



Chattanooga University Men's Basketball

2022 Postseason Broadcast & Social Valuation

April.22.2022



Executive Summary

PURPOSE

Provide University of Tennessee at Chattanooga with a media valuation for the men's basketball team appearances in the 2022 SoCon Tournament Championship and 2022 NCAA Tournament. Total exposure reflects the media value of the event broadcasts and related media mentions as well as social media mentions through both owned and operated Chattanooga Mocs social channels and earned social media exposure from various national outlets from 3.4.2022 – 3.19.2022.

METHOD

Value is determined in two ways: 1) by applying an average CPM advertising rate to aggregate same-day viewership of each broadcast event and 2) applying a blended CPM/CPE rate to social media content performance on owned and national earned media accounts that met specific search criteria related to the Chattanooga Mocs Basketball program and its roster during the period analyzed.

Key Takeaways

- Over **\$23M in exposure value** was generated for the Chattanooga Mocs Men's Basketball team during their postseason run, with **97.5% being generated from broadcast exposure**.
 - 72% of this value came from the Mocs NCAA Tournament game against Illinois.
- Over **3.94M viewers** tuned into the two Chattanooga two postseason games (The SoCon Tournament Championship game on ESPN and Round of 64 March Madness game on TNT).
- Social content generated over **\$571K in exposure value** for the university, with **89% of the value** coming from earned social media channels.



Total Value Generated from Postseason

\$20,303,725

Broadcast Event Exposure Value

+

\$2,159,750

Earned Broadcast Exposure Value

+

\$506,714

Earned Social Media Value Generated

+

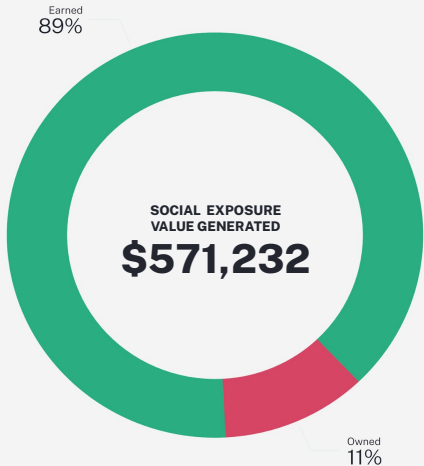
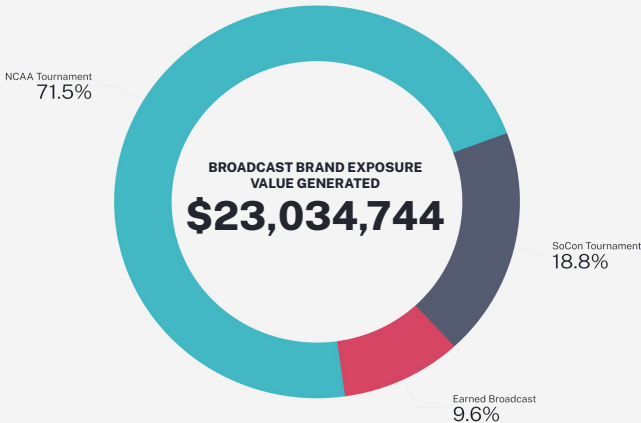
\$64,555

Owned Social Media Value

=

\$23,034,744

Total Exposure Value
Generated for Chattanooga



Broadcast Exposure Analysis

Broadcast valuation reflects Chattanooga Men's Basketball appearance in the SoCon Tournament Final and the 2022 NCAA Men's Basketball Tournament.

Dates: 3.7.2022 - 3.19.2022



Broadcast Overview

146M

**Earned Broadcast
Programming Total Reach**

3.94M

Broadcast Viewers

\$2.15M

Earned Broadcast Value

\$20.3M

Total Value from Event Exposure
(Game Window)

Matchup	Tournament	Network	Viewership	Overall Broadcast Event Value	Chattanooga Exposure Value
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1,071,901

