



eScapes Network LLC

25 South Monroe Street, Suite 200
Monroe, Michigan 48161 USA

Network Share Ratings

Summary

The eScapes Network was launched first on Buckeye CableSystem in Toledo, OH on May 16, 2011. Beginning in April 2013, the Network receives regular viewer metrics via Buckeye’s Navic Data system every two weeks with the data normalized and averaged.

- Buckeye CableSystem has approximately 145,000 HHs in their Toledo system.
- Buckeye CableSystem monitors 80,000 set top boxes over a two week monitoring period.
- The Navic system data is collected from the set top boxes every 1 or 5 minutes depending on the metric.
 - This is “live” monitoring and does not include time-delayed DVR viewing normally associated with share ratings.
- The below chart is normalized to compare eScapes to widely distributed channels by multiplying eScapes data by 1.5 This is the ratio of widely distributed channels carriage to eScapes carriage:

Begin	End	% of Total Viewers	Total Viewers	Total Viewed Minutes
Apr 07, 2013	Apr 20, 2013	0.662	217,181	1,165,359
Apr 21, 2013	May 04, 2013	0.675	230,207	1,262,078
May 05, 2013	May 18, 2013	0.659	217,158	1,180,049
May 19, 2013	Jun 01, 2013	0.653	246,114	1,293,645
Jun 02, 2013	Jun 15, 2013	0.638	245,172	1,309,191
Jun 16, 2013	Jun 29, 2013	0.627	207,170	1,117,484
*** Break in the data ***				
Nov 17, 2013	Nov 30, 2013	0.641	231,432	1,211,528
Dec 01, 2013	Dec 14, 2013	0.651	225,014	1,180,836
Dec 15, 2013	Dec 28, 2013	0.644	236,472	1,119,627
Dec 29, 2013	Jan 11, 2014	0.621	246,251	1,213,979
Jan 12, 2014	Jan 25, 2014	0.632	240,732	1,232,502
Jan 26, 2014	Feb 08, 2014	0.639	241,056	1,232,870
Feb 09, 2014	Feb 22, 2014			
Feb 23, 2014	Mar 08, 2014			



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Definitions:

Percent of Total Viewers

- Percent of total viewers tuned in at that time period on any Buckeye CableSystem channel across 80,000 set top boxes.

Total Viewers

- The total number of non-unique viewers who clicked on the eScapes channel during the two week monitoring period.

Total Viewed Minutes

- The total number of minutes the eScapes Network was watched during the two week monitoring period. After 3 hours of continuous viewing, the viewer is prompted on screen to confirm if anyone is still watching. If the confirmation signal is not received, the set top box stops and the television defaults to a Buckeye Cablesystem screen saver. When the viewer presses a button on the remote, the signal returns to the program and the counting continues.
- The Network has received over 900 unsolicited, positive viewer comments. For example:
 - *"I found your channel and haven't been able to turn it off!" – John B. Clinton, IL*
 - *" I find myself spending more time on eScapes than on anything I have on cable." – Jerry C. Portland, OR*
 - *"I watch your channel 50% of the day, if not more."-Dale, Fresno, CA.*
 - *This is by far the best station I have ever come across. Having this on simply makes me feel amazingly happy, peaceful and totally relaxed. I wish there were a radio station with this awesome music playing 24/7. And the scenery is awesome. THANK YOU!; It occurred to me that this should be a station available to people in hospitals, hospice facilities, and so many more places where people are in stressful situations. Beautiful! Mary Pat Rough – via Email*
 - *I would just like to say first that my wife and I LOVE your eScapes channel. The music is so relaxing and the videos and amazing and breath-taking. I never even knew about this well, thanks for your time and thanks for your relaxing channel. Your hearing from your newest fans :) channel until I was flipping around and stumbled upon it. Now my wife and I are always watching/listening. It is really addictive!! Each time we watch we see new and interesting video. Have a great day!!! Mitchell Palmer – via Email*
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eScapes Network Share Rating

- Buckeye CableSystem has approximately 145,000 HHs. The eScapes Network is currently available to approximately 95,000 HHs in Toledo, OH SD only systems. The eScapes Network share rating is 0.65%.
- The table below reflects how eScapes' ratings would compare if it had wide distribution with a sampling of highly available networks along with their represented audience share.
- All channels and networks listed in the table below are widely distribute on Pay TV.
- When eScapes share rating is compared to the other networks and channels, the eScapes Network performs very well as represented in the table below.

Network	HHs	Audience Share
A&E Network	704,000	1.41%
AMC	525,000	1.05%
MTV	468,000	0.94%
Hallmark Channel	392,000	0.78%
E! Entertainment TV	343,000	0.69%
eScapes Network	325,500	0.65%
Weather Channel	251,000	0.50%
VH1	223,000	0.45%
Nat Geo	208,000	0.42%
Military Channel	126,000	0.25%
Style	88,000	0.18%
Golf Channel	85,000	0.17%
NBC Sports	69,000	0.14%
G4	63,000	0.13%

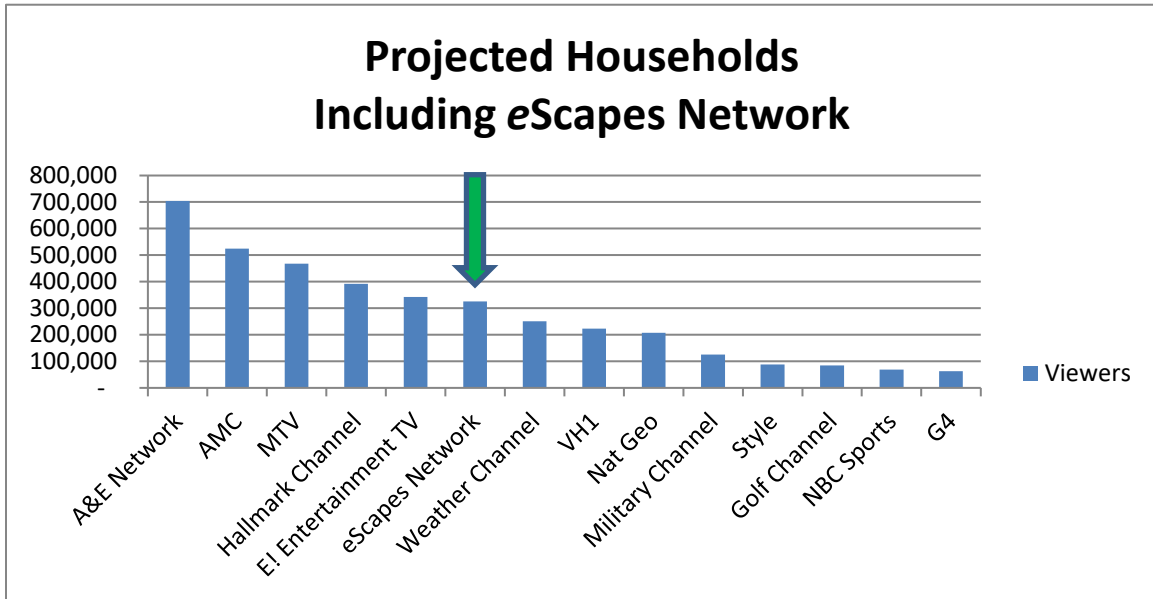
Source: Neilson Media Research



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- The graph below represents the projected share rating by number of viewers including the eScapes Network.



- The graph below represents the projected C3 share rating by percentage including the calculated share rating for the Network.

