

		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