

# IPC EVENTS PRODUCTION COVERAGE AND BROADCAST

<i>EPISODES PRODUCED</i>	<i>PER EVENT</i>
CP CANADA	14
MONDIAL	40
WINGSUITING	16
<b>TOTAL PROGRAM EPISODES PRODUCED</b>	<b>70</b>

<i>PROGRAMING TIME CREATED</i>	<i>MIN</i>	<i>HOURS</i>
CP CANADA	276.5	4.61
MONDIAL	738.8	12.31
WINGSUITING	276.5	4.61
<b>TOTAL MIN / HOURS PRODUCED</b>	<b>1291.8</b>	<b>21.53</b>

<i>SKYDIVE TV PRODUCTION BUDGETS PER EVENT</i>	<i>PER EVENT</i>
CP CANADA	\$17,286.00
MONDIAL	\$32,699.00
WINGSUITING	\$15,169.77
<b>TOTAL PRODUCTION BUDGET</b>	<b>\$65,154.77</b>
<i>SPONSORSHIPS RECEIVED</i>	<i>PER EVENT</i>
CP CANADA	\$9,750.00
MONDIAL	\$17,250.00
WINGSUITING	\$8,500.00
<b>TOTAL SPONSORSHIPS RECEIVED</b>	<b>\$35,500.00</b>
<b>BUDTET DIFFERENCE - PROFIT / LOSS</b>	<b>(\$29,654.77)</b>
AVERAGE COST PER EPISODE	\$930.78

SKYDIVE-TV.COM - DESKTOP			CP CANADA	MONDIAL	WING	DESKTOP	DESK TOTALS
EPISODES PRODUCED			14	40	16	<b>TOTAL EPISODES</b>	70
DESKTOP WEB VISITS / VIEWERS UNIQUE			47,087	54,429	27,021	<b>TOTAL UNIQUE</b>	128,537
DESKTOP WEB VISITS / VIEWERS RETURN			56,975	75,861	44,367	<b>TOTAL RETURN</b>	177,203

COMBINED DESKTOP VIEWERS			104,062	130,290	71,388	<b>TOTAL COMBINED</b>	<b>305,740</b>	
AVERAGE EPISODES VIEWED PER VISIT			9	16	8	<b>AVER EP. WATCHED</b>	11	
<b>TOTAL EPISODES VIEWD DESKTOP</b>			<b>936,558</b>	<b>2,084,640</b>	<b>571,104</b>	<b>TOTAL EP. WATCHED</b>	3,592,302	
AVERAGE TIME WATCHED PER EPISODE (MIN)			13	15	14	<b>AVE TIME WATCHED</b>	14	
AVERAGE LENGTH OF EACH EPISODE			19.75	18.47	17.28	<b>AVE EP. LENGTH</b>	19	
MINUTES WATCHED			12,175,254	31,269,600	7,995,456	<b>TOTAL MIN WATCHED</b>	51,440,310	
HOURS WATCHED			202,921	521,160	133,258	<b>TOTAL HOURS WATCHED</b>	857,339	
SKYDIVE-TV.COM - MOBILE / TABLET			CP CANADA	MONDIAL	WING	<b>MOBILE / TABLET</b>	<b>MOB TOTALS</b>	
MOBILE VIEWERS UNIQUE			52,394	89,234	37,642	<b>TOTAL UNIQUE</b>	179,270	
MOBILE VIEWERS RETURN			76,315	115,061	64,892	<b>TOTAL RETURN</b>	256,268	
COMBINED MOBILE VISITS / VIEWERS			128,709	204,295	102,534	<b>TOTAL COMBINED</b>	<b>435,538</b>	
AVERAGE EPISODES VIEWED PER VISIT			11	29	12	<b>AVER EP. WATCHED</b>	17	
<b>TOTAL EPISODES VIEWED MOBILE</b>			<b>1,415,799</b>	<b>5,924,555</b>	<b>1,230,408</b>	<b>TOTAL EP. WATCHED</b>	8,570,762	
AVERAGE TIME WATCHED PER EPISODE (MIN)			13.00	15.00	14.00	<b>AVE TIME WATCHED</b>	14.00	
AVERAGE LENGTH OF EACH EPISODE			19.75	18.47	17.28	<b>AVE EP. LENGTH</b>	19	
MINUTES WACHED			18,405,387	88,868,325	17,225,712	<b>TOTAL MIN WATCHED</b>	41,499,808	
HOURS WATCHED			306,756	1,481,139	287,095	<b>TOTAL HOURS WATCHED</b>	691,663	
<b>SKYDIVE TV APP - LAUNCHES &amp; VIEWS</b>			<b>CP CANADA</b>	<b>MONDIAL</b>	<b>WING</b>	<b>SKYDIVE TV APP</b>	<b>APP TOTALS</b>	
SKYDIVE TV APP DOWNLOADS			1675	1837	2039	<b>APP DOWNLOADS</b>	5,551	
SKYDIVE TV APP LOUNCHES			9751	17924	7561	<b>TOTAL APP LAUNCHES</b>	<b>35,236</b>	
AVERAGE EPISODES VIEWED PER VISITOR			8	27	10	<b>AVE EP. WATCHED</b>	15	
<b>TOTAL EPISODES VIEW ON SKYDIVE TV APP</b>			<b>78,008</b>	<b>483,948</b>	<b>75,610</b>	<b>TOTAL EP. WATCHED</b>	637,566	
AVERAGE TIME WACHED PER EPISODE (MIN)			9	10	12	<b>AVE TIME WATCHED</b>	10	
AVERAGE LENGTH OF EPISODES			19.75	18.47	17.28	<b>AVE EP. LENGTH</b>	19	
MINUTES WATCHED			702,072	4,839,480	907,320	<b>TOTAL MIN WATCHED</b>	2,149,624	
HOURS WATCHED			11,701	80,658	15,122	<b>TOTAL HOURS WATCHED</b>	35,827	
SKYDIVE TV ITUNES							N/A	
SKYDIVE APPLE TV							NA	
VIMEO						VIMEO VIEWS TOTALS	89,967	
SOCIAL MEDIA REACH - SEE PREVIOUSLY SENT FILES ABOUT FACEBOOK						<b>COMBINED TOTALS</b>		
						TOTAL VISITORS	776,514	
			TOTAL COMBINED DESKTOP / MOBILE / TABLET / APP / VIMEO/ EPISODE VIEWS (MILLIONS)					12,890,597
			TOTAL COMBINED DESKTOP / MOBILE / TABLET / APP / VIMEO / PROGRAM MINUTES WATCHED (MILLIONS)					95,089,742

TOTAL COMBINED DESKTOP / MOBILE / TABLET / APP / VIMEO PROGRAM HOURS WATCHED (MILLIONS)	1,584,829
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