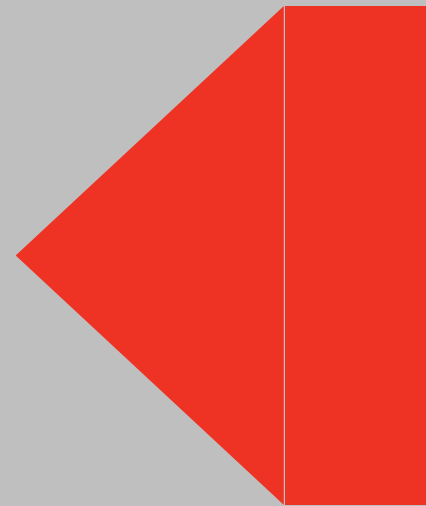


AFL CONTENT AUDIENCE

1

WHO
Provided the
Data Segment



DATA TRANSPARENCY FACTS

Data Provider Name: Audience 360
Data Provider Contact: info@audience360.com.au

AUDIENCE SNAPSHOT

Branded Name: AFL Fans
Standard Segment Name: Interest | Sports | Australian Rules Football
Audience Description: Loyal AFL content consumers
Geographies: Australia

AUDIENCE CONSTRUCTION

Audience Count: 1,345,160
Precision Level: Individual
Activation ID(s): Cookies & Mobile IDs
Audience Expansion: No
Cross-device Expansion: No
Audience Refresh Cadence: Daily
Event Lookback: 30 days

DATA SOURCE

Source ID Description: Consumers that have visited the afl.com.au web-site, or used the official AFL app, at least 3 times within the past 30 days
Source ID Contribution: 1,345,160
Precision Level: Individual
ID Key: Cookies & Mobile IDs
Source Event: App Usage / Web Usage
Inclusion Method: Observed / Known
Source Refresh Frequency: Daily
Event Lookback Window: 30 days

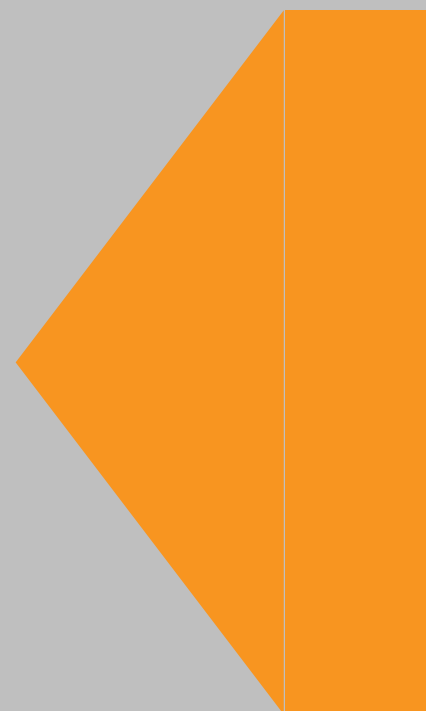
2

WHAT
Audience
Segment the
Label Describes



3

HOW
The Segment
was Constructed



4

WHERE
The Original Data
Components
were Sourced