\$8,466,633

\$4,233,316



2,874,329

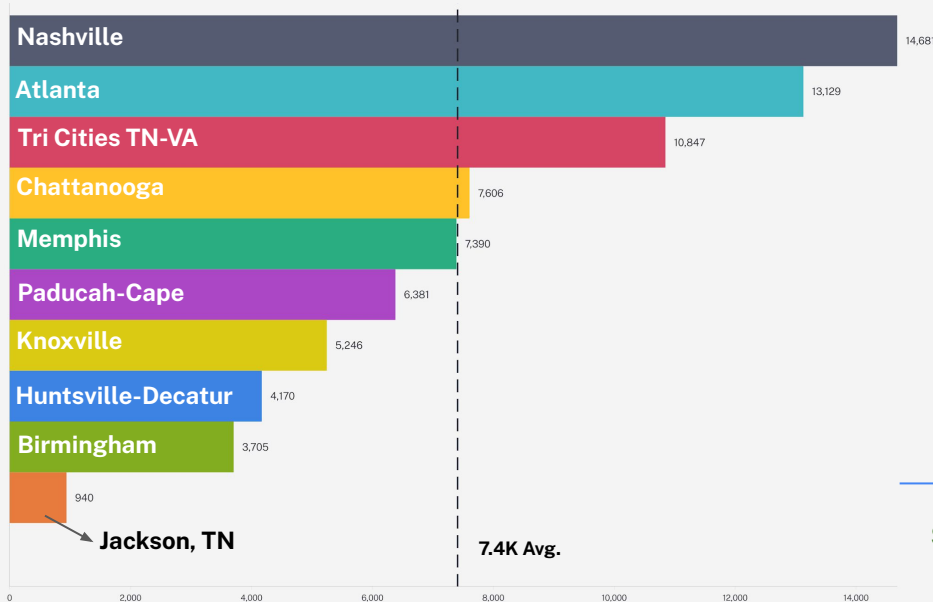
\$32,140,818

\$16,070,409





74,095
DMA's of Interest Total Viewership



Viewership by DMA: SoCon Championship

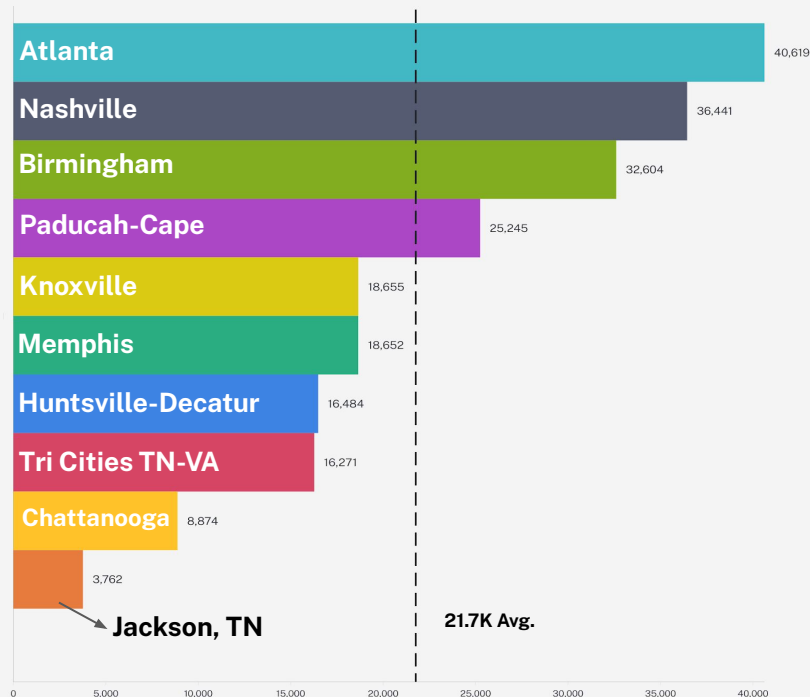
- The 10 DMA's of Interest combined to generate over **74K viewers** during the SoCon Tournament Championship game against Furman on ESPN, accounting for **6.9% of the total viewership and 6.5% of the overall broadcast value.**
- Nashville**, was the top DMA by both viewership (**14,681**) and value (**\$109,896**), with **Atlanta (13,129 & \$98,278)** and **Tri Cities (10,847 & \$81,196)** rounding out the top three DMA's.

Top 5 DMA's by Value

Nashville	Atlanta	Tri Cities TN-VA	Chattanooga	Memphis
\$109,896	\$98,278	\$81,196	\$56,935	\$55,319



217,607
DMA's of Interest Total Viewership



Chattanooga Postseason Exposure Analysis // Broadcast Exposure Analysis

Viewership by DMA: NCAA Tournament Chattanooga vs. Illinois

- The 10 DMA's of Interest combined to generate over combined to generate over **217.6K viewers** during the NCAA Tournament game against Illinois, broadcast on TNT, accounting for **7.57% of the total viewership and 6.33% of the total broadcast value.**
- Atlanta** was the top DMA by both viewership (**40,619**) and value (**\$380,072**), with **Nashville (36,441 & \$340,978)** and **Birmingham (32,604 & \$305,076)** rounding out the top three DMA's.

Top 5 DMA's by Value

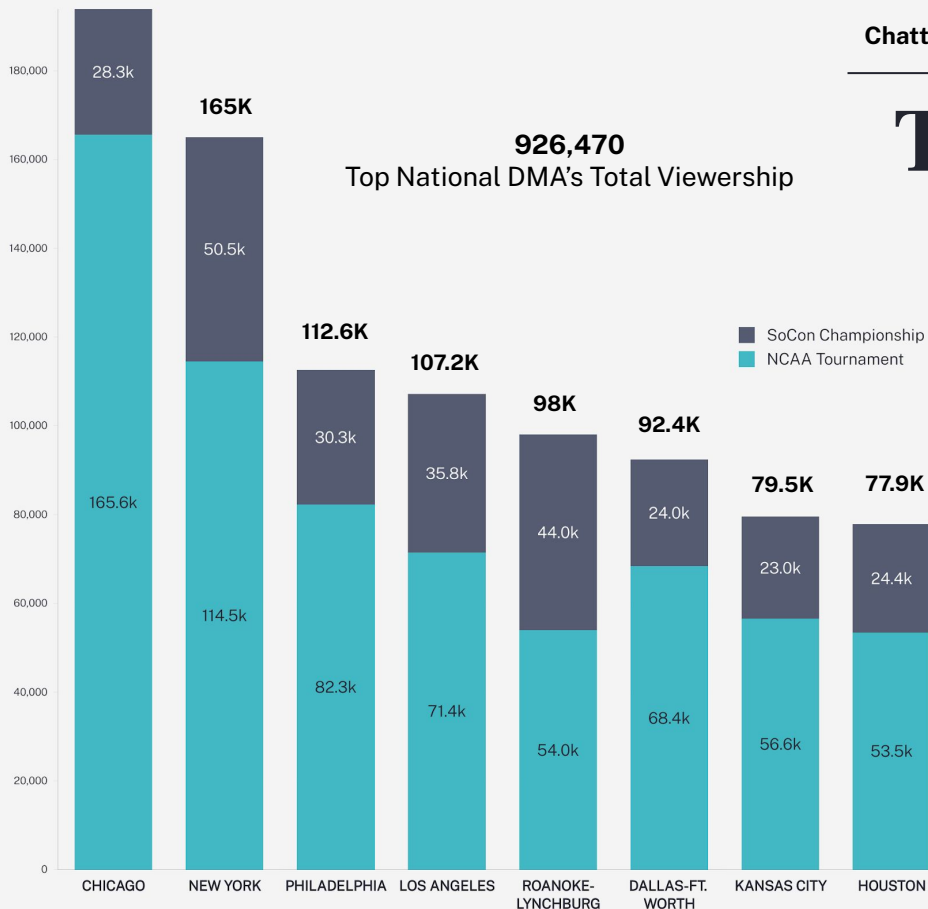
Atlanta	Nashville	Birmingham	Paducah-Cape	Knoxville
\$380,072	\$340,978	\$305,076	\$236,217	\$174,555

