



**Content Provider Report: Mission Critical Health**

Month of: September 2016

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

**Run Dates:**

**September 1- September 30**

**Waiting Room TV Metrics**

**Ad Copy Name**

	# Clinics	# Plays
What_is_Organic_FoodHD_CM_CM	12,222	490,164
What_is_the_difference_between_Sell_By_and_Use_By_datesHD_CM_CM	12,202	488,388
Top_50_Food_Question_Should_I_be_concerned_about_Pesticides_on_my_fruits_and_vegetablesHD_CM_CM	11,456	464,351
Top_50_Food_Question_If_Omega_3s_are_good_are_Omega_6s_betterHD_CM_CM	10,525	261,252
Top_50_Food_Question_Does_meat_contain_antibiotic_residueHD_CM_CM	10,517	259,280
What_is_Organic_FoodHD_CM_CM_CM	813	26,565
Top_50_Food_Question_If_Omega_3s_are_good_are_Omega_6s_betterHD_CM_CM_CM	805	26,508
What_is_the_difference_between_Sell_By_and_Use_By_datesHD_CM_CM_CM	805	26,597
Top_50_Food_Question_Should_I_be_concerned_about_Pesticides_on_my_fruits_and_vegetablesHD_CM_CM_CM	803	26,595
Top_50_Food_Question_Does_meat_contain_antibiotic_residueHD_CM_CM_CM	797	26,552
Top_50_Food_Question_Should_I_be_concerned_about_Pesticides_on_my_fruits_and_vegetablesHD_CM_CM_CM	750	26,553

**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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