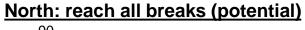
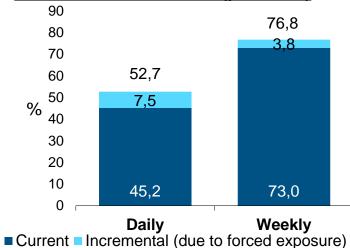
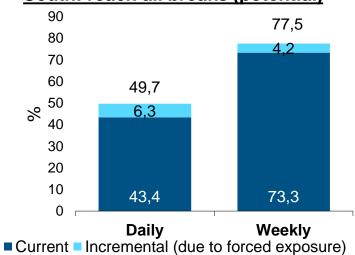
Forced advertising exposure: potential benefits in net reach

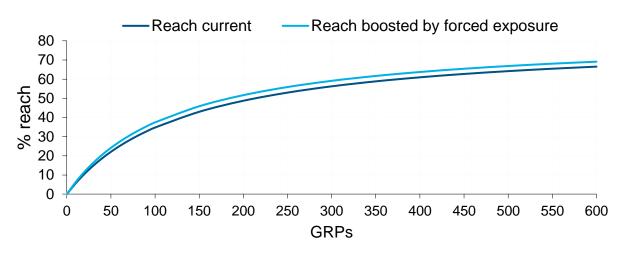




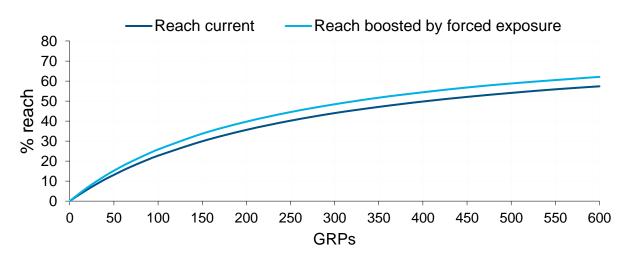
South: reach all breaks (potential)



North: estimated reach gains



South: estimated reach gains





Sources: CIMTV, VIA, Space estimates. Target group: adults 18-54