



Grabix.com[®]

Gain in-depth audience analysis and marketplace insight to give your station a competitive edge.

The **Grabix.com[®]** system delivers a minute-by-minute audio and video display of your station's local program content alongside Nielsen ratings data for instant audience analysis.

With a click of a mouse, you can view programs from competing stations alongside your own to see exactly where viewers are coming from and where they are going. This allows you to:

- Evaluate audience retention minute-by-minute and see where gains and losses require change.
- Determine what type of audience your lead-in programs deliver.
- Target problem areas within your programming and address them before critical ratings periods.

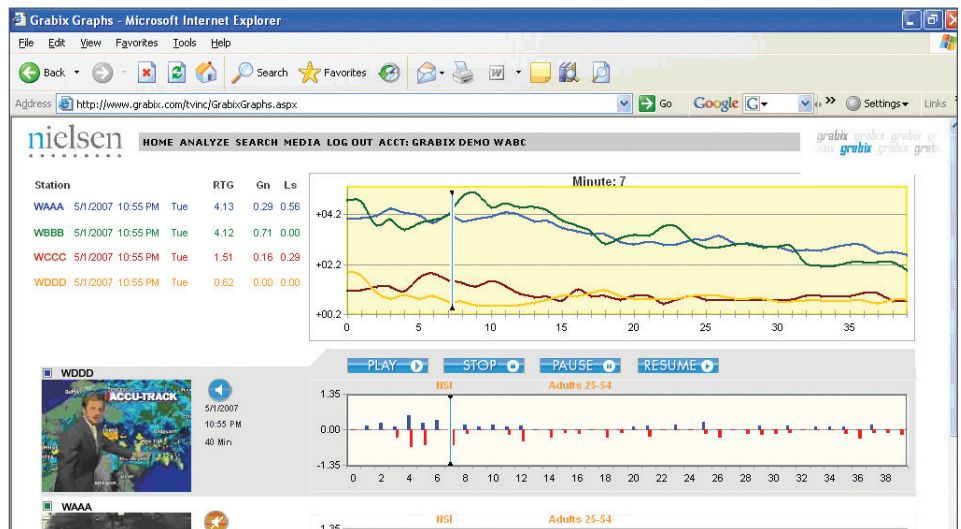
No other service delivers a complete picture of how your audience is reacting to your programming!

Detailed breakout of demographic profiles

Compare viewing levels from multiple demographic segments. Learn how different audiences react to your programming.

Easy search and retrieval of video clips with ratings

Find clips that air in your market accompanied with ratings. Searches can be based on a specific time period, word or phrase using close-captioned text. Results are returned with corresponding minute-by-minute ratings data.



Fast, electronic delivery of video clips with ratings

Share observations about programming with staff by e-mailing video clips with ratings and your comments.

Operate from remote locations

Grabix.com is entirely web-based so its features are all accessible on your laptop wherever high-speed internet is available.

For more information on **Grabix.com**, contact your Nielsen representative today.

BENEFITS for

- Compare your station's programming and audience delivery with your competition.
- Improve your content strategy and initiate change where needed
- Evaluate the activity of sister stations across different markets
- Prove your compliance with FCC regulations and contractual obligations more easily