



MONTHLY PSA DASHBOARD September 2017

KEY POINTS

1. The SCORE PSAs are still ranking 57th out of 945 campaigns tracked by Nielsen. Not bad for 10 months after a redistribution!
2. The PSAs are earning lower-than-average late night airings and higher-than-average early morning and daytime airings. That's good news.
3. We are earning airings in all 4 key markets, with Dallas having the weakest showing.
4. Since redistribution, we are airing on 10 networks.

DISTRIBUTION DETAILS

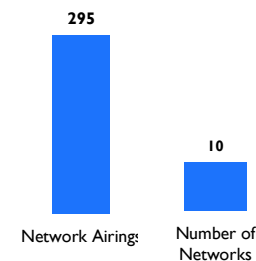
Distributed spots in 12/9/2013, Redistributed 12/2016

TV Spots: Tasha, Steve and Youngsone's Story 30/60 in SD and HD
Radio Spots: Business Mentors 30/60

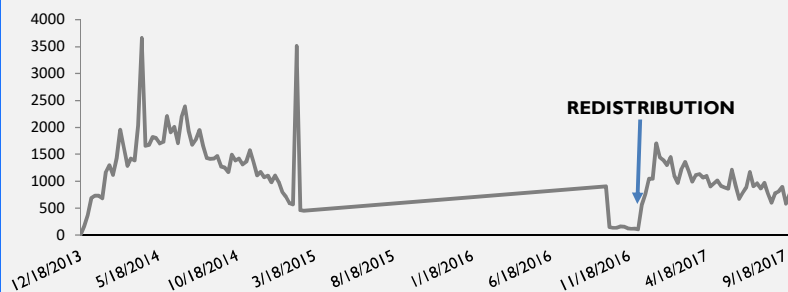
Total TV airings: 131,157
TV value: \$17,837,352

Total Radio airings: 19,506
TV value: \$1,228,878

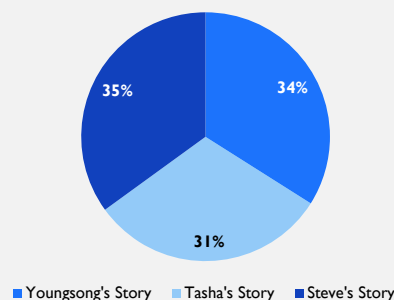
NETWORK & CABLE TV ACTIVITY SINCE REDISTRIBUTION



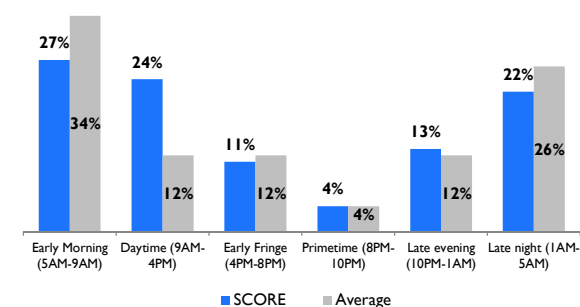
NUMBER OF TV AIRINGS PER WEEK



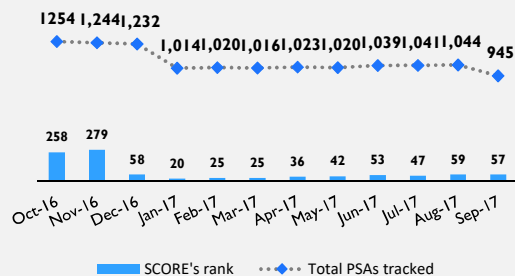
AIRINGS BY VERSION



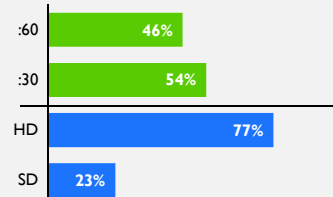
TV PSA DAYPART ANALYSIS



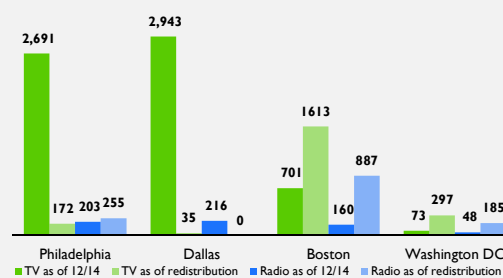
NATIONAL PSA RANKINGS



TV SPOT LENGTH & FORMAT PREFERRED



TV & RADIO AIRINGS IN KEY MARKETS



NETWORKS AIRING SINCE REDISTRIBUTION

