



## Data Load Frequency + Time Period Granularity

MEDIA GROUP	MEDIA	DATA LOAD FREQUENCY				TIME PERIOD GRANULARITY		
		SPEND	UNITS	CREATIVES	RTG/IMP	DAY	WEEK	MONTH
TV	Network TV	Daily	Daily	Daily	Weekly	X	X	X
TV	Spot TV	Daily	Daily	Daily	Weekly	X	X	X
TV	Span Lang Net TV	Daily	Daily	Daily	Weekly	X	X	X
TV	Cable TV	Daily	Daily	Daily	Weekly	X	X	X
TV	Syndication	Daily	Daily	Daily	Weekly	X	X	X
TV	AVOD	Daily	Daily	Daily	na	X	X	X
Digital	Internet Display	Daily	Daily	Daily	Daily	X	X	X
Digital	Online Video	Daily	Daily	Daily	Daily	X	X	X
Digital	Mobile Web	Daily	Daily	Daily	Daily	X	X	X
Digital	Mobile App	Daily	Daily	Daily	Daily	X	X	X
Digital	Mobile Web Video	Daily	Daily	Daily	Daily	X	X	X
Digital	Internet Search	Monthly	na	na	na		X	X
Digital	Paid Social	Daily	na	Daily	Daily	X	X	X
Radio	Network Radio	Monthly	na	na	na		X	X
Radio	Natl Spot Radio	Monthly	na	na	na		X	X
Radio	Local Radio	Daily	Daily	Daily	na	X	X	X
Magazines	Magazines	Daily	Daily	Daily	Daily	X	X	X
Magazines	Sunday Magazines	Daily	Daily	Daily	Daily	X	X	X
Magazines	Local Magazines	Daily	Daily	Daily	na	X	X	X
Magazines	Hispanic Magazines	Daily	Daily	Daily	na	X	X	X
Magazines	B-to-B Magazines	Daily	Daily	na	na	X	X	X
Newspapers	Newspapers	Monthly	Monthly	Monthly	na	X	X	X
Newspapers	Hispanic Newspapers	Monthly	Monthly	Monthly	na	X	X	X
Out Of Home	Outdoor	Monthly	na	na	na		X	X
Out Of Home	Cinema	Monthly	na	na	na		X	X