

<b>Super Strategic</b>						<b>Profit per Fan</b>			<b>Fan &amp; Sponsor Lifetime Value</b>
								<b>Incremental Profit per Fan Stream</b>	
68									<b>Sponsorship Renewals</b>
									<b>Repeat Ticketing, Membership, Merchand., per Fan</b>
					<b>Commercial Net Income</b>		<b>Fan &amp; Sponsor Likelihood to Recommend</b>		
24					<b>Broadcasting Rights Revenue</b>				
					<b>Sponsorship &amp; Licensing Revenue</b>				
					<b>Ticketing &amp; Hosp. Revenue</b>	<b>Frequency &amp; Recency</b>			
10		<b>Cost per Acquisition</b>	<b>Store Visits</b>		<b>Streaming Platform Revenue</b>				
					<b>Merchandising Sold</b>				
	<b>Click-Thru Rate</b>		<b>Browser Searches</b>	<b>Purchase Intent</b>					
4	<b>AVOC</b>	<b>Unique Page Views</b>		<b>% Completed Videos</b>					
	<b>Viewability</b>		<b>Likes</b>	<b>Consideration</b>					
		<b>% New Visits</b>	<b>Applause Rate</b>	<b>Awareness</b>					
<b>Super Tactical</b>	<b>Impressions</b>	<b>Visits</b>							
	<b>Real - Time</b>		<b>Weekly</b>		<b>Monthly</b>		<b>Quarterly</b>		<b>6-Monthly</b>