



Mission Critical Health

Content Provider Report: Mission Critical Health

Month of: October 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_CM	10,770	137,552
Top_50_Food_Question_Should_I_be_concerned_about_Pesticides_on_my_fruits_and_vegetablesHD_CM_CM	10,133	116,343
Top_50_Food_Question_If_Omega_3s_are_good_are_Omega_6s_betterHD_CM_CM	9,333	106,881
Top_50_Food_Question_Does_meat_contain_antibiotic_residueHD_CM_CM	9,304	105,422
What_is_the_difference_between_Sell_By_and_Use_By_datesHD_CM_CM	7,563	47,241
Flu_Season_PreparednessHD_CM_CM	5,208	137,642

Viewership

Male	37%	African American	18%
Female	63%	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%		

Waiting Room Television	Estimated Monthly Impressions
Average number of Unique Educational Video Plays per Day (average length 3 minutes)	12 (6 videos playing twice per day)
Average number of Televisions	8,719
Number of People (Patient / Caregiver) actively watching for each video playing	6
Estimated Business Days (does not include Saturday)	20
Monthly Impressions (a* b* c* d)	12,555,360

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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