



Grabix.com[®]

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

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

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

- Demonstrate which of your programs attract the most audience vs. your competition.
- Showcase the strength of a particular program by showing the amount of new tune-in that occurs.
- See which advertisers are airing spots on a competing station.

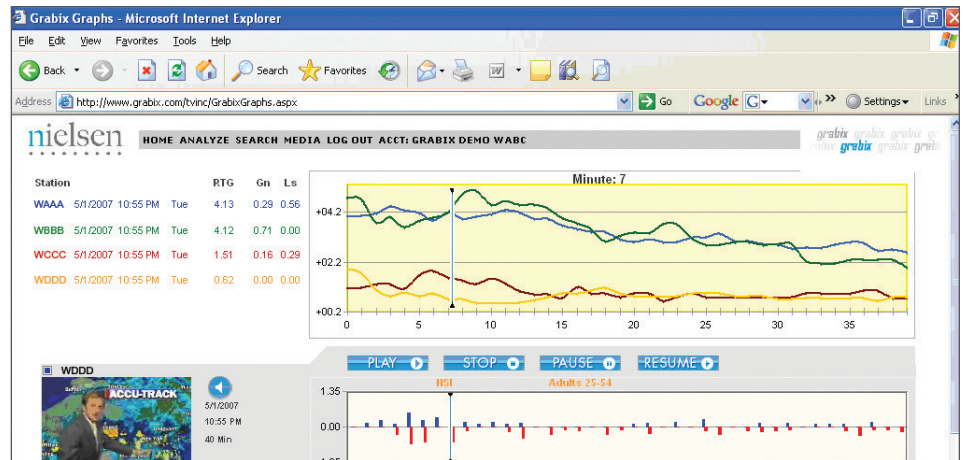
No other service delivers a complete picture of how your audience is reacting to your programming!

Detailed breakout of demographic profiles

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

Easy search and retrieval of video clips with ratings

Find video clips with ratings 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.

Fast, electronic delivery of video clips with ratings

E-mail clips with ratings to advertisers so you can document the strength of your programming or confirm that a spot aired correctly. Clips include video and audio, along with demographic and ratings data.

BENEFITS

- Discover advertisers that are airing spots on competing stations
- Compare your station's content and audience delivery with your competition
- Search and retrieve video clips with ratings data
- Show buyers where viewers from your competition switch to your station
- Promote your spot production capability by e-mailing clips to prospects

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