



Stellar™

Capitalize on your strengths in the local market

The **Stellar** online reporting and analysis tool is a dynamic web application that provides insight about ratings in local markets by daypart, demographics, geography and select qualitative criteria for available sweeps periods.

Increase media buying and planning efficiency

- Buy local spot TV more effectively by understanding the audience delivery of your advertising campaign's targeted trade area
- Find the optimal combination of stations and cable networks by interconnect to hit the gross rating point (GRP) target in your geographic trade area
- Leverage select qualitative characteristics to improve your buys
- Build unlimited custom reports easily with **Stellar's Report Builder Wizard**. Export data to Microsoft Excel for easy viewing and analysis. Graph or map data to use in client presentations.
- Benefit from the user-friendly interface and resources for client service and support—including access to Nielsen U

Improve decision-making with unlimited access to audience data

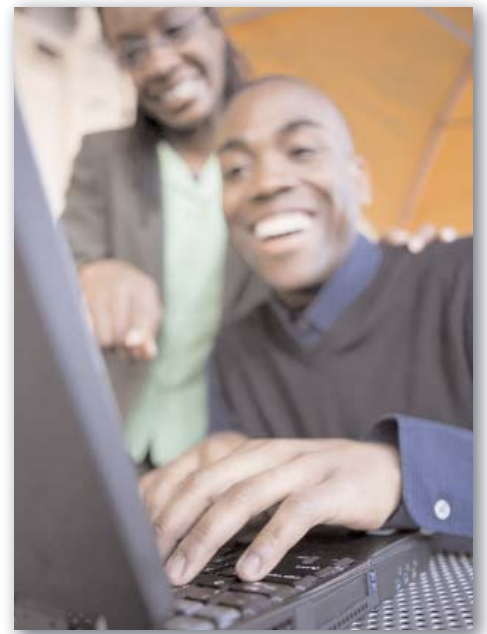
- Quantify hard wired cable audience delivery at the interconnect and headend level
- Access data for both local broadcast and cable networks. Move beyond the DMA level and drill down to specific geographies, such as zip codes and counties, and select qualitative criteria with these insightful reports:

Audience Summary Report

- Displays the performance of multiple stations by demographic break, geographic area, select qualitative criteria and daypart
- Presents geographies side-by-side so you can compare the audience delivery in customized areas

Book Trend Report

- Compares the performance of broadcast and cable stations across several survey periods



Understand Your Market With Stellar

- Make better decisions about media buying and planning in local markets
- Understand audience delivery in your targeted trade area
- Allocate advertising dollars confidently

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