

Segmentation Name	Segment	Playback Period	Total	Total	Segment	Segment	Segment	Segment Average	Segment Average	Segment
			Number Of		Duration	Tuning	Distribution			
			Telecasts		%	%	Telecasts	Telecast	Per Telecast	Persons
P18 - 49 Website Core Users (Program A)	Top Minutes(6)	Live TV with Extended Screen	23	1,410	98.25	63.16	2.48	26.23	2.99	64
P18 - 49 Website Core Users (Program A)	Bottom Minutes(6)	Live TV with Extended Screen	23	1,410	1.75	36.84	1.32	1.50	0.09	32
P18 - 49 Website Core Users (Program A)	Non-Viewer	Live TV with Extended Screen	23	1,410						586
P18 - 49 Website Core Users (Program A)	All Viewers	Live TV with Extended Screen	23	1,410	100.00	100.00	2.05	20.37	1.91	96
P18 - 49 Website Core Users (Program A)	All Unified(Intab)	Live TV with Extended Screen	23	1,410						682
P18 - 49 Website Core Users (Program A)	All Unified	Live TV with Extended Screen	23	1,410						682
P18 - 49 Website Core Users (Program B)	Top Minutes(6)	Live TV with Extended Screen	21	1,260	96.84	49.43	2.39	26.91	3.23	54
P18 - 49 Website Core Users (Program B)	Bottom Minutes(6)	Live TV with Extended Screen	21	1,260	3.16	50.57	1.17	1.75	0.10	43
P18 - 49 Website Core Users (Program B)	Non-Viewer	Live TV with Extended Screen	21	1,260						585
P18 - 49 Website Core Users (Program B)	All Viewers	Live TV with Extended Screen	21	1,260	100.00	100.00	1.78	18.50	1.64	97
P18 - 49 Website Core Users (Program B)	All Unified(Intab)	Live TV with Extended Screen	21	1,260						682
P18 - 49 Website Core Users (Program B)	All Unified	Live TV with Extended Screen	21	1,260						682
P18 - 49 Website Core Users (Program C)	Top Minutes(6)	Live TV with Extended Screen	10	1,260	96.10	57.76	1.57	27.76	4.58	44
P18 - 49 Website Core Users (Program C)	Bottom Minutes(6)	Live TV with Extended Screen	10	1,260	3.90	42.24	1.18	2.06	0.26	36
P18 - 49 Website Core Users (Program C)	Non-Viewer	Live TV with Extended Screen	10	1,260						602
P18 - 49 Website Core Users (Program C)	All Viewers	Live TV with Extended Screen	10	1,260	100.00	100.00	1.41	18.67	2.76	80
P18 - 49 Website Core Users (Program C)	All Unified(Intab)	Live TV with Extended Screen	10	1,260						682
P18 - 49 Website Core Users (Program C)	All Unified	Live TV with Extended Screen	10	1,260						682
P18 - 49 Website Core Users (Program D)	Top Minutes(6)	Live TV with Extended Screen	16	960	98.49	59.12	2.66	28.75	4.95	44
P18 - 49 Website Core Users (Program D)	Bottom Minutes(6)	Live TV with Extended Screen	16	960	1.51	40.88	1.27	1.33	0.11	30
P18 - 49 Website Core Users (Program D)	Non-Viewer	Live TV with Extended Screen	16	960						608
P18 - 49 Website Core Users (Program D)	All Viewers	Live TV with Extended Screen	16	960	100.00	100.00	2.09	21.96	3.00	74
P18 - 49 Website Core Users (Program D)	All Unified(Intab)	Live TV with Extended Screen	16	960						682
P18 - 49 Website Core Users (Program D)	All Unified	Live TV with Extended Screen	16	960						682