

		<b>Purchases</b>	<b>Spend</b>	<b>Lift</b>	<b>Conversion Rate (Purchases/Lift)%</b>	<b>Cost Per Acquisition (Spend/Purchases)</b>	<b>Cost Per Visitor (Spend/Lift)</b>
<b>Exit Survey Source</b>	<b>Month</b>						
<b>Cnbc World</b>	<b>October</b>	0	1299.99	51	0.0	inf	25.49
<b>Cnn</b>	<b>October</b>	10	8954.75	574	1.7	895.48	15.60
<b>Comedy Central</b>	<b>October</b>	2	7501.25	108	1.9	3750.62	69.46
<b>Dateline</b>	<b>October</b>	10	11076.49	610	1.6	1107.65	18.16
<b>Dish Network</b>	<b>October</b>	1	520.24	116	0.9	520.24	4.48
<b>Msnbc</b>	<b>October</b>	6	3238.89	422	1.4	539.81	7.68
<b>One America News Network</b>	<b>October</b>	14	19968.20	1724	0.8	1426.30	11.58
<b>Star Plus</b>	<b>October</b>	2	8338.98	1221	0.2	4169.49	6.83
<b>The History Channel</b>	<b>October</b>	1	1500.00	77	1.3	1500.00	19.48
<b>The Weather Channel</b>	<b>October</b>	0	7718.71	211	0.0	inf	36.58
<b>Willow Tv</b>	<b>October</b>	29	27961.08	5076	0.6	964.18	5.51
<b>Zeetv</b>	<b>October</b>	3	15429.12	819	0.4	5143.04	18.84