



Optimize Your Local TV Plans Quickly and Easily with **Nielsen IMS MarketMate TV**

Utilizing Nielsen IMS Generic or Nielsen NSI data to generate market sensitive Reach and Frequency analysis, **Nielsen IMS MarketMate TV** empowers users to analyze campaigns and schedules by DMA[®] with the ease of a user-friendly interface and the advantages of customization capabilities—including demographic and daypart definition and extensive variable and reporting options.

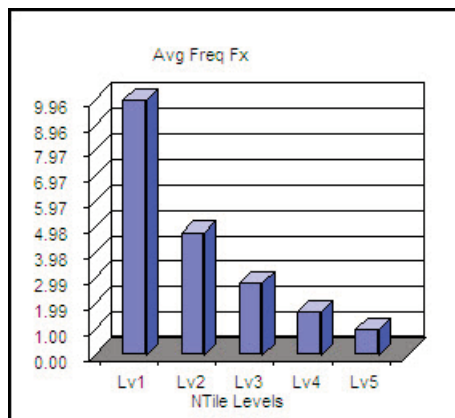
Customization Tools Take Analysis Beyond R&F Basics

Users may access population, household tuning, demographic viewing and cume data for all DMAs. A powerful Optimization Module is available to enhance research and planning options.

Sophisticated Custom Analysis Made Easy

Local market plans are as distinct as each of your clients, and Nielsen IMS MarketMate TV offers planners the flexibility to quickly and easily customize schedules to meet specific goals; tailor your own market definition; define your

own target; and use/import customized rate cards. Make the most of an extensive list of variables that goes beyond the common variables to include: Cable Penetration, 4 Week Average Reach, 4 Week Average GRPs, 4 Week Average Frequency and more. Using these variables saves time and makes analysis more accurate. Make the most of every bit of data with Nielsen IMS MarketMate TV.



Nielsen IMS MarketMate TV

The screenshot shows the Nielsen IMS MarketMate TV software interface. The window title is "MarketMate-TV - [mmtv1]". The interface includes a menu bar (File, Edit, View, Options, Preview, Window, Help) and a toolbar with various icons. Below the menu bar, there are several input fields and dropdown menus for configuration:

- Market: LOS ANGELES
- Primary Demo: Persons 18-49
- Report Demo: Persons 18-49
- Detail Variable: HH Rating %
- Input Weeks: 4
- Pop (000): 8112.2
- Schedule: A
- Cable Pen %: 85.0

 The main data table is titled "Media/Dayspate" and has the following columns: HH Rating %, Primary Rating %, Primary Core Freq, Total Spots, Media Weight, Demo Pkg %, Cume Factor, VPH, Total GRP, 4 Week GRP's, Gr Imps (000), Reach %, 4 Week Reach %, Avg Freq, and 4 Week Avg Freq. The table contains four rows of data for different spot types: Spot Morning, Spot Day, Spot Prime, and Spot Cable.

Media/Dayspate	HH Rating %	Primary Rating %	Primary Core Freq	Total Spots	Media Weight	Demo Pkg %	Cume Factor	VPH	Total GRP	4 Week GRP's	Gr Imps (000)	Reach %	4 Week Reach %	Avg Freq	4 Week Avg Freq
Spot Morning	0.7	0.3	0.36	389	100	0.3	0.358	513	100	100	8112	37.0	37.0	2.70	2.70
Spot Day	0.7	0.3	0.37	194	100	0.3	0.367	527	50	50	4056	28.0	28.0	1.79	1.79
Spot Prime	1.9	0.9	0.47	82	100	0.9	0.475	681	75	75	6084	40.3	40.3	1.86	1.86
Spot Cable	0.5	0.2	0.37	364	100	0.2	0.365	524	60	60	4867	27.1	27.1	2.21	2.21

Activate/Deactivate Market Groups—Input GRP levels in one market, and if markets are activated, those levels will carry over to each additional market. This feature eliminates extra input, saving the user time.

Report Options—A variety of report options for easy and clear analysis, including Schedule and Market comparisons, N-Tile

and Frequency distributions, HH Ratings Report, VPH Report and Cume Report, as well as graphical representations of schedule data.

Reports are exportable to Microsoft Excel.[™]

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

Custom Features

Define Market Groups—Group markets together to define a custom region (e.g., Northeast). The defined group will represent an average of all markets included.

Customize according to plan goals—Focus a campaign on goals by identifying if higher dispersion or concentrated schedule is desired.

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

Extensive Variable list—In addition to the common variables such as Spots, # 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 and 4 Week Average Frequency, etc.

Nielsen IMS MarketMate TV 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.

General Features

Cost Data—Import or manually enter CPP information 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 tool allows a user to quickly set up a series of schedules that calculate the planning variables based on the number of weeks for which you are inputting GRPs compared to the number of weeks in which the schedule is running.

For additional information contact your Nielsen Representative:

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