



Identify the Best Mix of Networks, Channels and Dayparts for Maximum Coverage of Your Target with Nielsen IMS Telecume

From the leader in Reach and Frequency systems, this state-of-the-art national television R&F system utilizes Nielsen's most current Persons Cume Study, offering access to respondent level data and a personal probability model for your television planning needs.

Sophisticated Television R&F Based on Respondent Level Data

Nielsen IMS Telecume is packed with features that make it easy to customize your analysis for maximum utility and insight. A powerful Optimization Module is available to enhance research and planning tools.

Targeted, Flexible, Comprehensive Analysis

With Nielsen IMS Telecume, you can extract and analyze targeted demographic information against customized dayparts; choose from an extensive demographic list that includes gender, age, household income, cable status, race, education, region and quintiles; and create as many

compound demographics as you may need to cover your primary and secondary targets. Customize a daypart according to your planning needs with the ability to include or exclude programming definitions as well as the ability to combine broadcast types such as cable and network (e.g., create a "sports" daypart that consists of 40% cable sports shows and 60% network sports shows).

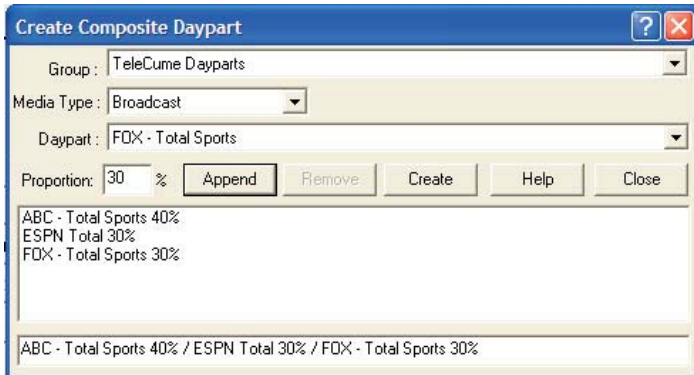
Comprehensive analysis of data doesn't stop at the creation of dayparts. A user may also view ratings data, an extensive list of variables, and a variety of report options for comparisons and examination.



Media/Dayparts	GPP	Rating %	Min	Max	Inc	Must Buy	Opt 1	Opt 2	Opt 3	Opt 4
Day-ABC	1300.00	0.31		52			50	50	43	52
Day-CBS	1300.00	0.36		68			61	61	61	68
Even News-ABC	4900.00	1.24		50		X	29	27	29	24
Late Night-ABC	1500.00	0.44		32			26	30	26	32
Late Night-NBC	5200.00	1.43		60			28	28	30	26
Morning-CBS	1300.00	0.36		26			26	26	26	26

Schedule Var	Opt 1	Opt 2	Opt 3	Opt 4
Reach %	28.9	28.9	28.9	28.9
Avg Freq	7.61	7.71	7.45	8.00
GPP's	220	223	215	231
Gr Imps (000)	142016	144850	139585	149900
ER Rich % >=	18.4	18.5	18.4	18.6
Reach Ceiling II	32.8	32.8	32.8	32.8
# Spots	522.0	510.3	482.2	529.0

Nielsen IMS Telecume



Module: Optimization

A powerful algorithm in the Optimization Module evaluates and reevaluates hundreds of schedule combinations to determine the most efficient schedules, based on user defined parameters and goals (budget and/or reach). Optimized schedules may be viewed in the main worksheet so the user may change/add data and compare to previously created plans.

Custom Features

Define Target—Define a target group from demographic information in the Nielsen Cume Study including gender, age, HHI, cable status, race, education level, region, quintiles, Hispanic language strata, etc.

Daypart Definition—Customize dayparts according to planning needs. Include or exclude specific program definitions, view ratings and other daypart information for comprehensive analysis.

Composite Dayparts—Create dayparts that are a combination of various broadcast types, such as cable and network, (e.g., create a "sports" daypart that consists of 40% cable sport shows and 60% network sports shows).

Insert Total Columns—Ability to insert Sub-total and Total columns to facilitate analysis.

Extensive Variable List—In addition to the common variables such as Spots, number of Stations, Ratings, Reach, Frequency, GRP, etc., over two dozen variables may be selected for comprehensive analysis. Some additional variables include: Viewers per Household, Cable Penetration, 4 Week Average Reach, 4 Week Average GRPs, 4 Week Average Frequency and more.

General Features

Cost Data—Import or manually enter CPP info to evaluate the efficiency of schedules. Customized rate cards may be created with costs entered on a weekly, monthly or quarterly basis.

Multiple Report Demos—Select a "Primary Target" as well as "Report" targets (secondary, tertiary targets, etc.). A user may scroll through these targets to view how a schedule/campaign performs against each demographic.

Input Weeks/Schedule Weeks—This scheduling tool allows a user to quickly set up a series of schedules that calculate the planning variables based on the number of weeks you are inputting GRPs for compared to the number of weeks the schedule is running.

Report Options—A variety of report options for easy and clear analysis, including Schedule and Daypart comparisons, N-Tile and Frequency distributions, as well as graphical representations of schedule data.

Reports are exportable to Microsoft Excel.

Link to Nielsen IMS Campaign RF and Nielsen IMS MediaMix—Seamless integration allows users to combine various media schedules to achieve one overall Reach & Frequency for total media activity.

For additional information contact your Nielsen Representative:

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