

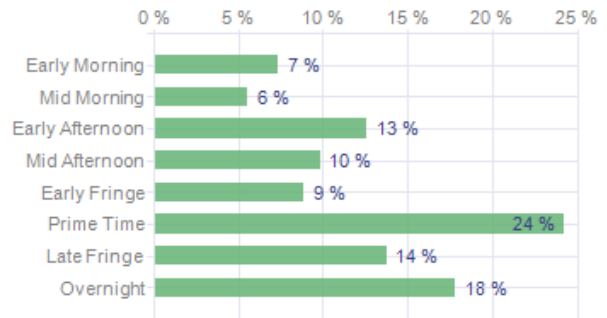
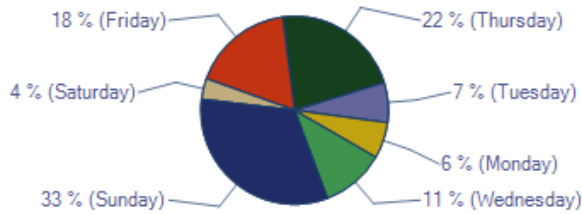
Carriage Summary

Consider the Conversation: A Documentary on a Taboo Subject

6/18/2011 - 12/31/2013

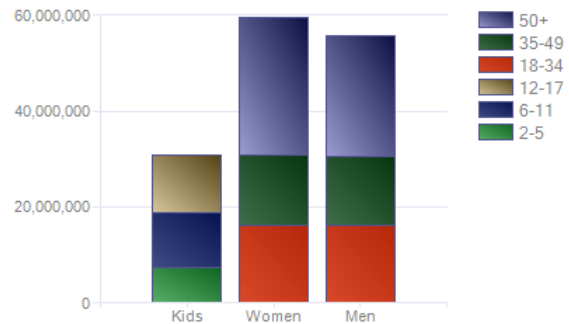
	Telecasts	Channels	Markets	States	% Coverage
All Channels	611	176	91	33	50.84 %
Main Channels	211	105	72	26	39.91 %
Primary Channels	96	45	45	21	17.91 %
Metered Channels	180	51	29	20	37.46 %
Sub Channels	400	71	39	19	21.72 %
Secondary Channels	515	131	67	31	39.84 %

Distribution of Airings by Day and Daypart



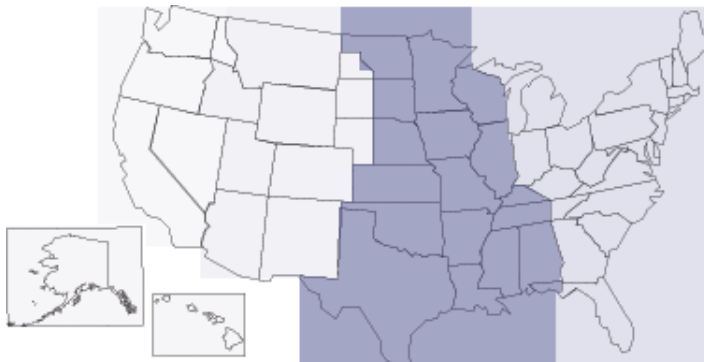
Demographic Information of Potential Audience

Demo Group	Men	Women	Total
People 2+			146,052,844
DMA Households			57,608,300
Kids 2-5			7,403,960
Kids 6-11			11,357,115
Kids 12-17			11,966,426
Adults 18-34	16,289,226	16,135,524	32,424,750
Adults 35-49	14,195,754	14,669,030	28,864,784
Adults 50+	25,227,920	28,807,889	54,035,809



