

Tune-ins/Avg Unique HHs – Q1 15' STB Data

- **Source: Rentrak TV Essentials.**
 - AT&T U-verse subscriber nearly 6 million. 65 markets in the US.
 - Two-way set-top-boxes. Over 11 million reporting boxes.
 - 65 markets nationwide.
 - Report generated on 03/02/2015.

- **AWE has broader audience appeal over Esquire's unique visitors.**

Average unique House Holds (HH) reporting views in thousands

Net	Avg HH	% HH	Summary
SundanceTV	1,002,950	132%	
AWE	1,325,675		Broadest audience appeal!
Esquire Network*	776,705	171%	AWE has over 50% more tune-ins!
nuvoTV	963,776	138%	
AXS TV	734,211	181%	AWE has approx. TWICE the unique viewers.
ESPN Classic	400,187	332%	AWE has over THREE TIMES the unique viewers.

* Esquire Network and AWE have similar genre programming/audiences.

Total Hours – Q1 15' STB Data

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- **AWE has a significantly higher ratings over Esquire, NuvoTV and AXS TV.**

Net	Tot Hrs Viewed	% Hrs	Summary
SundanceTV	4,584,601	73%	AWE has 73% of Sun Tot Hrs.
AWE	3,334,702		
Esquire Network	2,272,043	147%	AWE has 47% higher ratings
nuvoTV	11,992,984	167%	AWE has 67% higher ratings
AXS TV	1,545,338	216%	AWE has over TWICE the ratings
ESPN Classic	1,083,270	308%	AWE has over THREE TIMES the ratings

* Esquire Network and AWE have similar genre programming/audiences.

** All networks on AT&T U-verse TV, U-200 package.