



Stellar™

Capitalize on your strengths in the local market

The **Stellar** online reporting and analysis tool is a dynamic web application that enables stations to run custom reports on audience delivery in specific markets by daypart, demographics, geography and select qualitative criteria for available sweeps periods.

Empower your station

Sales

- Pinpoint your station's strengths within a specific geographic area
- Generate new business revenue by identifying audience strengths in untapped areas
- Compare your station's performance with the competition
- Identify your competitors' weaknesses in specific areas to boost your competitive advantage
- Understand the delivery of hard wired cable audiences down to the interconnect and headend level by quantifying their delivery

News

- Discover coverage opportunities by analyzing the geographic areas of strengths and weaknesses of your Local newscast

Promotions

- Isolate geographic areas to better target promotions
- Increase effectiveness of promotional media buys by analyzing your geographic target

Improve your market position with unlimited access to audience data

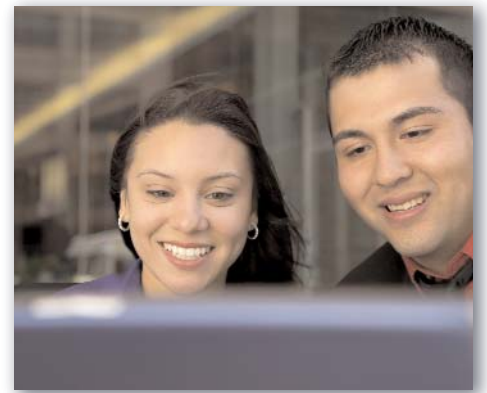
Retrieve data for both local broadcast and cable networks. Move beyond the DMA level and drill down to specific geographies, such as zip codes and counties, and select qualitative criteria with these insightful reports:

Audience Summary Report

- Displays the performance of multiple stations by demographic break, geographic area, select qualitative criteria and daypart
- Presents geographies side-by-side so you can compare the audience delivery in customized areas

Book Trend Report

- Compares the performance of broadcast and cable stations across several survey periods



Maximize productivity

- Build unlimited custom reports easily with **Stellar's Report Builder Wizard**. Export data to Microsoft Excel for easy viewing and further analysis. Graph or map data to use in client presentations.
- Benefit from the user-friendly interface and resources for client service and support—including access to Nielsen U

Understand Your Market With Stellar

- Discover the strengths and weaknesses of your station and your competitors
- Empower sales, news and promotions departments with audience viewing data
- Zero in on targeted ad buys with custom trade area data

For more information on **Stellar**, contact your Nielsen representative today.