

Demographic	Program Name	Date	Unit Start Time	Unit End Time	Unit Minute Count	AA Reach%	AA Reach Proj(000)	AA Progressive Reach%	AA Progressive Reach Proj(000)	AA Progressive Average Frequency	Qualified AA Progressive GRP Proj(000)
Males 18 - 49	INTERLIGA 09 GM 1	01/02/09	8:00 PM	10:09 PM	130	3.77	452	3.77	452	1.00	452
Males 18 - 49	INTERLIGA 09 GM 2	01/02/09	10:30 PM	12:29 AM	120	4.34	520	5.20	623	1.56	972
Males 18 - 49	INTERLIGA 09 GM 3	01/03/09	8:00 PM	10:04 PM	125	4.32	518	6.55	785	1.90	1,490
Males 18 - 49	INTERLIGA 09 GM 4	01/03/09	10:35 PM	12:34 AM	120	5.66	678	7.96	954	2.27	2,168
Males 18 - 49	INTERLIGA 09 GM 5	01/05/09	8:00 PM	10:04 PM	125	3.48	417	8.67	1,039	2.49	2,585
Males 18 - 49	INTERLIGA 09 GM 6	01/05/09	10:30 PM	12:29 AM	120	4.01	481	9.31	1,115	2.75	3,066
Males 18 - 49	INTERLIGA 09 GM 7	01/06/09	8:00 PM	10:09 PM	130	5.19	622	10.38	1,244	2.96	3,688
Males 18 - 49	INTERLIGA 09 GM 8	01/06/09	10:30 PM	12:34 AM	125	5.70	683	10.84	1,299	3.37	4,371
Males 18 - 49	INTERLIGA 09 GM 10	01/08/09	11:30 PM	1:29 AM	120	3.86	462	11.40	1,366	3.92	5,355
Males 18 - 49	INTERLIGA 09 GM 9	01/08/09	9:00 PM	11:04 PM	125	4.36	522	11.19	1,340	3.65	4,893
Males 18 - 49	INTERLIGA 09 GM 11	01/09/09	9:30 PM	11:39 PM	130	6.36	762	12.25	1,468	4.17	6,117
Males 18 - 49	INTERLIGA 09 GM 12	01/09/09	12:00 AM	1:59 AM	120	5.19	622	12.28	1,471	4.58	6,738
Males 18 - 49	INTERLIGA 09 FINAL 1	01/11/09	7:00 PM	9:24 PM	145	5.22	625	13.07	1,566	4.70	7,364
Males 18 - 49	INTERLIGA 09 FINAL 2	01/11/09	9:55 PM	12:14 AM	140	5.68	680	13.85	1,660	4.85	8,044
Persons 18 - 49	INTERLIGA 09 GM 1	01/02/09	8:00 PM	10:09 PM	130	2.71	615	2.71	615	1.00	615
Persons 18 - 49	INTERLIGA 09 GM 2	01/02/09	10:30 PM	12:29 AM	120	3.23	732	4.19	949	1.42	1,347
Persons 18 - 49	INTERLIGA 09 GM 3	01/03/09	8:00 PM	10:04 PM	125	3.36	763	5.54	1,257	1.68	2,110
Persons 18 - 49	INTERLIGA 09 GM 4	01/03/09	10:35 PM	12:34 AM	120	4.89	1,108	6.99	1,586	2.03	3,218
Persons 18 - 49	INTERLIGA 09 GM 5	01/05/09	8:00 PM	10:04 PM	125	3.01	682	7.69	1,743	2.24	3,901
Persons 18 - 49	INTERLIGA 09 GM 6	01/05/09	10:30 PM	12:29 AM	120	3.08	699	8.11	1,840	2.50	4,600
Persons 18 - 49	INTERLIGA 09 GM 7	01/06/09	8:00 PM	10:09 PM	130	3.96	898	9.16	2,077	2.65	5,499
Persons 18 - 49	INTERLIGA 09 GM 8	01/06/09	10:30 PM	12:34 AM	125	4.55	1,032	9.62	2,182	2.99	6,531
Persons 18 - 49	INTERLIGA 09 GM 10	01/08/09	11:30 PM	1:29 AM	120	3.08	699	10.17	2,307	3.47	8,009
Persons 18 - 49	INTERLIGA 09 GM 9	01/08/09	9:00 PM	11:04 PM	125	3.44	779	9.96	2,258	3.24	7,310
Persons 18 - 49	INTERLIGA 09 GM 11	01/09/09	9:30 PM	11:39 PM	130	5.04	1,144	10.86	2,463	3.72	9,153
Persons 18 - 49	INTERLIGA 09 GM 12	01/09/09	12:00 AM	1:59 AM	120	4.07	923	10.91	2,474	4.07	10,076
Persons 18 - 49	INTERLIGA 09 FINAL 1	01/11/09	7:00 PM	9:24 PM	145	3.67	833	11.40	2,585	4.22	10,909
Persons 18 - 49	INTERLIGA 09 FINAL 2	01/11/09	9:55 PM	12:14 AM	140	4.32	980	12.03	2,728	4.36	11,888
Persons 2 - 99	INTERLIGA 09 GM 1	01/02/09	8:00 PM	10:09 PM	130	1.72	743	1.72	743	1.00	743
Persons 2 - 99	INTERLIGA 09 GM 2	01/02/09	10:30 PM	12:29 AM	120	2.55	1,106	3.27	1,414	1.31	1,849
Persons 2 - 99	INTERLIGA 09 GM 3	01/03/09	8:00 PM	10:04 PM	125	2.72	1,177	4.47	1,937	1.56	3,026
Persons 2 - 99	INTERLIGA 09 GM 4	01/03/09	10:35 PM	12:34 AM	120	4.46	1,932	6.09	2,638	1.88	4,958
Persons 2 - 99	INTERLIGA 09 GM 5	01/05/09	8:00 PM	10:04 PM	125	2.40	1,039	6.67	2,888	2.08	5,997
Persons 2 - 99	INTERLIGA 09 GM 6	01/05/09	10:30 PM	12:29 AM	120	2.52	1,092	6.98	3,023	2.35	7,090
Persons 2 - 99	INTERLIGA 09 GM 7	01/06/09	8:00 PM	10:09 PM	130	3.00	1,298	7.93	3,433	2.44	8,388
Persons 2 - 99	INTERLIGA 09 GM 8	01/06/09	10:30 PM	12:34 AM	125	3.66	1,585	8.33	3,606	2.77	9,973
Persons 2 - 99	INTERLIGA 09 GM 10	01/08/09	11:30 PM	1:29 AM	120	2.33	1,011	8.80	3,809	3.21	12,210
Persons 2 - 99	INTERLIGA 09 GM 9	01/08/09	9:00 PM	11:04 PM	125	2.83	1,227	8.58	3,716	3.01	11,200
Persons 2 - 99	INTERLIGA 09 GM 11	01/09/09	9:30 PM	11:39 PM	130	3.87	1,676	9.37	4,058	3.42	13,887
Persons 2 - 99	INTERLIGA 09 GM 12	01/09/09	12:00 AM	1:59 AM	120	3.22	1,393	9.49	4,110	3.72	15,280
Persons 2 - 99	INTERLIGA 09 FINAL 1	01/11/09	7:00 PM	9:24 PM	145	3.13	1,356	9.91	4,290	3.88	16,635
Persons 2 - 99	INTERLIGA 09 FINAL 2	01/11/09	9:55 PM	12:14 AM	140	3.66	1,587	10.45	4,523	4.03	18,222