Segment	Share	Media 1	Media 2	Media 3	Media 4	Media 5	
Segment 1	20%						
Segment 2	20%						
Segment 3	20%						
Segment 4	20%						
Segment 5	20%						
Reach		40%	40%	40%	20%	60%	
Attention		30%	17%	20%	7%	26%	
Original content		100%	50%	20%	0%	15%	
		↑ ↑ 11	<u>50%</u>	<mark>80%</mark>	20%		
					80%		
						50%	
						35%	
						33 70	
Originality weighted							
attention		69%	23%	4%	0%	4%	
Media Power		43%	20	25%	7%	35%	
Originality weighted Media							
Power		223%	30%	4%	0%	4%	