



# Nielsen IMS MediaMix Allows You to Articulate the Value of Multi-Media Campaigns in Less Time

Experience the advantages of seamlessly integrated multi-media planning with Nielsen IMS MediaMix, the multi-media tool with live links to most Nielsen IMS programs.

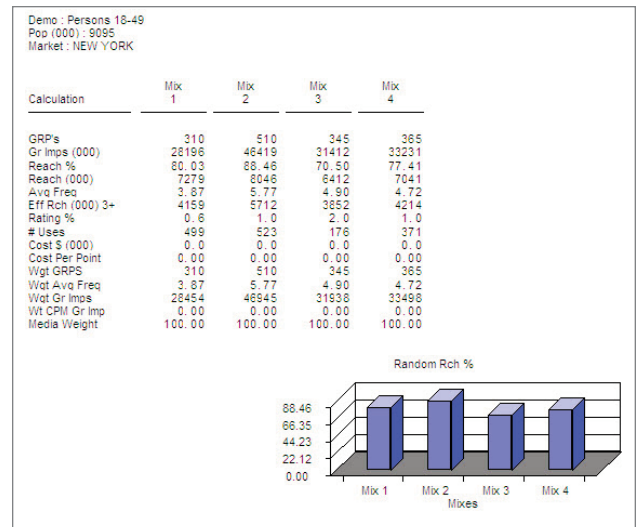
## Live Links Are the Key in This Seamlessly Integrated Multi-Media Planning Solution

This powerful system eliminates the two-step process of creating a plan in one program and then importing it into another. Instead, simply open Nielsen IMS MediaMix and use the live link to many of our Nielsen IMS R&F programs. See, compare and evaluate plans instantaneously. Make changes and add schedule data on the fly and see the impact immediately—without going into other programs.

*This does more than save you time. It empowers you to fully explore and evaluate the possibilities when creating multi-media campaign plans*

## Enter Your Own R&F Data, Too

With Nielsen IMS MediaMix, you're not limited to the programs you subscribe to. You also have the option of inputting your own data for any media—Outdoor, Internet, Television, Radio, Newspaper, Magazine. Nielsen IMS MediaMix makes it easy to analyze “what if” scenarios with all media combinations to determine optimal campaign mix. What's more, it offers the option of traditional random duplication or factored duplication, a sophisticated calculation developed by Nielsen to provide more specific results. Ask your representative about factored duplication.



# Nielsen IMS MediaMix

**Live Link with Nielsen IMS Programs—** Import Reach and Frequency results from other products directly into Nielsen IMS MediaMix and change/add schedule data on the fly.

**Factored Duplication Option—**Nielsen IMS analyzes thousands of schedules that combine magazine and television vehicles, to identify any patterns that exist that would predict which types of schedules would combine to yield reach levels above or below what random duplication would yield. Clients who subscribe to MRI may choose to use this factored duplication option as opposed to the random duplication method that is inherent in Nielsen IMS MediaMix.

**Multiple Report Options and Graphs** such as Mix Comparison Reports, N-Tiles and Frequency Distribution.



For additional information contact your Nielsen Representative:  
New York 646-654-5959  
Chicago 312-583-5357  
Los Angeles 323-817-1530  
[www.nielsen.com](http://www.nielsen.com)