TABLE 2
Network Value Algorithm Example, Iteration 1

	1	2	3 Classical Conversion Rate	4	5	6 Intrinsic Value ($)	7 Incoming Value ($)	8 Outgoing Value ($)	9 Network Value ($)
Item	Quantity	Impressions		Price ($)	Revenue ($)				
A	10	13.33	.75	100	1,000.00	975.00	25.00	145.33	1,120.33
B	5	6.25	.80	150	750.00	395.71	354.29	25.00	420.71
C	20	28.57	.70	20	400.00	394.67	5.33	214.29	608.95
Total					2,150.00	1,765.38	384.62	384.62	2,150.00