Segment	Share	Tv1	Tv2	Np1	Np2	Np3	Web1	Web2
1	20%	■						
2	10%	■		■				
3	10%			■				
4	10%		■					■
5	10%		■		■		■	■
6	10%		■		■		■	
7	10%		■			■	■	
8	10%					■	■	■
9	10%				■	■	■	■
Reach		30%	40%	20%	30%	30%	50%	40%
Attention		25%	14.1%	15%	8.3%	9.1%	15%	13.3%
Π		0.333	0.164	0.176	0.090	0.101	0.176	0.152

Table 1: Example of a media consumption matrix with seven media sources: two television networks (Tv1, Tv2), three newspapers (Np1, Np2, Np3), and two online sources (Web1, Web 2). Voters are divided into nine segments depending on the sources they follow. In each segment voters devote equal attention to each source indicated by a box. The *reach* of a source is the percentage of voters who follow that source. The *attention share* of a source is the weighted average of that source's attention share in each segment. The variable Π is the power index of the correspondent source as defined in Proposition 3.