



Gain Unlimited Online Access to Custom Analysis for Local Broadcast and Cable

Local Custom Toolbox™ is a new custom analysis tool that provides increased analytic capabilities and more flexible report options

Market Break Information

Gain access to 150+ Household, 16 Persons characteristics. Mix and match in Local People Meter markets to fully understand your target viewers.

Analyze market components and create custom trade areas down to ZIP code groups, cable headends or interconnects. Create geographies that cross DMA'S.

Create Custom Station Groups

Compare the performance of your broadcast station and cable network against a group of your competitors.

Aggregate viewing to any source across multiple markets.

Analyze timeshifting by viewers: produce data for Live + Same Day, Live + 1 day, Live + 2, etc.

Maximize productivity

Build unlimited custom reports easily with Toolbox's intuitive Report Builder Interface.

Daypart	ViewingSource	SurveyPeriod	Metrics	TV Households							
				JUL 08		MAY 08		FEB 08		SURVEY AVG	
				RTG%(X.X)	SHR%	RTG%(X.X)	SHR%	RTG%(X.X)	SHR%	RTG%(X.X)	SHR%
M-F 6:00PM - 8:00PM	Combined Cable News			1.6	3	1.9	4	2.2	4	1.9	4
M-F 8:00PM - 11:00PM	Combined Cable News			1.9	3	1.9	3	3.3	5	2.4	4
M-Sun 11:00PM - 11:30PM	Combined Cable News			1.1	2	1.3	3	1.5	3	1.3	3
M-F 7:00AM -	Combined Cable News			1.1	2	1.3	3	1.5	3	1.3	3

Explore the data using Toolbox's available Business Intelligence analytic tool. Drag and drop data on and off your report. Change columns and rows on the fly. Arrange the data as you want to see it.

Export data to Microsoft Excel for easy viewing and further analysis.

Coming Attractions in Local Custom Toolbox

...Future Phases Will Include:

- Minute-by-minute analysis: Audience flows, Ratings
- Reach & Frequency, Duplication studies
- Program names, program averages
- Daily reporting in metered markets

For more information on **Local Custom Toolbox**, contact your Nielsen representative.