926,470
Top National DMA's Total Viewership

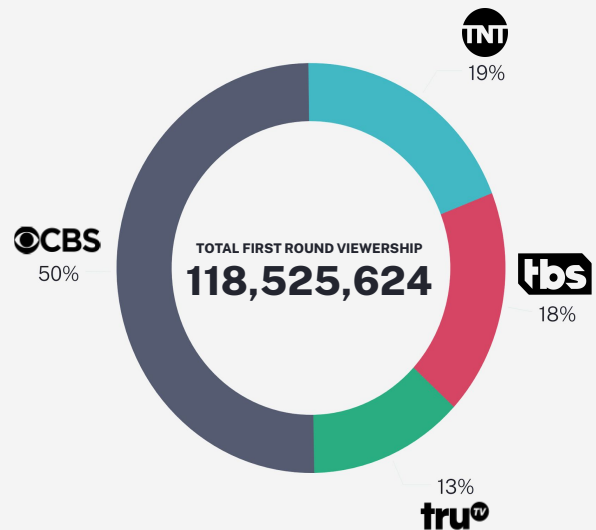
Top National Markets

Key Insights

- The **8 DMAs** shown in the chart on the left **ranked in the top 10 in viewership** for both the SoCon Championship game vs. Furman, and the NCAA Tournament First Round game vs. Illinois.
- **New York** had the **highest viewership of any DMA** during the **SoCon Championship** game with **50,509 viewers**.
- With its size & proximity to the University of Illinois, the **Chicago DMA** drew the most viewers during the First Round matchup against Illinois in the **NCAA Tournament (165,690 viewers)**.
- **Chicago** also had the **largest jump in rankings** between the two games, **ranking 5th in viewership** during the SoCon Championship, and leaping to **1st** by a wide margin (**51.1K more than NY**) during the NCAA tournament game.
- **Roanoke-Lynchburg** saw the largest drop in rankings between the two games, **ranking 2nd** during the SoCon Championship, but **dropping to 9th** during the NCAA Tournament game.



