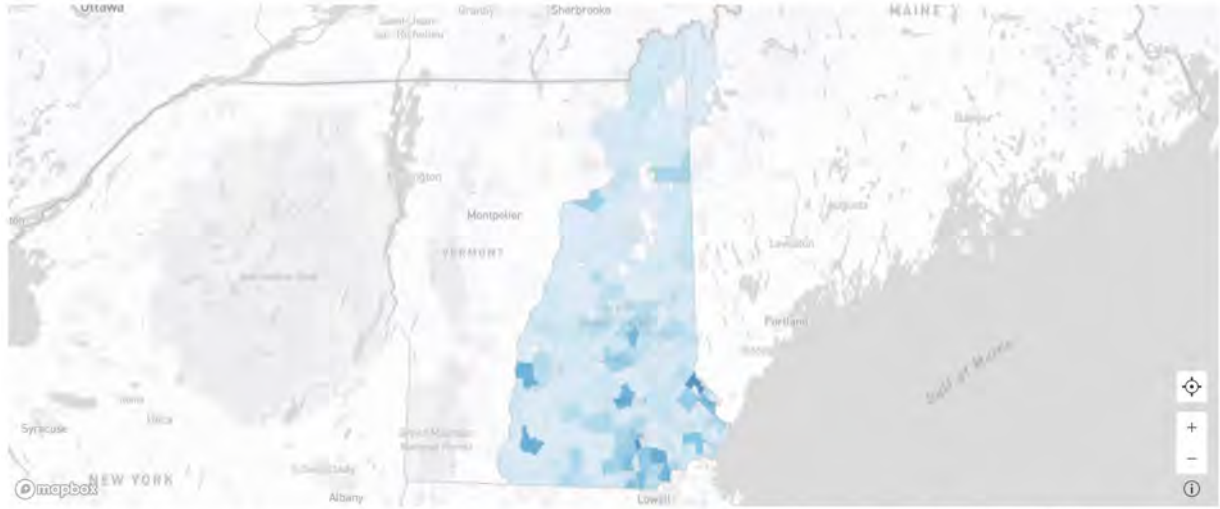


Geographic Reporting

Zip Impressions



Zip Impressions

Zip	Impressions	% Total
03867	25,632	3.1%
03103	22,844	2.8%
03038	19,635	2.4%
03431	19,030	2.3%
03743	18,532	2.3%
03301	17,186	2.1%
03079	16,259	2.0%
03246	16,048	1.9%
03104	14,609	1.8%
03820	14,461	1.8%
03051	14,216	1.7%
03054	13,854	1.7%
03833	13,599	1.7%
03062	13,348	1.6%
03102	12,892	1.6%
03053	12,222	1.5%
03825	11,297	1.4%

City Impressions

City	Impressions	% Total
Manchester	53,567	6.5%
Nashua	31,446	3.8%
Rochester	30,532	3.7%
Concord	20,975	2.5%
Derry	19,635	2.4%
Keene	19,030	2.3%
Claremont	18,532	2.3%
Salem	16,259	2.0%
Laconia	16,048	1.9%
Dover	14,461	1.8%
Hudson	14,216	1.7%
Merrimack	13,854	1.7%
Exeter	13,599	1.7%
Londonderry	12,222	1.5%
Barrington	11,297	1.4%
Bedford	11,218	1.4%
Tilton	11,008	1.3%

County Impressions

County	Impressions	% Total
Hillsborough	207,964	25.3%
Rockingham	156,026	19.0%
Strafford	83,880	10.2%
Merrimack	79,993	9.7%
Belknap	65,349	7.9%
Grafton	64,473	7.8%
Carroll	47,996	5.8%
Cheshire	47,258	5.7%
Sullivan	40,546	4.9%
Coos	29,091	3.5%
Essex	520	0.1%
Total	823,096	100.0%

DMA Impressions

DMA	Impressions	% Total
Boston	640,470	77.8%
Burlington - Plattsburgh	105,539	12.8%
Portland-Auburn	77,087	9.4%
Total	823,096	100.0%

