

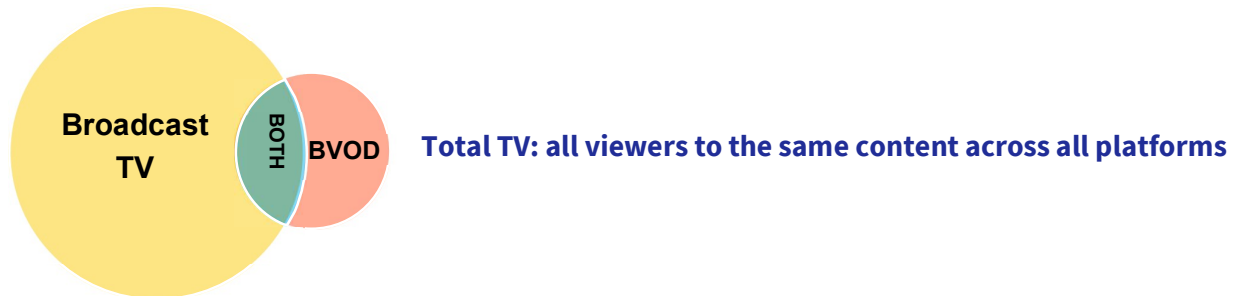
# TOTAL TV REACH REPORTING

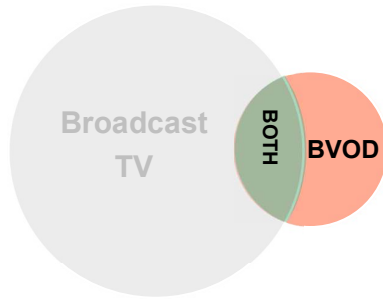
An individual has been reached by an event (such as an advertisement, program, or time band) if they satisfy the minimum viewing criteria. The event's reach corresponds to the total number of distinct individuals who meet this requirement.

- The minimum viewing criteria for an event via broadcast TV is 60 consecutive sec.
- The minimum viewing criteria for an event via BVOD is 15 sec.

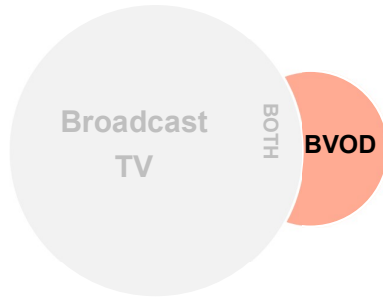
**Total TV Reach** is the distinct count of individuals who are reached via broadcast TV or BVOD. Of those individuals reached some were only reached via broadcast TV, some only by BVOD and some by both broadcast TV and BVOD.

Total TV Reach can be reported in the following ways:

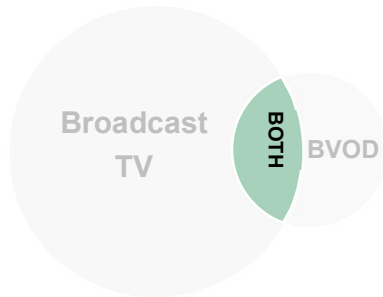




**Total BVOD: includes people viewing content on BVOD, including people that have viewed the same content on BVOD and broadcast TV**



**BVOD Only: includes people viewing content exclusively via broadcast TV & BVOD**



**Both: includes people viewing the same content via broadcast TV and BVOD**