42	25	92	$ 3,480.00	$ 320,856.00	17.42	17,296	188	16.08	10,241	8.71	3,010
TRUTV	5	5	5	5	3											6	6	6	6	6	6	6	7	7	7	7	7			60	40	140	$ 1,150.00	$ 160,770.00	10.00	9,929	71	10.00	6,369	10.00	3,456
USA	3	3		3													4	4		4	4	4	3	5	5	3	5			33	17	67	$ 3,150.00	$ 211,050.00	13.50	13,404	200	12.00	7,643	11.50	3,974
USA WWE			2		2											2			2				2			2				6	6	18	$ 14,000.00	$ 246,400.00	20.40	20,255	1,151	12.60	8,025	7.08	2,447
VH1	3	3	3	3	3											4	4	4	4	4	4	4	5	5	5	5	5			42	26	94	$ 1,620.00	$ 152,604.00	8.84	8,777	93	6.80	4,331	14.28	4,935
TOTAL CABLE	83	83	82	83	52											103	105	105	104	113	113	113	127	127	128	128	128			1082	677	1796		$ 5,852,985.00	321.57	319,291.25	3,985.85	368.85	234,918.31	234.83	81,155.89

Actual

IM GLOBAL

February 24, 2017
Planning Details

		February																												
		Week 4							Week 3							Week 2							Week 1							
Sa	Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa	Su	
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	
				Tracking Begins																										
		100% :30s														40% :30s / 60% :15s							100% :15s							

Network																												:15s	:30s	TOT 15 units	:15 Unit Historical Costs	Vendor Net based on 15 units	Unequivalized TRPs & Impressions A25-49 TRPs	A25-49 IMP	M18-49 TRPs	M18-49 IMP	F18-34 TRPs	F18-34 IMP
Adult Swim	4	4	4	4	3											3	3	4	4	4	4	4	4	4	6	6				36	29	94	$ 7,200.00	$ 679,680.00	31.71	31,482	40.99	26,104	35.57	12,294
BET	3	3	3	4	1								6	1	1	4	4	2	2	1	6		2	4	4	4	6				31	30	91	$ 2,050.00	$ 186,550.00	7.32	7,268	5.49	6,496	7.93	2,740
BRAVO	2	2	2	2	2											3	3	3	4	4	4	4	4	4	5	5	5			57	26	109	$ 2,750.00	$ 211,550.00	13.47	13,371	7.54	4,801	7.45	2,573
Comedy	5	5	5	5	3											6	6	6	6	6	6	6	7	7	7	7	7			59	18	95	$ 2,200.00	$ 294,500.00	17.55	17,645	27.15	19	11.35	4,356
CW Network																								1	1	1				3	0	3		$ 262,000.00	13.44	1,845	8.60	683	14.65	879
Discovery			4	3	3											6	6	5	6	5	3	3	4	7	7	7	8			53	24	101	$ 3,100.00	$ 311,860.00	16.75	16,631	26.13	16,642	10.72	3,705
E!	4	4	5	5	3											6	6	6	7	7	7	5	7	7	7	7	6			53	46	145	$ 3,200.00	$ 464,000.00	10.09	10,022	6.21	3,954	9.35	3,232
ESPN	3	4	6	3	2					2		3				1	1	3	1	2	2	2	3	2	8	6	8			36	26	88	$ 6,200.00	$ 597,200.00	43.68	52,891	64.22	47,868	14.96	5,170
ESPN2	6	8	4	5														2	1	2	2	2	3	2	8	6	8			36	23	82	$ 1,100.00	$ 90,200.00	7.08	7,030	8.85	7,000	2.36	816
ESPNews	7	7	6	9	7					10	10	10																		0	36	72	$ 245.00	$ 17,640.00	Not Rated		Not Rated		Not Rated	
FS1	4	3	3	1	2							3					1		1			5	3		1	1				12	16	44	$ 1,050.00	$ 45,780.00	3.64	3,614	1.44	4,280	1.68	581
FX		2			2														1	1	2	2								4	6	16	$ 2,700.00	$ 44,280.00	2.40	2,883	2.40	1,529	1.70	588
FXX																															1	2	$ 700.00	$ 1,400.00						
History	2	2	2	2	2											2	3	2	4	4	2	1	2	2	4	2	3			24	17	58	$ 2,500.00	$ 145,500.00	6.56	6,513	8.20	52,223	3.28	1,133
MTV2	7	5	4	7	5													4	4	5	4	4								21	28	77	$ 400.00	$ 30,800.00	2.54	2,527	2.54	1,621	3.56	1,232
NBA TV	4	4	6		4					2	2	2				13	8	12							9	6	29	2		74	29	132	$ 800.00	$ 105,600.00	1.03	1,023	3.09	1,969	1.03	356
Spike	5	4	6	5	1											1	1	2	1	1	2		2	3	2	9	5			26	24	74	$ 1,700.00	$ 126,140.00	8.50	8,440	8.50	5,414	5.50	1,900
Syfy	2	2	4	3	1											6	5	3	5	6	4	4	3	5	5	5	5			44	28	100	$ 1,275.00	$ 127,500.00	9.03	8,963	10.53	6,708	6.77	2,340
TBS	6	4	2	3	1					1	2					3	4	2	2	2	5	4	1	2	4	4	2			15	39	93	$ 4,075.00	$ 378,975.00	24.60	26,288	24.12	15,362	14.07	4,863
TNT	6	6	3	3	3											3	2		1	1	3	2	3	3	13	3	3			26	32	90	$ 3,480.00	$ 313,200.00	17.42	17,296	16.08	10,241	8.71	3,010
TRUTV	5	5	3	4	4								2	2		4	6	5	7	7	10	8	5	5	7	7	7			66	28	122	$ 1,320.00	$ 161,040.00	10.00	9,929	10.00	6,369	10.00	3,456
USA	2	2	1	1	3							1				3	4	4	4	4	3	4	4	4	4	4	5			40	10	60	$ 3,150.00	$ 205,100.00	13.50	13,404	12.00	7,643	11.50	3,974
USA WWE			2	2													4							4						6	6	18	$ 14,000.00	$ 252,000.00	20.40	20,255	12.60	8,025	7.08	2,447
VH1		3	3	3	2											4	4	4	5	2	3		1	2	2	1				18	21	60	$ 1,620.00	$ 97,200.00	5.07	5,034	3.90	2,483	8.19	2,830
TOTAL CABLE	77	79	78	74	54											68	71	69	66	64	72	60	58	77	101	114	80			740	543	1826		$ 5,149,695.00	286	284,354	311	237,434	189	64,475
																														1283								