



OFFICE OF THE PRODUCTION
ADRENALINE PARTNERSHIP

Series Metrics & Analytics

Audience & Reach (2016 survey)

(2015) Total Viewership: 9+ million
(2014) Domestic: 5+ million
(2014) Foreign: 4+ million

Publicity (2016 survey)

Publicity Value: \$56 million (news media ad value x 4 = publicity value)

U.S. Streaming Distribution: AmazonPrime, Amazon Instant Video

Foreign Distributors: Optimum TV, Africa XP

By Country: (July, 2016) 54% USA, 24% Brazil, 14% Europe, 12% Africa, 8% India, 7% Brazil, 4% Switzerland, Asia 1%

By Devices: (July, 2016) 47% Internet Enabled TV, 27% Mobile Device, 21% Tablet, 4% Broadcast, 1% Game Console

Viewer Profile (2016 survey)

- Median Age: 25-54
- Gender: 58% men, 42% women
- Median HH income: \$55,000.
- Education: 30% Some College, 25% Graduated
- Home Ownership: 30% own homes
- Other: 93% avid travelers, 90% early adopters, 53% view most programming online, 63% consider themselves aspirational

Website FIREBALLRUN.com (2016 survey)

- Visitors: Spend 8 min per page
- FIREBALLRUN.com/Live: 18 min per session
- US Popularity 56,000th (very high rank)
- Global Popularity 2,000,000th (extremely high rank)

Media Audit (Oct 5, 2015 – Oct 5, 2016)

Articles: 259, Radio: 159 minutes, Publications: 18, TV News: 205 segments, Blogs: 140, Auto Blogs: 80, Travel Blogs: 92

<p>Contestant Profile: 120 persons (2016 survey)</p> <p>Median Age: 28-55 Gender: 55% men, 45% women Median HH income: \$450,000 Education: 86% college educated Home Ownership: 85% own 2 or more homes Other: 47% Centurion Card Holder Other: 86% business owner, executive, celebrity, elected leader</p>	<p>Live Spectators: 55,000 (2016 survey)</p> <p>Median Age: 25-44, 18% Tween & High School Gender: 60% men, 40% women Median HH income \$35,000. Education: 42% some college, 15% graduated Home Owner: 47% Other: 51% early adopter, 41% enjoy "drive-cations", 35% view most programming online</p>
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FIREBALL RUN Adventure Travel Series

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