Mark Krug <mark@blueframetech.com>
Mon 11/11/2019 10:06 AM

- Watkins, Peter J

One other thing....just by comparison the last time the NJCAA Fooball Championship Game was exclusively only on the NJCAA TV platform (operated by BlueFrame) was in December of 2017 when East Mississippi played Arizona Western. That game have a live total plays number of 1,426. Your game yesterday had 2,058.

Keep in mind our analytics reporting has greatly improved over the last two years...but still you had a very impressive debut in terms of audience viewership yesterday.

Mark

MK

Mark Krug <mark@blueframetech.com>
Mon 11/11/2019 9:58 AM

- Watkins, Peter J

Hey Peter,

I tuned in and watched the broadcast yesterday for a little bit. Looked pretty cold!!!

From what I watched it looked like a great first broadcast for the MCAC. Also, you had over 2,000 live 'loads' of the broadcast.....hard to determine how many 'viewers' that equals as many people watch with others. For what it's worth, that is a great number and I was pleasantly surprised it was that high. I think that is a great metric for you to reference in justifying this endeavor.

When it comes to PPV, I don't think you could say that all 2,000 would have paid. However, if just 30% (600) would have paid $7.99 it would have resulted in close to $4,800.

Needless to say, I think we are on the right track and a full scale MCAC Digital Network will be successful.

Have a great week!

--
Mark Krug
Director of Business Development & Partnerships

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