



		Impressions	Clip Views	Video Views	Viewers	Households	Budget Spent
	Total	12,234,567	1,156,789	856,789	20,167	17,983	\$6327.82
+	Owned	23,879	12,234	8,976	3,004	2,976	\$0
+	Earned	3,567,789	236,874	134,674	7,984	5,876	\$0
-	Paid	9,476,985	876,345	678,943	9,864	8,893	\$6327.82
		3,348,659	2,456,789	234,567	3,345	2,457	\$2,273.00
		2,876,587	2,678,123	189,765	2,876	2,768	\$1,436.82
	CLASP Remote	3,458,987	3,457,687	246,789	3,789	3,234	\$2,678.00