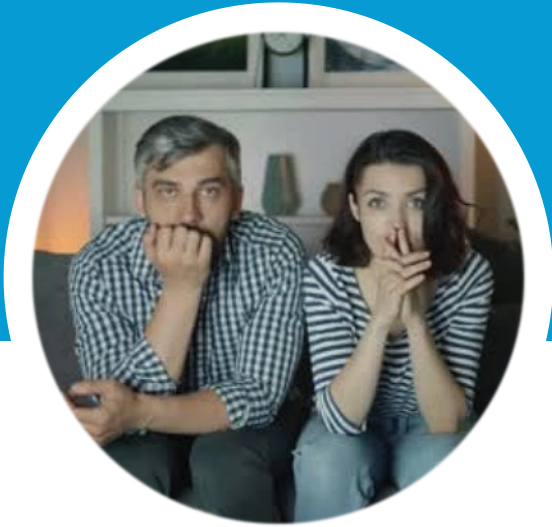


If Competitor Using “Co-Viewing” - Then Must Normalize CPM to Compare Rates



What is “Co-Viewing”

Because the ad impression is running on a CTV or TV Set there is a legitimate argument that more than one person is watching the TV. Nielsen and Comscore have developed a co-viewing multiple. This multiple can be from 1.5 - 2.0

Example of CPM w/”Co-Viewing”

hulu	ConsulTV
100,000 Impressions ran	100,000 Impressions ran
Co-Viewing Factor of 1.75 added	No Co-Viewing Factor added
Billable Impressions: 100,000 (57k X 1.75 Co-Viewing)	Billable Impressions: 100,000 (100k X No Co-Viewing)
CPM: \$32	CPM: \$30
Cost: \$3,200	Cost: \$3,000
% Additional Cost for same 100,000 impressions: 40%	% Additional Cost for same 100,000 impressions: 0%
Real CPM for 100,000 1:1 impressions: \$56.00	Real CPM for 100,000 1:1 impressions: \$30.00