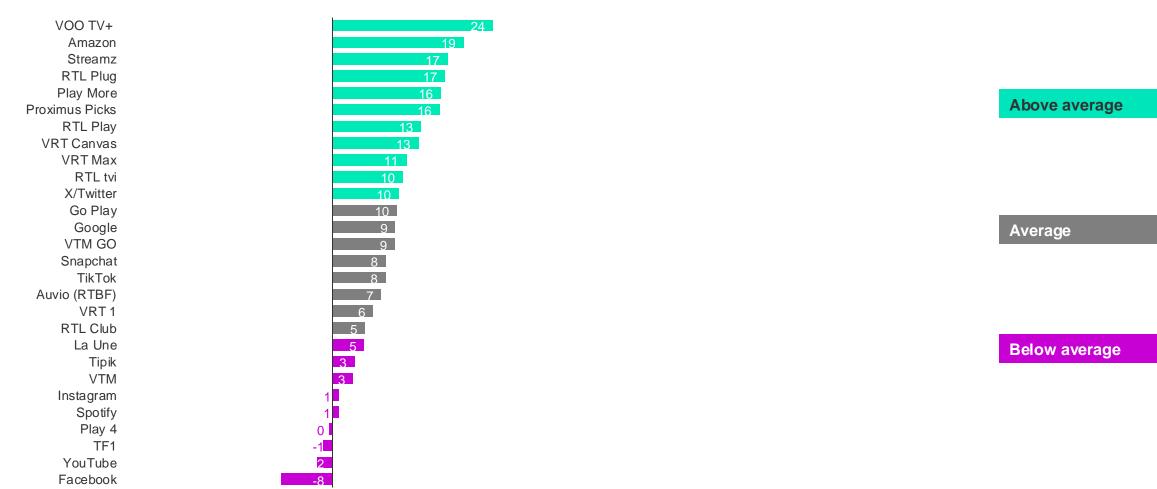
Advertising equity for media brands

All brands – exposure





Advertising Equity: Average of 1) Net positive Ad receptivity (from 5 point scale) and 2) Net positive Ad attitudes. Base: us e platform nowadays. Ad receptivity: O. How would you describe your attitude towards the advertising you see in each of the following places? Very positive, Somewhat positive, Neutral, Somewhat negative, Very negative. Ad attitudes: Q. Still thinking about all the different ads you see there, which of these places do you think feature ads which...?