



Stellar™

Capitalize on your strengths in the local market

The **Stellar** online reporting and analysis tool is a dynamic web application that enables Local Cable clients to view ratings by geography, demographic break, select qualitative criteria and daypart for available sweeps periods.

Empower your marketing and sales efforts

Sales

- Identify your strengths within a specific geographic area
- Generate new business revenue by pinpointing audience strengths in untapped geographic areas
- Compare your performance with the competition
- Identify your competitors' weaknesses in specific areas to boost your competitive advantage
- Identify strengths by system and headend zones

Promotions

- Identify 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

- Access data for both local broadcast and cable networks
- Move beyond the DMA level drill down to specific geographies, such as ZIP Codes and counties, with insightful reports:

Audience Summary Report

- Displays the performance of multiple viewing sources 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 custom reports easily with Stellar's Report Builder Wizard. You can export data to Microsoft Excel for easy viewing and further analysis. You can also graph or map data to use in client presentations.
- Survey Data is automatically updated after each sweep so you can react quickly to changes in the market.
- Run both reports as often as you want for one flat rate.
- Extensive resources for client service and support, including access to Nielsen U
- Dynamic web application that allows users to share templates
- Intuitive user interface makes it easy to learn the software. Quickly run reports and start leveraging the data

Understand Your Market With Stellar

- Discover strengths and weaknesses for you and your competition
- Empower sales 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.