



## Spin Master Games 2013 Yearly Value Recap



Game	Stations Participating	Total on air mentions	Web impressions	On-air impressions	Total impressions	Web value	On-air Value	Total Value	Cost	ROI
Would You Rather..?	53	3,524	571,724	13,405,900	13,977,624	\$ 2,002	\$ 100,544	\$ 102,546	\$ 14,390	713%
Quelf	50	2,966	359,774	11,541,000	11,900,774	\$ 1,799	\$ 86,558	\$ 88,357	\$ 14,390	614%
Hollywood Fact Or Crap	61	4,327	387,157	14,788,200	15,175,357	\$ 1,936	\$ 110,912	\$ 112,848	\$ 17,268	654%
Battle Of The Sexes	51	2,850	666,700	11,101,400	11,768,100	\$ 3,334	\$ 83,261	\$ 86,594	\$ 14,390	602%
LOGO Party	62	3,948	453,757	11,886,400	12,340,157	\$ 2,269	\$ 89,148	\$ 91,417	\$ 17,268	529%
Average	55.4	3,523	487,822	12,544,580	13,032,402	\$2,267.86	\$94,084.50	\$96,352.36	\$15,541.20	622%
<b>2013 Yearly Total</b>	<b>277</b>	<b>17,615</b>	<b>2,439,112</b>	<b>62,722,900</b>	<b>65,162,012</b>	<b>\$11,339.29</b>	<b>\$470,422.50</b>	<b>\$481,761.79</b>	<b>\$77,706.00</b>	<b>620%</b>