

Planned																				Estimated Impressions/Views	Total Budget NET														
Tactic & Site	JANUARY 2017					FEBRUARY 2017																													
	Pre-Awareness					Week 1				Week 2				Tracking					NBA All Star					Opening											
	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
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														
Ad Serving																					\$35,000														
<b>SUBTOTAL</b>																				242,639,663	\$7,594,314														
<b>GRAND TOTAL</b>																				242,639,663	\$7,629,314														

Actual																				Estimated Impressions/Views	Total Budget NET	Final Delivery	Over / (Under)												
Tactic & Site	JANUARY 2017					FEBRUARY 2017																													
	Pre-Awareness					Week 1				Week 2				Tracking					NBA All Star					Opening											
	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
Search	Pre-Tracking																			110,000	\$148,500	106,978	(3,022)												
Search																				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														
TrueView CPV																				3,725,000		8,577,368	4,852,368												
Rerved Forced																				42,370,370		56,111,500	13,741,130												
TrueView CPM																				27,814,815		77,617,174	49,802,359												
TrueView Remarketing																				2,187,500		1,510,160	(677,340)												
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																				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														
TTL Planned																																			
Budget																																			
TTL Delivered																																			
<b>SUBTOTAL</b>																				252,582,685	8,067,900	341,018,026	88,435,341												
<b>GRAND TOTAL</b>																				252,582,685	\$8,126,247		Total Over-Delivery												