NCAA First Round Viewership Overview



Average Tourney Viewership by Network First Round

CBS 7.4M

TNT 2.8M

tbs 2.6M

truTV 1.9M

Viewership Rankings: Chattanooga vs. Illinois

16th
/ 32 Total Games

8th
/ 16 Friday Games

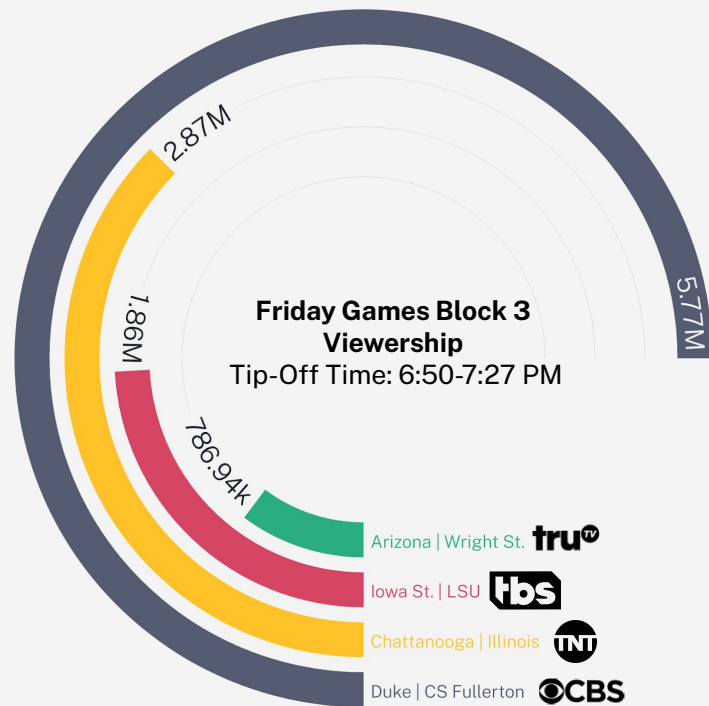
5th
/ 8 TNT Games



Friday Block 3 Viewership Overview

Key Insights

- During the 3rd block of NCAA Tournament 1st round games, Chattanooga's game against Illinois was the **second most watched matchup at 2.87M viewers**.
- Among games on TNT occurring on 3/18, Chattanooga's game was the **second most viewed**, only behind Alabama vs. Notre Dame (3.57M).
- Chattanooga's viewership topped other marquee matchups featuring notable schools in the first round, such as **North Carolina vs. Marquette** (2.47M), **UCLA vs. Akron** (2.69M), & **St. Mary's vs. Indiana** (2.63M).
- Overall, viewership for Chattanooga's first round game accounted for **24.1%** of all viewership during the 3rd block of games on Friday & **12.6%** of all first round viewership for games broadcast on TNT.



Earned Broadcast Valuation Overview



Top Play on SC Top 10 3/7/2022

\$2,159,750
Total Value Generated



SoCon Championship
\$893,797

NCAA Tournament
\$1,265,953

Key Takeaways

- In addition to in-game broadcast value, over **\$2.1M in value** was generated through earned broadcast highlights and segments featuring the Mocs Men's basketball program.
- Highlights from the win over Furman and miraculous buzzer beater reached an estimated national audience of over **90.4M viewers across 253 programs in two days.**
- The top value generating program was Lamont Paris' interview on Inside College Basketball on CBS on March 12th, with an estimated reach of **6.18M, generating more than \$611.4K in exposure value for the Mocs.**

Top Valued Earned Media Broadcasts

Inside College Basketball



Rank #1

Value Generated



3.12.22
Date



6,188,848
Program
Reach



\$611,458
Earned Broadcast
Value

NCAA Selection Show



Rank #2

Value Generated



3.13.22
Date



27,695,600
Program
Reach



\$547,265
Earned Broadcast
Value

Earned Broadcast Valuation by Program



315

Unique Programs



146M

Total Combined
Program Reach



\$2.15M

Earned
Broadcast
Value

Using relevant Chattanooga Mocs keywords, MVP was able to identify 315 unique TV programs that featured highlights of Chattanooga's games in the SoCon Championship and NCAA Tournament. Value was calculated for the exposure generated for the Mocs using the total combined reach (146M) of each program.

**An expanded list of the top 25 highest value generating programs can be seen in Appendix I.*

Rank	TV Program	Game being Referenced	Total Program Reach	Value Generated
3			19,849,908	\$196,117
4			13,058,421	\$129,017
5	 CBS MORNINGS		11,026,138	\$108,938
6			9,485,037	\$93,712
7			3,997,516	\$39,495
8			3,498,249	\$34,562
9			3,223,486	\$31,848



Social Analysis

Social valuation reflects Chattanooga Men's Basketball appearance in the SoCon Tournament Final and the 2022 NCAA Men's Basketball Tournament.

Note: Analysis includes Instagram, Facebook, Twitter, & YouTube. Instagram Stories, IG Reels, and IGTV are not publicly available in the API and thus are not included in this analysis.

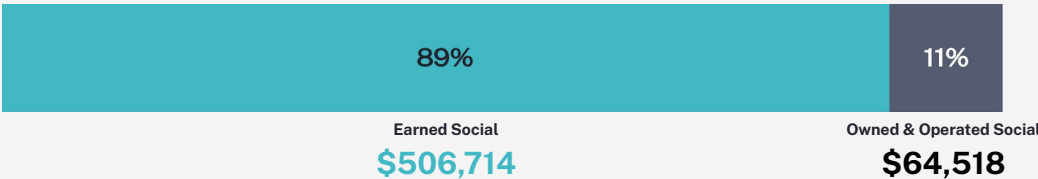
Dates: 3.4.2022 - 3.19.2022



Social Value Generated from Postseason



\$571,232
Total Value Generated



Key Takeaways

- **Over \$571K in value** was generated between owned and earned social media content related to the Chattanooga Mocs Men's Basketball team during their postseason run.
- **89% of all value** derived from **earned social channels**, with over **\$252K** coming from six **ESPN** posts across all social platforms.
- Over **\$344K in value** came from earned media posting in reference to the David Jean-Baptiste buzzer beater to win the SoCon Tournament, securing the team's automatic bid into the NCAA Tournament.

*Dates: 3/4/22 - 3/19/22, MVPindex Platform - Chattanooga Athletics & Chattanooga Mocs MBB - Twitter, IG, YouTube & Facebook

**SOUTHERN
CONFERENCE
CHAMPIONS**

CHATTANOOGA
5

CHATTANOOGA
13

CHATTANOOGA

SOCON **Y** **MARCH**

Chattanooga Mocs MBB
@GoMocsMBB

 **3.08.22**
 Date

 **\$3,956**
 Post Value

 **233,991**
 Impressions

 **3,692**
 Engagements



Earned Social Media Value Overview



427

Social Posts



1.1M

Engagements



24.6M

Impressions



\$506K

Chattanooga Mocs
Exposure Value

Rank	Account	# of Posts	Engagement	Impressions	Post Value
1		6	954,454	11,443,913	\$252,453
2		7	11,730	2,207,740	\$48,549
3		18	20,229	2,049,630	\$44,203
4		2	14,765	1,835,476	\$40,170
5		13	7,540	606,399	\$13,391
6		1	8,289	528,569	\$11,796
7		6	22,653	557,007	\$10,659

Top Valued Earned Social Media Posts

3.08.22
Date

\$157,448
Post Value

7,152,320
Impressions

903,668
Engagements

3.08.22
Date

\$49,472
Post Value

2,222,605
Impressions

41,591
Engagements

3.08.22
Date

\$39,288
Post Value

1,795,173
Impressions

14,493
Engagements

M

User Generated Content Analysis

2.32K

Across the 15 days analyzed, there was an **average of 2.32K mentions per day, regarding the Chattanooga Mocs Basketball team, staff, or players.** The two highest daily peaks occurred on both 3/7 & 3/18, both days of Chattanooga games.

