



# Grabix.com<sup>®</sup>

Gain in-depth audience analysis and marketplace insight to give your local news programming a competitive edge.

The **Grabix.com** system delivers a minute-by-minute audio and video display of your local news content alongside Nielsen ratings data for instant audience analysis.

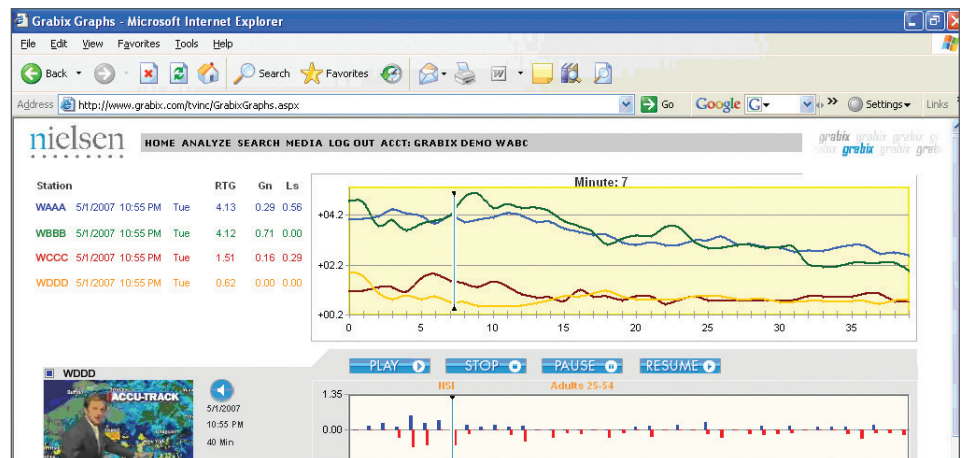
With a click of a mouse, you can view local news programs from competing stations alongside your own to see exactly where viewers are coming from and where they are going. This allows you to:

- See which elements of your news are attracting viewers or losing them.
- Determine what type of audience your lead-in program delivered.
- Assess your audience's reaction to topics, guests and break-aways.
- Schedule breaks and teasers for optimal results.
- Compare how other stations are covering news stories in your market.

No other service delivers such a complete picture of how your audience is reacting to your programming!

## Detailed breakout of demographic profiles

Compare viewing levels from multiple demographic segments. Learn how different audiences react to your programming.



## Easy search and retrieval of news clips with ratings

Find news clips with ratings that air in your market. Searches can be based on a specific time period, word or phrase using close-captioned text. Results are returned with corresponding minute-by-minute ratings data.

## Fast, electronic delivery of news clips with ratings

Inform colleagues and reporters in the field with video clips and ratings via e-mail that show how others are reporting a story.

## BENEFITS

- Compare your program content and audience delivery with your competition
- Search for and retrieve news clips with ratings
- Analyze audience movement more easily
- Evaluate on-air talent in your market
- Document success, proving your news was first with the story

For more information on **Grabix.com**, contact your Nielsen Representative today.