MEET SAMBA TV.

We Connect Television and Digital to Enable Analytics and Addressable Audience Segments.
SAMBA IS TRULY CROSS PLATFORM

We integrate data from Smart TV, Set-top boxes, Mobile and Web.

Within millions of homes across the US and EU we can measure behavior across TV and digital in one holistic, real-time data set.
Samba has built its proprietary dataset with two foundational technologies:

1) ContentID.
2) Device Map.
# Real-time TV analytics

<table>
<thead>
<tr>
<th>Position</th>
<th>Channel</th>
<th>Program</th>
<th>Real-Time Rating</th>
<th>Real-Time Trend</th>
<th>Engagement</th>
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<tbody>
<tr>
<td>1</td>
<td>ABC</td>
<td>The 48th Annual CMA Awards</td>
<td>4.0</td>
<td>Upward trend</td>
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<td>2</td>
<td>CBS</td>
<td>Criminal Minds</td>
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<td>Law &amp; Order: Special Victims Unit</td>
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<td>Red Band Society</td>
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<td>81%</td>
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<td>NBA Basketball - Indiana Pacers</td>
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<td>Univ.</td>
<td>Hasta el Fin del Mundo</td>
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<td>Fox News</td>
<td>The Kelly File</td>
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<tr>
<td>8</td>
<td>TBS</td>
<td>The Big Bang</td>
<td>0.4</td>
<td>Upward trend</td>
<td>80%</td>
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</table>
Villanova Wildcats (34-5) 95 - 51 Oklahoma Sooners (29-8) Final
CAMPAIGN SUMMARY

GAMES REPORTED:

OKLAHOMA VS VILLANOVA
Saturday April 2nd, 6:09pm ET

UNC VS SYRACUSE
Saturday April 2nd, 8:49pm ET

AUDIENCE DEFINITIONS:

OVERALL = Households within the Samba TV universe who watched at least one NCAA 2016 tournament game prior to the Final Four.

EXPOSED = Overall households who were exposed to the campaign between the Elite Eight and Final Four games.

CONTROL = Overall households who were not exposed to the campaign between the Elite Eight and Final Four games.

MEDIA VENDORS UTILIZED:

tbs
TNT
CNN
HLN
turndigital
YAHOO!
VERIFIED TUNE-IN
HOUSEHOLD VERIFIED TUNE-IN BY MEDIA CHANNEL
OKLAHOMA vs VILLANOVA

The combination of TV and Digital campaign exposure significantly increased viewership lift.

17.04%
OVERALL UNIVERSE VTR

13.95%
CONTROL

25.19%
TV+ONLINE

+81%
AUDIENCE LIFT VS CONTROL (SIG 99% C.I.)

Note: Chart shows households that tuned-in to the Final Four Villanova game for 6 min of cumulative content.
HOUSEHOLD VERIFIED TUNE-IN BY MEDIA CHANNEL
UNC vs SYRACUSE

The combination of TV and Digital campaign exposure significantly increased viewership lift.

OVERALL UNIVERSE VTR

CONTROL: 15.70%
TV+ONLINE: 27.11%
AUDIENCE LIFT VS CONTROL (SIG 99% C.I.)

+73%

Note: Chart shows households that tuned-in to the Final Four UNC game for 6 min of cumulative content.
HOUSEHOLD VERIFIED TUNE-IN AFTER TV PROMO EXPOSURE BY TV NETWORK
OKLAHOMA vs VILLANOVA

Note: Chart shows households that tuned-in to the Final Four Villanova game for 6 min of cumulative content.
HOUSEHOLD VERIFIED TUNE-IN AFTER TV PROMO EXPOSURE BY TV NETWORK
UNC vs SYRACUSE

Note: Chart shows households that tuned-in to the Final Four UNC game for 6 min of cumulative content.
HOUSEHOLD VERIFIED TUNE-IN BY DIGITAL VENDOR
OKLAHOMA vs VILLANOVA

14.49% 15.89%

Note: Chart shows households that tuned-in to the Final Four Villanova game for 6 min of cumulative content.
HOUSEHOLD VERIFIED TUNE-IN BY DIGITAL VENDOR
UNC vs SYRACUSE

17.68% 17.70%

Note: Chart shows households that tuned-in to the Final Four UNC game for 6 min of cumulative content.
AVERAGE MINUTE RATINGS
AVERAGE MINUTES RATINGS
OKLAHOMA vs VILLANOVA

The promo exposed audience had significantly higher viewership throughout the entire game when looking at average minute ratings.

x2.27 ENGAGEMENT

Note: Chart shows households that tuned-in to the Final Four Villanova game for 6 min of cumulative content.
AVGERAGE MINUTES RATINGS
UNC vs SYRACUSE

The promo exposed audience had significantly higher viewership throughout the entire game when looking at average minute ratings.

x2.30 ENGAGEMENT

Note: Chart shows households that tuned-in to the Final Four UNC game for 6 min of cumulative content.
Ashwin Navin
CEO, CO–FOUNDER

Ryan King
DIRECTOR, RESEARCH