34.8K

From 3.4.2022 - 3.19.2022, there were over 34.8K mentions regarding the Chattanooga Mocs Basketball team, staff, or players. Over 72.4% of all mentions came from Twitter, followed by News sites (10.9%), and blogs (8.76%) to round out the top three sources.

12.4K

There were **12,478 unique Twitter authors** & **25,155 total Twitter mentions** who mentioned Chattanooga in some capacity during the 15 day period analyzed. The top three keywords across the period were, “**shot, buzzer, & buzzer beater**”, and all in reference to the David Jean-Baptiste buzzer beater to win the SoCon tournament.

Twitter Insights

- Twitter accounted for **72.4% of all mentions** across user generated content related to Chattanooga posted from 3/4 -3/19.
- **45%** of all tweets were **retweets**, with original tweets and quote tweets each accounting for 21%.
- Across Chattanooga-related UGC Content, **#MarchMadness** was the most tweeted hashtag, appearing **3,705 times**. **#GoMocs** was the 2nd most tweeted hashtag, appearing **3,249 times**.

Total Twitter Impressions

313.6M



Unique Authors

12.4K



Mentions

25.1K



Overall Reach

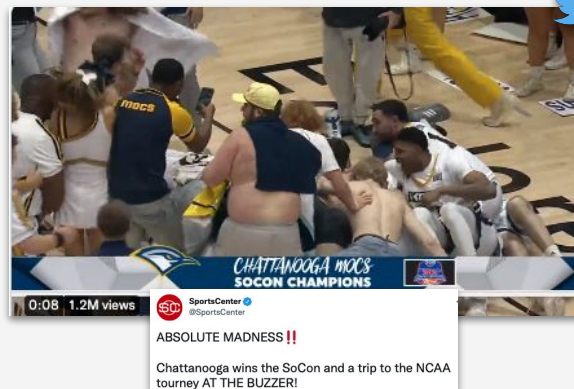
136M



Top Emoji Used

870 Uses

Top Engaging Post

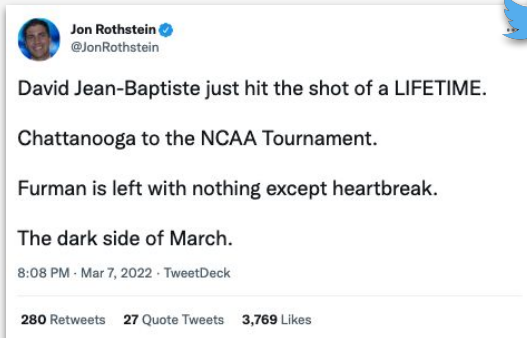


Total Post Engagements

41.5K



SoCon Tournament Buzzer-Beater

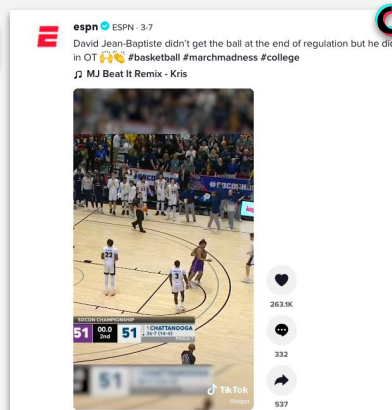
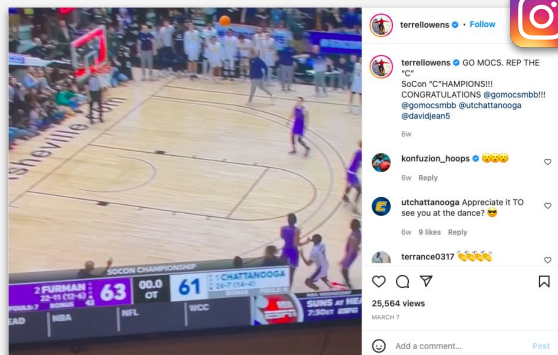


14.2K
Mentions

From 12PM–12AM on 3/7, there were **14,263 mentions** referencing Chattanooga Basketball and/or David Jean Baptiste's buzzer beater to win the SoCon Tournament.

8.3K
Mentions from
8-9PM

With David's buzzer beater occurring around 8:15PM, mentions skyrocketed with over **8.3K in an hour**. "Buzzer", "Buzzer Beater", "Unreal Buzzer Beater" were mentioned **2,068 times** over the hour-long timeframe.



130M
Impressions
(SOCON Tournament)

Across the 12 hour period analyzed, the **13.2K Twitter mentions** generated over **130.6M impressions** for the Chattanooga men's basketball team. The **13.2K mentions** also accumulated a reach of **56.7M Twitter users**.

*Notable Earned Posts can be seen to the left.



