



Nielsen Monitor-Plus™

Creative*Views®

Track Television and Print Creatives 24/7

Creative*Views®, a web-based tracking application, gives you the competitive edge with prompt notices and easy access to TV and print creatives.

Fast, Flexible and Creative

In today's dynamic marketing environment, you can't afford to wait for weekly or monthly reports. **Creative*Views**, the web-based tracking application, enables you to get updates on creative advertising activity—24/7.

- Receive email alerts within hours of late-breaking national and local market advertising activity.
- View television, magazine and newspaper creatives on our easy-to-use Web site.

The **Creative*Views** tool is the first **Monitor-Plus™** application to be accessed through the Nielsen Web portal, providing you with immediate access to creatives, and up-to-the minute alerts. Whether you're at work, home or traveling, get the competitive advertising intelligence you need in a timely, convenient and flexible format.

Comprehensive Reporting

TV reports include: duration • units • networks/stations • program names • commercial breaks (POD) • dayparts • broadcast times • markets • media types.

Magazine reports

include: titles • issue dates • placements • expenditures.

Newspaper reports

include: titles • issue dates • column inches • units • expenditures.

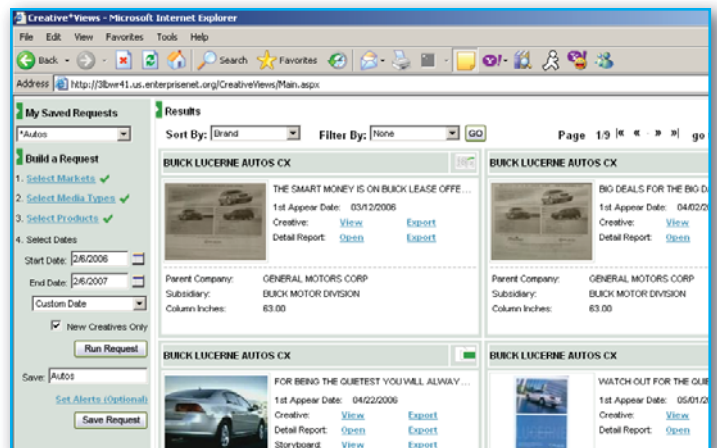
Customize reports

to include: date • market • media • product.

Plus, the **Creative*Views** application includes a 12-month rolling database with a library of creatives.

Vigilant Alerts to Market Activity

The **Creative*Views** tool monitors TV and print creatives 24/7 using our patented technology, and alerts you within hours of late-breaking national and local market advertising activity.



BENEFITS

- Easy access to comprehensive reports via the web
- Get quick access to TV, national magazine and national / local newspaper creatives
- View digital images of TV commercial storyboards
- Watch TV commercial videos in full color with audio
- **Search as easy as 1,2,3** – Find information by: category • parent • subsidiary • brand

Get Creative, with the **Creative*Views** application!

Creative*Views™

Quick Turnaround for Creatives in Top Television Markets

Creative*Views, the web-based application, provides you with a quick turnaround of the TV creatives you need to stay on top of the competition. A fast delivery of TV creatives (within 2-4 hours of airing) is available for the Top 41 markets.

The **Creative*Views** application also provides you with TV creatives for markets 42-108 within 24-48 hours of the creatives' air date.

Top 41 Television Markets		
NEW YORK	MINNEAPOLIS-ST. PAUL	RALEIGH-DURHAM (FAYETVLE)
LOS ANGELES	MIAMI-FT. LAUDERDALE	NASHVILLE
CHICAGO	CLEVELAND-AKRON (CANTON)	KANSAS CITY
PHILADELPHIA	DENVER	COLUMBUS OH
SF-OAK-SAN JOSE	ORLANDO-DAYTONA BCH-MELBRN	CINCINNATI
DALLAS-FT. WORTH	SACRAMENTO-STKTON-MODESTO	MILWAUKEE
BOSTON (MANCHESTER)	ST. LOUIS	SALT LAKE CITY
WASHINGTON DC (HAGRSTWN)	PITTSBURGH	GREENVLL-SPART-ASHEVLL-AND
ATLANTA	PORTLAND OR	SAN ANTONIO
HOUSTON	BALTIMORE	WEST PALM BEACH-FT. PIERCE
DETROIT	INDIANAPOLIS	GRAND RAPIDS-KALAMAZOO-B.CRK
TAMPA-ST. PETE (SARASOTA)	CHARLOTTE	BIRMINGHAM (ANN TUSC)
PHOENIX (PRESCOTT)	SAN DIEGO	HARRISBURG-LNCSTR-LEB-YORK
SEATTLE-TACOMA	HARTFORD & NEW HAVEN	

For more information, contact your Nielsen Representative today.