



**Content Provider Report: Mission Critical Health**

Month of: November 2016

Notes: Distributed via ContextMedia:Health in the waiting rooms of internal medicine physician member clinics.

**Waiting Room TV Metrics**

Ad Copy Name	# Clinics	# Plays
What_is_Organic_FoodHD_CM_CM	4,345	26,985
What_is_the_difference_between_sell_By_and_Use_By_datesHD_CM_CM_CM	758	28,159
Top_50_Food_Question_Should_I_be_concerned_about_Pesticides_on_my_fruits_and_vegetablesHD_CM_CM_CM	754	28,180
Top_50_Food_Question_If_Omega_3s_are_good_are_Omega_6s_betterHD_CM_CM	3,809	28,172
Top_50_Food_Question_Does_meat_contain_antibiotic_residueHD_CM_CM	3,733	10,581
Top_50_Food_Question_Should_I_be_concerned_about_Pesticides_on_my_fruits_and_vegetablesHD_CM_CM	4,614	15,296
Flu_Season_PreparednessHD_CM_CM	3,372	30,456
Safer_Water_Experience_while_on_VacationHD_CM_CM	1,218	5,447

**Viewership**

Male	37%		
Female	63%	African American	18%
		Asian American	7%
Age 17 & Under	2%	Caucasian	54%
18 - 34	13%	Hispanic	16%
35 - 54	28%	Native American	3%
55 - 64	30%	Other	2%
65+	27%		

\*\*Due to our new technology that builds unique playlists based on algorithms determining the ideal programming mix for each member practice, our play counts are estimates based on data available \*\*  
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