Thank You

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Appendix & Methodology

Earned Broadcast Value (Cont. Top 25)

Rank	TV Program	Total Program Reach	Value Generated
10	West Coast Basketball Tournament	3,105,631	\$30,683
11	WPVI-PHI at March 8th 2022 7:49 AM	3,009,456	\$29,733
12	WCAU-PHI at March 8th 2022 7:30 AM	2,853,756	\$28,195
13	SportsCenter	2,813,022	\$27,792
14	CBS 4 News Sunrise	2,199,937	\$21,735
15	KYW-PHI at March 8th 2022 7:02 AM	2,199,937	\$21,735
16	FOX & Friends	1,487,898	\$14,700
17	IAAF World Indoor Track & Field Championships	1,170,964	\$11,569
18	Early Today	1,040,353	\$10,278
19	SportsCenter with Scott Van Pelt	840,821	\$8,307

Rank	TV Program	Total Program Reach	Value Generated
20	Get Up!	840,821	\$7,600
21	Divorce Court	680,705	\$6,725
22	WCAU-PHI (NBC) at March 19th 2022 12:00 PM	608,397	\$6,010
23	Divorce Court	597,896	\$5,907
24	Early Texas Today	564,730	\$5,579
25	College GameDay	260,274	\$2,571

Earned Social Media Value Overview (Cont.)

Rank	Account	# of Posts	Engagement	Impressions	Post Value	Rank	Account	# of Posts	Engagement	Impressions	Post Value
8	Jon Rothstein	12	7,232	619,289	\$9,451	15	Sports Illustrated	7	280	140,352	\$2,895
9	Jeff Goodman	11	2,626	298,333	\$5,960	16	Dick Vitale	3	581	130,105	\$2,764
10	Meyers Leonard	1	3,735	336,404	\$5,657	17	The View	2	937	130,042	\$2,752
11	theScore	6	10,822	244,633	\$5,114	18	Scott Van Pelt	1	1,995	150,740	\$2,671
12	Terrell Owens	5	4,881	237,569	\$4,966	19	PFTCommenter	1	1,505	126,277	\$2,449
13	University of Tennessee at Chattanooga	30	3,223	262,472	\$3,964	20	Complex Sports	1	1,486	120,141	\$2,271
14	Seth Davis	5	1,309	197,697	\$2,899	21	NBC Sports	3	1,284	114,576	\$2,265

Analysis includes Instagram, Facebook, Twitter, & YouTube. Instagram Stories, Reels, and IGTV are not publicly available in the API and thus are not included in this analysis.

Earned Social Media Value Overview (Cont.)

Rank	Account	# of Posts	Engagement	Impressions	Post Value
22	NFL	1	526	10,1224	\$2,249
23	Southern Conference	23	4,237	324,264	\$2,147
24	CBS Sports College Basketball	2	1,876	207,812	\$2,119
25	TSN	6	320	114,615	\$2,038
26	University of Illinois	2	6,585	88,490	\$1,765
27	Overtime	1	463	78,052	\$1,597
28	Andy Katz	5	461	81,639	\$1,420

Rank	Account	# of Posts	Engagement	Impressions	Post Value
29	Furman University Athletics	21	511	87,388	\$1,315
30	Furman University Men's Basketball	17	588	73,053	\$1,090
31	Henry "Hank" Lockwood	1	744	70,367	\$1,076
32	Jason Benetti	1	598	82,021	\$1,074
33	Pickswise	11	943	99,031	\$880
34	Lights, Camera, Barstool	1	3,241	49,273	\$836
35	Chattanooga Lookouts	9	1019	47,528	\$807

Earned Social Media Value Overview (Cont.)

Rank	Account	# of Posts	Engagement	Impressions	Post Value	Rank	Account	# of Posts	Engagement	Impressions	Post Value
38	University of Illinois Athletics	2	469	34,406	\$685	45	Outkick the Coverage	7	144	31,736	\$487
39	PointsBet	10	118	34,841	\$658	46	Melanie Collins	1	3,718	36,400	\$413
40	Atlanta Braves	1	227	31,712	\$647	47	CBS Sports Network	2	503	58,163	\$401
41	Big Ten Conference	1	492	33,835	\$614	48	Clutch Points	2	195	19,601	\$378
42	FanDuel	2	244	25,572	\$562	49	BetMGM	3	85	18,326	\$371
43	Yahoo! Sports	4	146	35,657	\$508	50	Fran Fraschilla	3	125	22,939	\$355
44	Tae Davis	5	308	47,743	\$496	51	Barstool Chicago	1	114	24,015	\$353

Earned Social Media Value Overview (Cont.)

Rank	Account	# of Posts	Engagement	Impressions	Post Value	Rank	Account	# of Posts	Engagement	Impressions	Post Value
52	Caesar's Sportbook	4	71	19,915	\$336	59	For the Win	7	34	16,889	\$263
53	USA Today Sports	4	404	21,692	\$325	60	Sam Dekker	1	338	16,178	\$259
54	House of Highlights	1	88	14,202	\$310	61	Dana Jacobson	8	164	36,021	\$230
55	Chris Fallica	1	53	22,080	\$306	62	College Basketball Talk	9	289	42,163	\$221
56	247Sports	1	124	16,994	\$288	63	Stewart Mandel	1	98	13,651	\$208
57	DraftKings	4	71	13,189	\$287	64	Kevin Negandhi	2	70	14,573	\$198
58	FanSided	7	141	28,289	\$285	65	Barstool Gambling	1	73	15,454	\$194

Earned Social Media Value Overview (Cont.)

