

Wipro Report

Created: Apr 25, 2016 3:57 PM EDT



1 Video totals include native app and offsite plays.

2 Referring domains for offsite plays (Third-party websites who have embedded JWP). If report is blank, no offsite

Key Video Metrics

McClatchy Global Suite D2 - MI-Video Only JWP, App and Offsite plays
Wed. 18 Mar. 2015 - Fri. 15 Apr. 2016

Key Metric	
Video Views	26,091,697
Offsite Video Views	2,510,379
Unique Visitors	16,219,200
%Vid Completes	63%
MI-Video Avg. view Time	00:01:19
MI-% inDMA Visits	31%
MI-Video Views per Visit	1.21

Device Type

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Device Types	Video Views	
1. Other	12,090,214	46.3%
2. Mobile Phone	11,212,454	43.0%
3. Tablet	2,771,099	10.6%
4. Media Player	15,312	0.1%
5. Gaming Console	2,534	0.0%
6. Set-top Box	80	0.0%
7. EReader	4	0.0%
Total	26,091,697	

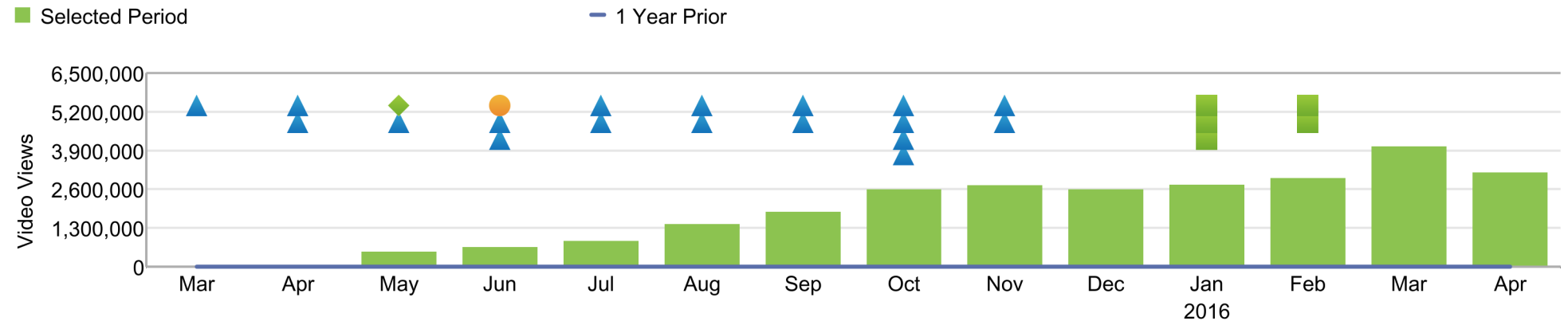
Offsite Plays - External Source

McClatchy Global Suite D2 - Offsite Video Plays
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Hidden: Original Referri...	Video Views	
1. bleacherreport.com	187,981	7.5%
2. Typed/Bookmarked	187,459	7.5%
3. conservativetribune.com	169,052	6.7%
4. theblaze.com	139,570	5.6%
5. nydailynews.com	135,881	5.4%
6. foxnews.com	110,928	4.4%
7. facebook.com	109,017	4.3%
8. 247sports.com	83,507	3.3%
9. wpcomwidgets.com	78,630	3.1%
10. google.com	67,716	2.7%
Total	2,510,795	

Trend Line By Month

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1 Desktop/mobile web views only // Excludes video views in apps // VV = Video Views // Columns are a subset of VIDEO VIEWS

Page Breakdown By Newsroom

McClatchy Global Suite D2 - MI-Video Only on-site JWP plays
Wed. 18 Mar. 2015 - Fri. 15 Apr. 2016

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Video Source	Video Views		VV on Story Pages	VV on Video Detail Pages	VV on Homepage	VV on Section Fronts
1. JWP played on MIA	2,066,506	9.4%	1,464,283	464,042	106,987	35,942
2. JWP played on KSC	1,964,663	8.9%	1,119,867	697,396	111,420	32,440
3. JWP played on STA	1,938,937	8.8%	650,903	1,067,243	160,196	89,189
4. JWP played on SAC	1,892,428	8.6%	944,453	776,020	157,137	30,644
5. JWP played on CLT	1,620,669	7.4%	895,618	496,322	208,252	23,666
6. JWP played on DFW	1,472,570	6.7%	683,312	726,763	59,089	12,644
7. JWP played on NAO	1,454,183	6.6%	533,993	807,339	289,174	28,022
8. JWP played on ELN	1,200,769	5.4%	529,762	414,650	227,344	26,237
9. JWP played on MOD	1,139,528	5.2%	534,666	507,557	91,730	24,108
10. JWP played on FRS	846,992	3.8%	451,660	318,500	69,985	17,908
11. JWP played on WIC	735,746	3.3%	431,492	236,796	52,499	15,249
12. JWP played on MAC	639,665	2.9%	327,454	235,400	62,259	17,675
13. JWP played on RHH	532,251	2.4%	269,802	206,734	51,697	10,708
14. JWP played on BEL	462,959	2.1%	216,751	164,485	77,148	8,364
15. JWP played on BRA	438,107	2.0%	278,738	108,429	39,454	12,257
16. JWP played on KEN	420,350	1.9%	183,095	180,108	45,597	11,946
17. JWP played on HHD	381,870	1.7%	170,899	157,015	38,288	19,172
18. JWP played on LED	360,404	1.6%	136,496	194,285	23,639	7,287
19. JWP played on TNT	354,164	1.6%	164,122	146,126	32,075	10,161
20. JWP played on MBO	310,180	1.4%	122,618	140,119	47,751	5,614
21. JWP played on SUN	303,742	1.4%	169,740	112,081	19,465	3,908
22. JWP played on TBH	279,735	1.3%	109,672	108,851	57,588	7,545
23. JWP played on IDA	248,663	1.1%	102,557	96,775	42,168	8,479
24. JWP played on SLO	247,582	1.1%	84,546	132,563	31,279	2,552
25. JWP played on MCD	228,618	1.0%	126,075	95,639	6,051	648
26. JWP played on MER	171,178	0.8%	83,703	59,679	20,251	7,850
27. JWP played on TCH	160,129	0.7%	67,740	65,423	27,018	3,798
28. JWP played on OLY	92,856	0.4%	45,355	34,567	10,883	2,664
29. JWP played on CDT	74,335	0.3%	34,611	25,135	13,647	835
30. JWP+played+on+ELN	2	0.0%	2	0	0	0
Total	22,039,781		10,933,985	8,776,042	2,180,071	477,512