

|                             |            | Purchases | Spend    | Lift | Conversion Rate<br>(Purchases/Lift)% | Cost Per<br>Acquisition<br>(Spend/Purchases) | Cost Per<br>Visitor<br>(Spend/Lift) |
|-----------------------------|------------|-----------|----------|------|--------------------------------------|--|-------------------------------------|
| Network                     | date       |           |          |      |                                      |  |                                     |
| Bloomberg                   | 2017-09-30 | 1         | 4966.72  | 199  | 0.5                                  | 4966.72                                      | 24.96                               |
|                             | 2017-10-31 | 1         | 0.00     | 0    | inf                                  | 0.00   | 0.00                                |
| Cnbc                        | 2017-09-30 | 5         | 6481.42  | 406  | 1.2                                  | 1296.28                                      | 15.96                               |
|                             | 2017-10-31 | 10        | 0.00     | 0    | inf                                  | 0.00   | 0.00                                |
| Cnbc World                  | 2017-09-30 | 0         | 0.00     | 0    | 0.0                                  | 0.00   | 0.00                                |
|                             | 2017-10-31 | 0         | 1299.99  | 51   | 0.0                                  | inf  | 25.49                               |
| Cnn                         | 2017-10-31 | 10        | 8954.75  | 574  | 1.7                                  | 895.48                                       | 15.60                               |
|                             | 2017-09-30 | 13        | 9159.60  | 507  | 2.6                                  | 704.58                                       | 18.07                               |
| Comedy<br>Central           | 2017-09-30 | 0         | 0.00     | 0    | 0.0                                  | 0.00   | 0.00                                |
|                             | 2017-10-31 | 2         | 7501.25  | 108  | 1.9                                  | 3750.62                                      | 69.46                               |
| Dateline                    | 2017-09-30 | 0         | 4211.62  | 252  | 0.0                                  | inf  | 16.71                               |
|                             | 2017-10-31 | 10        | 11076.49 | 610  | 1.6                                  | 1107.65                                      | 18.16                               |
| Dish Network                | 2017-09-30 | 4         | 2513.09  | 976  | 0.4                                  | 628.27                                       | 2.57                                |
|                             | 2017-10-31 | 1         | 520.24   | 116  | 0.9                                  | 520.24                                       | 4.48                                |
| Fox Sports                  | 2017-09-30 | 1         | 4258.50  | 183  | 0.5                                  | 4258.50                                      | 23.27                               |
|                             | 2017-10-31 | 1         | 0.00     | 0    | inf                                  | 0.00   | 0.00                                |
| Msnbc                       | 2017-09-30 | 10        | 8091.15  | 701  | 1.4                                  | 809.12                                       | 11.54                               |
|                             | 2017-10-31 | 6         | 3238.89  | 422  | 1.4                                  | 539.81                                       | 7.68                                |
| Nfl Network                 | 2017-09-30 | 2         | 5412.80  | 200  | 1.0                                  | 2706.40                                      | 27.06                               |
|                             | 2017-10-31 | 1         | 0.00     | 0    | inf                                  | 0.00   | 0.00                                |
| One America<br>News Network | 2017-09-30 | 2         | 4966.80  | 648  | 0.3                                  | 2483.40                                      | 7.66                                |
|                             | 2017-10-31 | 14        | 19968.20 | 1724 | 0.8                                  | 1426.30                                      | 11.58                               |
| Science                     | 2017-09-30 | 1         | 7993.18  | 132  | 0.8                                  | 7993.18                                      | 60.55                               |
|                             | 2017-10-31 | 3         | 0.00     | 0    | inf                                  | 0.00   | 0.00                                |
| Spectrum<br>Sports          | 2017-09-30 | 2         | 5580.26  | 220  | 0.9                                  | 2790.13                                      | 25.36                               |
|                             | 2017-10-31 | 1         | 0.00     | 0    | inf                                  | 0.00   | 0.00                                |
| Star Plus                   | 2017-10-31 | 2         | 8338.98  | 1221 | 0.2                                  | 4169.49                                      | 6.83                                |
|                             | 2017-09-30 | 2         | 3441.58  | 562  | 0.4                                  | 1720.79                                      | 6.12                                |
| The History<br>Channel      | 2017-10-31 | 1         | 1500.00  | 77   | 1.3                                  | 1500.00                                      | 19.48                               |
|                             | 2017-09-30 | 4         | 5778.30  | 253  | 1.6                                  | 1444.58                                      | 22.84                               |
| The Weather<br>Channel      | 2017-10-31 | 0         | 7718.71  | 211  | 0.0                                  | inf  | 36.58                               |
|                             | 2017-09-30 | 0         | 0.00     | 0    | 0.0                                  | 0.00   | 0.00                                |
| Turner<br>Network Tv        | 2017-09-30 | 2         | 5125.50  | 179  | 1.1                                  | 2562.75                                      | 28.63                               |
|                             | 2017-10-31 | 2         | 0.00     | 0    | inf                                  | 0.00   | 0.00                                |
| Willow Tv                   | 2017-10-31 | 29        | 27961.08 | 5076 | 0.6                                  | 964.18                                       | 5.51                                |
|                             | 2017-09-30 | 27        | 19773.49 | 3138 | 0.9                                  | 732.35                                       | 6.30                                |
| Zeetv                       | 2017-10-31 | 3         | 15429.12 | 819  | 0.4                                  | 5143.04                                      | 18.84                               |
|                             | 2017-09-30 | 2         | 10175.13 | 922  | 0.2                                  | 5087.56                                      | 11.04                               |