Rank	Account	# of Posts	Engagement	Impressions	Post Value	Rank	Account	# of Posts	Engagement	Impressions	Post Value
66	Trey Wingo	1	24	9,440	\$174	73	Cole Cubelic	1	41	7,381	\$107
67	Todd Fuhrman	1	59	11,755	\$162	74	Sunny 92.3	12	52	18,407	\$107
68	SB Nation	1	43	9,322	\$160	75	5th Year	1	52	10,341	\$99
69	Paul Pabst	1	52	11,106	\$158	76	Tom Hart	2	50	10,780	\$91
70	Huffington Post	1	14	8,095	\$156	77	Vegas Stats and Information Network	5	37	7,124	\$87
71	Dana O'Neil	2	69	12,110	\$131	78	Sportsnet	1	19	4,960	\$86
72	Bovada	1	15	6,963	\$131	79	Pardon the Interruption	1	400	7,152	\$84

Earned Social Media Value Overview (Cont.)

Rank	Account	# of Posts	Engagement	Impressions	Post Value	Rank	Account	# of Posts	Engagement	Impressions	Post Value
80	Kevin Connors	2	51	12,176	\$84	87	97.1 The Ticket	1	1	3,881	\$56
81	Sportslane	1	65	10,418	\$72	88	BetOnline	1	9	3,635	\$56
82	Yahoo! Fantasy	1	26	4,809	\$71	89	MyBookie	1	211	3,804	\$56
83	Reggie Bullock	1	26	5,735	\$69	90	Billy Heyen	2	24	6,521	\$53
84	SBR Sports Picks	4	10	6,086	\$63	91	Adam Schein	1	17	3,754	\$51
85	Sporting News	1	7	3,931	\$61	92	National Association of Basketball Coaches	1	18	3,607	\$51
86	Wind Creek Casino & Hotel Montgomery	1	19	3,530	\$56	93	Coolbet	5	2	4,968	\$45

Earned Social Media Value Overview (Cont.)

Rank	Account	# of Posts	Engagement	Impressions	Post Value	Rank	Account	# of Posts	Engagement	Impressions	Post Value
94	NBCSN	2	21	7,064	\$40	101	ABC 7 Chicago	1	5	1,121	\$20
95	Naismith Trophy	2	11	3,930	\$38	102	WGN Morning News	1	6	1,717	\$19
96	Grind City Media	2	46	5,229	\$32	103	Excel Sports Management	1	1	1,649	\$16
97	Sports Betting Dime	3	0	3,748	\$29	104	Freddie Coleman	2	8	1,619	\$16
98	NBC Chicago	3	8	2,325	\$27	105	Busted Coverage	2	2	2,718	\$14
99	Matt Reynolds	2	22	4,164	\$25	106	Brian Anderson	1	9	1,717	\$13
100	Jonathan Coachman	1	6	1,717	\$21	107	Dave Briggs	2	3	2,486	\$13

Earned Social Media Value Overview (Cont.)

Rank	Account	# of Posts	Engagement	Impressions	Post Value	Rank	Account	# of Posts	Engagement	Impressions	Post Value
108	Athlon Sports	2	0	2,679	\$12	115	Steve Levy	1	1	704	\$7
109	Fox8 News	1	0	704	\$10	116	Andrew Joseph	1	1	557	\$4
110	Fox Nashville	1	0	704	\$9	117	Mark Adams	1	2	557	\$4
111	The Philadelphia Inquirer	1	2	775	\$9	118	Tom Barton	1	1	557	\$3
112	Mediaite	1	0	704	\$8	119	NBC Sports Philadelphia	1	9	181	\$3
113	The Sports Animal	2	1	2,018	\$8	120	Samford University	1	0	71	\$1
114	Def Pen Sports	1	8	1951	\$8						

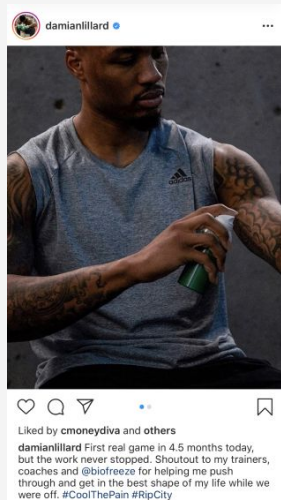
UGC Boolean Search Parameters

- *Entire Postseason Run: ((Chattanooga OR #Chattanooga OR @UTChattanooga) NEAR/10 (Mocs OR #Mocs OR basketball OR bball OR #basketball OR "March Madness" OR #MarchMadness OR @MarchMadness OR cinderella)) OR @GoMocs OR @GoMocsMBB OR #GoMocsMBB OR #GoMocs OR "Go Mocs" OR "David Jean-Baptiste" OR "David Jean Baptiste" OR "Malachi Smith" OR "Silvio De Sousa" OR "Lamont Paris"*
 - *Dates -(3.4.2022 -3.19.2022)*
- *Buzzer Beater specific-search: ((Chattanooga OR #Chattanooga OR @UTChattanooga) NEAR/6 (Mocs OR #Mocs OR basketball OR bball OR #basketball OR "March Madness" OR #MarchMadness OR @MarchMadness OR cinderella)) OR @GoMocs OR @GoMocsMBB OR #GoMocsMBB OR #GoMocs OR "Go Mocs" OR "David Jean-Baptiste" OR "David Jean Baptiste" OR "Malachi Smith" OR "Silvio De Sousa" OR "Lamont Paris" OR "Buzzer Beater" OR "This is March" OR "SoCon Championship"*
 - *Date -(3.7.2022)*

