



# Grabix.com<sup>®</sup>

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

The **Grabix.com** system delivers a minute-by-minute audio and video display of your local programs and promos alongside Nielsen ratings data for instant audience analysis.

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

- See which of your on-air promos are holding viewers' attention and which ones may be causing viewers to switch to another channel.
- Identify problem areas quickly to reduce audience losses during your station's key programming.
- Monitor your competition's promotion efforts.

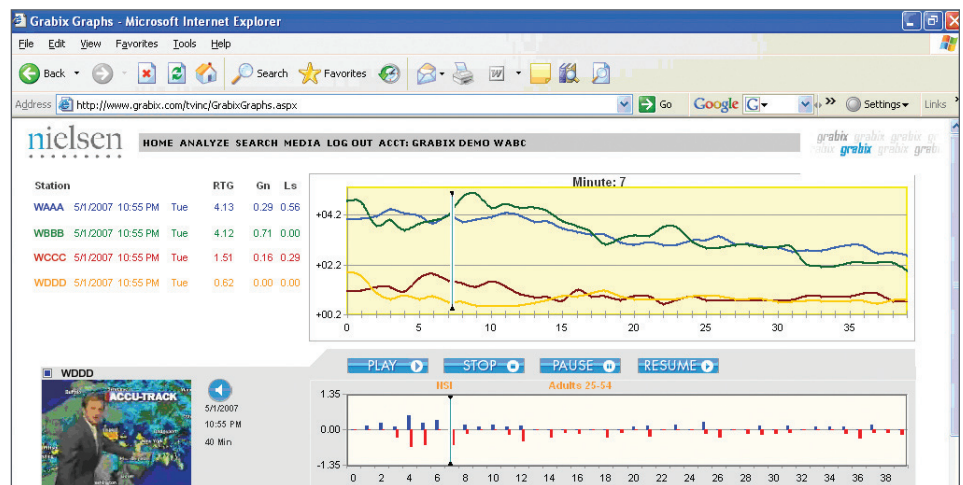
No other service delivers such a complete picture of how your audience is reacting to your programming!

## 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 video clips with ratings of different promos that air in your market. 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.

## Complete monitoring of marketplace activity

**Grabix.com** allows you to stay on top of your market's on-air promotion activity with your laptop from anywhere you have high-speed internet access.

## BENEFITS

- Compare your station's promos and audience delivery with your competition
- Analyze audience movement more easily
- Stay current on various on-air promos in your market

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