Distribution of Airings by Time Zone

Other	Pacific	Mountain	Central	Eastern
6 %	6 %	9 %	59 %	20 %



Penetration by Market Rank

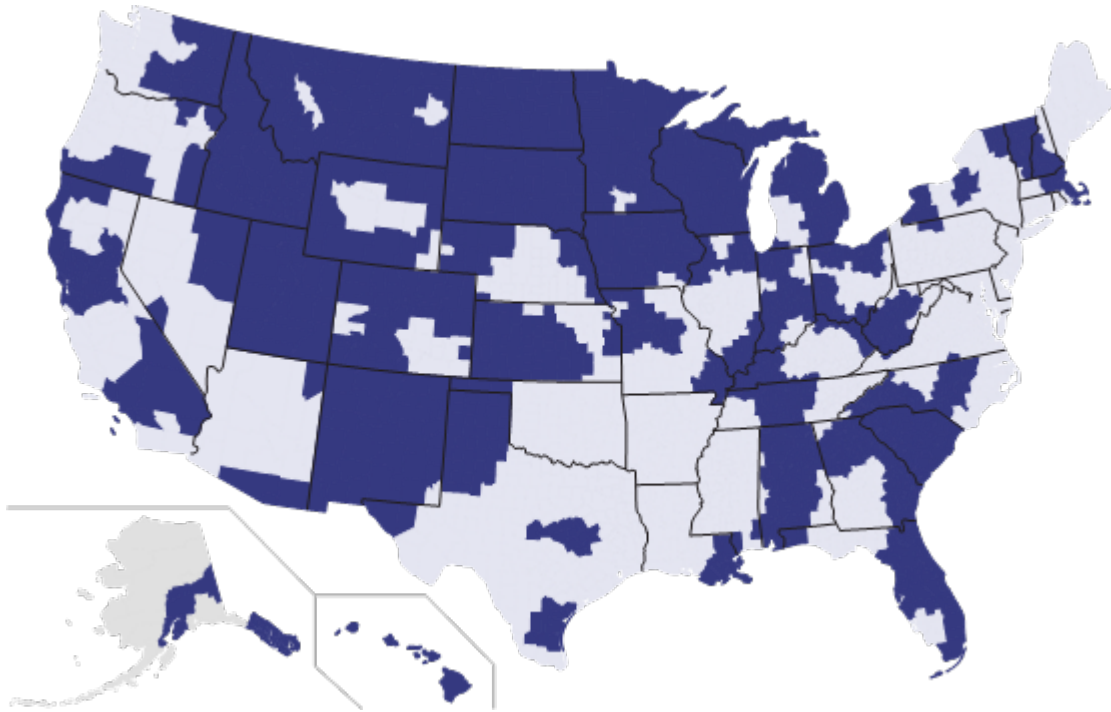
Rank	Percent
Top 25	60 %
26 to 50	44 %
51 to 100	52 %
101+	35 %

Episodes

Century	Percent
Unknown	100 %

Carriage Summary
Consider the Conversation: A Documentary on a Taboo Subject
6/18/2011 - 12/31/2013

All Station Coverage Map



Carriage Summary

Consider the Conversation 2: Stories About Cure, Relief and Comfort 5/27/2014 - 5/21/2016

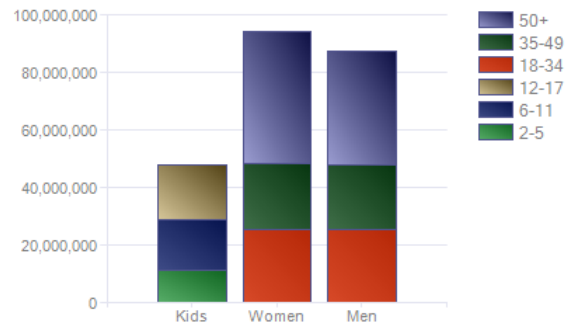
	Telecasts	Channels	Markets	States	% Coverage
All Channels	1588	268	136	41	80.09 %
Main Channels	112	68	48	21	29.10 %
Primary Channels	51	32	32	19	16.46 %
Metered Channels	437	78	46	29	60.56 %
Sub Channels	1476	200	118	39	72.73 %
Secondary Channels	1537	236	127	40	75.65 %

Distribution of Airings by Day and Daypart



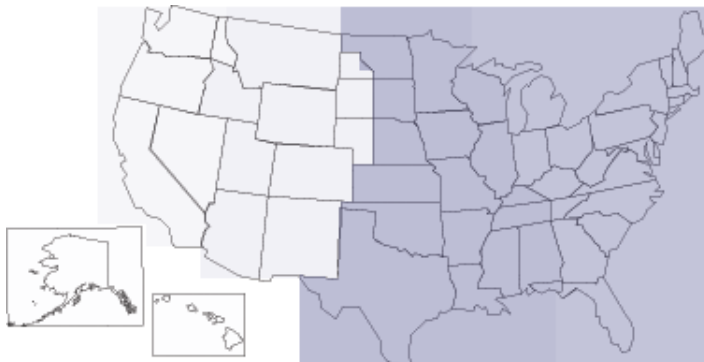
Demographic Information of Potential Audience

Demo Group	Men	Women	Total
People 2+			229,356,239
DMA Households			90,754,140
Kids 2-5			11,517,743
Kids 6-11			17,660,206
Kids 12-17			18,629,116
Adults 18-34	25,478,001	25,340,103	50,818,104
Adults 35-49	22,262,649	23,100,653	45,363,302
Adults 50+	39,736,033	45,631,735	85,367,768



Distribution of Airings by Time Zone

Other	Pacific	Mountain	Central	Eastern
2 %	7 %	9 %	43 %	39 %



Penetration by Market Rank

Rank	Percent
Top 25	92 %
26 to 50	72 %
51 to 100	72 %
101+	54 %

Episodes

Century	Percent
Unknown	100 %

Carriage Summary
Consider the Conversation 2: Stories About Cure, Relief and Comfort
5/27/2014 - 5/21/2016

All Station Coverage Map