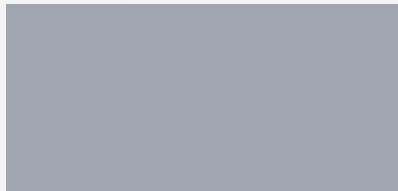
Methodology

TOTAL POST VALUE

Total Post Value is an advertising equivalency value modeled on the engagements and number of followers at the time of the post.



Post Value \$228K



166K Likes



798 Comments



0 Shares

TOTAL POST VALUE FORMULA

Brand Value is a portion of the Total Post Value and based on text, audio and visual detection for a brand.



Likes (β) + Shares (β) + Comments (β)

ENGAGEMENT METRICS

Each network specific passive or active engagement is compared within our trained model, which bases its learnings on historical Organic and Paid Data to generate Beta weights (constantly updating value weights) for each data point independently on a per post basis.



Followers (β) + [eVideo Views (β)] + [eReach (β)] + [eImpressions (β)]

AUDIENCE METRICS

Reach and impressions for non-authenticated accounts are calculated through machine learning. Impressions and brand awareness are the most common metric used to anchor advertising and marketing objectives. Our model backs into impressions to deliver valuation that aligns with an advertising equivalency for CPA/CPE.

Methodology

TOTAL BRAND VALUE

Brand Value is a portion of the overall post value.

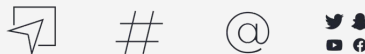


Post Value \$228K



TOTAL BRAND VALUE FORMULA

Brand Value is a portion of the Total Post Value and based on text, audio and visual detection for a brand.



Post content, Hashtags, @ mentions, With Tags

TEXT METRICS (\$)

Brand equities (i.e. post content data, or specific brand value factors, that appear within the body of a post that align with brand name, brand mention, tagline, keyword, or hashtag) are weighted and adjusted based on post performance, and provide an input value for the raw brand value score. They do not hold an independent numerical value.



Recognized Detections * [size (β) + clarity (β) + location (β)]

AUDIO/VISUAL METRICS (\$)

Based on channel, placement and format, visual and audio metrics are derived via an image or video scanning process. Detections of all visually branded elements within a post are valued based on calculations of size, duration (not valid for image), location/position, and clarity (visibility and clutter).

Methodology

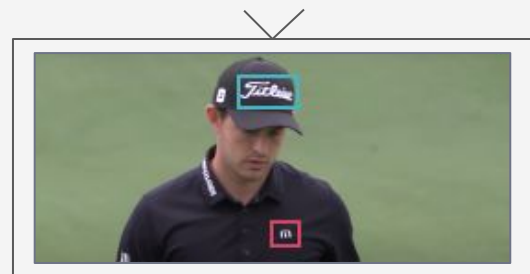
TOTAL VIDEO VALUE

Total Video Value is an advertising equivalency value modeled on the viewership for a stream or broadcast.



TOTAL BRAND VALUE

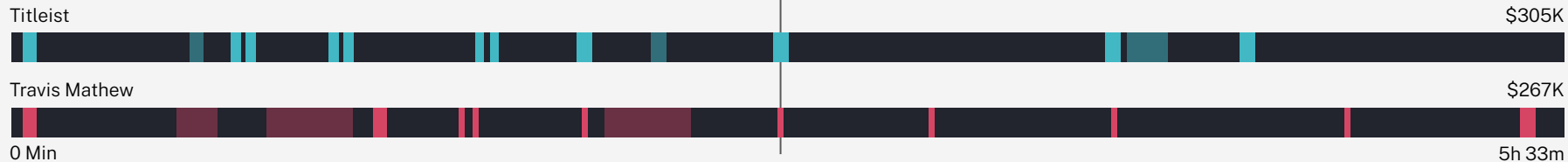
Brand Value is a portion of the overall video value.



Titleist \$31.1K

Travis Mathew \$20.3K

18.4M VIEWERS @ NATIONAL BROADCAST CPM



Methodology



[Viewership (β)] $\times$ [CPM]

AUDIENCE METRICS

Broadcast valuation uses the CPM value of the broadcast and the viewership to determine the overall value of the entire broadcast. The CPM rates are based on the type of broadcast (local, regional, national etc.). The viewership is recorded from MVP's nationwide database encompassing more than 3 million households. Streaming viewership data is taken in one to five minute intervals and valuation is determined accordingly.

BRAND VALUE FORMULA



Recognized Detections * [size (β) + clarity (β) + clutter (β) + location (β)]

Audio/Visual Metrics (\$)

Brand value begins with the overall video value and portions value to the visible brands within the broadcast or stream. The portions are based on the size of the logo (larger is more valuable), the clarity of the logo (brands have to be visually recognizable), the clutter of the space (more brands in a single shot lead to less perception), and the location of the logo. Optimal logo locations include the top left and center of the viewing area. During a stream, the viewership at the moment the logo is visible is used to determine the value for the brand.