



Content Provider Report: Mission Critical Health

Month of: December 2016

Notes: Distributed via ContextMedia:Health in the waiting rooms of internal medicine physician member clinics.

Waiting Room TV Metrics

Ad Copy Name	# Clinics	# Plays
What_is_Organic_FoodHD_CM	10,843	246,168
What_is_the_difference_between_Sell_By_and_Use_By_datesHD_CM_CM_CM	808	47,406
Top_50_Food_Question_Should_I_be_concerned_about_Pesticides_on_my_fruits_and_vegetablesHD_CM_CM	721	36,894
Top_50_Food_Question_Does_meat_contain_antibiotic_residueHD_CM_CM_CM	809	47,062
Top_50_Food_Question_If_Omega_3s_are_good_are_Omega_6s_betterHD_CM_CM_CM	809	47,157

Viewership

Male	37%		
Female	63%	African American	18%
		Asian American	7%
Age 17 & Under	2%	Caucasian	54%
18 - 34	13%	Hispanic	16%
35 - 54	28%	Native American	3%
55 - 64	30%	Other	2%
65+	27%		

**Due to our new technology that builds unique playlists based on algorithms determining the ideal programming mix for each member practice, our play counts are estimates based on data available **
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