To count the number of 1's in A, we can do a binary search on each row of A to determine the position of the last 1 in that row. Then we can simply sum up these values to obtain the total number of 1's in A. This takes  $O(\log n)$  time to find the last 1 in each row. Done for each of the n rows, then this takes  $O(n \log n)$  time.