Full Media Insights

1,257 Unique Media

Media	Impressions	CVR	75% Qrt	50% Q...	25% Qrt	CTR%
Hearst Local News	115,331	98.1%	98.1%	98.4%	98.9%	0.01%
Samsung TV Plus	96,802	99.1%	99.1%	99.4%	99.7%	0.00%
Fubo TV	41,903	99.2%	99.2%	99.4%	99.7%	0.00%
AMC Networks	34,799	98.7%	98.7%	99.0%	99.4%	0.00%
Foxnews.com	31,970	83.1%	83.0%	87.1%	91.7%	0.04%
Discovery Networks	23,892	98.2%	98.1%	98.5%	99.0%	0.00%
WatchFree	22,078	99.5%	99.5%	99.7%	99.8%	0.00%
Local Now	17,269	99.6%	99.5%	99.7%	99.8%	0.00%
Sling TV	16,434	98.3%	98.3%	98.6%	99.2%	0.00%
A&E Networks	15,781	99.0%	99.0%	99.4%	99.7%	0.00%
History	14,402	99.1%	99.0%	99.1%	99.1%	0.00%
NewsON	13,773	98.9%	98.9%	99.3%	99.6%	0.00%
Sinclair Networks	12,901	99.1%	99.1%	99.3%	99.7%	0.00%
Cooking Channel GO	12,110	99.4%	99.4%	99.6%	99.8%	0.00%
FOX News	10,326	98.8%	98.8%	99.0%	99.4%	0.02%
LG Channel Plus	10,050	98.6%	98.5%	99.0%	99.4%	0.00%
WCAX News	9,434	99.6%	99.5%	99.7%	99.8%	0.00%
VIX: Movies TV and Sports in Spa...	9,022	99.4%	99.4%	99.6%	99.8%	0.00%
cnn.com	8,823	76.6%	76.2%	82.2%	88.6%	0.01%
A&E	8,654	99.4%	99.4%	99.4%	99.7%	0.00%
Lifetime	8,122	99.2%	98.9%	99.1%	99.1%	0.00%
Haystack TV	6,689	96.7%	96.7%	97.2%	97.8%	0.00%
Scripps News	6,687	99.2%	99.1%	99.3%	99.7%	0.00%
WHDH News	6,387	99.1%	99.0%	99.5%	99.8%	0.00%
HGTV GO	6,108	99.4%	99.4%	99.6%	99.8%	0.00%
moneymade.com	5,954	83.3%	83.1%	88.2%	94.0%	0.20%
Philo	5,808	99.0%	98.9%	99.1%	99.4%	0.00%
unionleader.com	5,741	82.1%	82.1%	83.9%	87.6%	0.00%
Investigation Discovery	5,640	99.4%	99.3%	99.6%	99.7%	0.00%
CNN	5,511	97.4%	97.4%	98.1%	98.8%	0.00%

Screen Mix

823,072 Unique Placements Across 4 Screens

Media	Type	Platform	Impressions	CVR
Hearst Local News	app	Smart TV	115,298	98.1%
		Smartphone	25	80.0%
		Tablet	8	87.5%
Samsung TV Plus	app	Smart TV	96,802	99.1%
		Smart TV	33,543	99.3%
		Smartphone	7,443	98.7%
Fubo TV	app	Smart TV	183	100.0...
		Tablet	181	99.4%
		Desktop	553	99.5%
		Smartphone	1	100.0...
AMC Networks	app	Smart TV	34,078	98.7%
		Smartphone	136	100.0...
		Tablet	34	94.1%
		Smart TV	477	97.9%
foxnews.com	site	Desktop	66	97.0%
		Smartphone	7	100.0...
		Tablet	1	0.0%
		Desktop	23,618	85.8%
Discovery Networks	app	Smart TV	8,351	75.4%
		Smartphone	1	100.0...
		Smart TV	21,857	98.4%
		Smartphone	1,406	97.4%
WatchFree	app	Tablet	264	98.9%
		Desktop	95	95.8%
		Desktop	242	76.4%
Local Now	app	Smart TV	19	100.0...
		Smartphone	6	83.3%
		Tablet	3	100.0...
WatchFree	app	Smart TV	21,963	99.5%
		Desktop	115	99.1%
Local Now	app	Smart TV	15,143	99.6%