

L5M MediaSpectrum System

User Manual

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Table of Contents

TABLE OF CONTENTS	2-3
EXECUTIVE SUMMARY	4-5
HOME	6-20
Live Ranker.....	7-9
C3 Ranker.....	10-12
NTV_NHTV GRID	13-14
PQT Average.....	15-16
DMA Penetration.....	17-18
Cable Universe.....	19-20
CATEGORY	21-29
Net Track.....	22-23
At a Glance.....	24-25
Summary & Trend	26-27
A Position.....	28-29
COMPANY	30-44
Spending Rank.....	31-32
Spending Detail.....	33-35
Competitive Track.....	36-37
Spot TV.....	38-40
Metrics.....	41-44
COMMERCIALIZATION	45-70
Broadcast Cable & Syndication.....	46-49
Network Summary.....	50-52
Genre.....	53-54
Program Search.....	55-57
Priority Report.....	58-59
Flowchart.....	60-62
Company Ranking.....	63-54
Competitive Ranking.....	65-66
Company / Copy Length.....	67-68
Brand Report	69-70
PROGRAM RATINGS	71-89
Rating Track.....	72-73
Micro Report.....	74-75
DVR Viewing.....	76-77
Multi-Viewing Weekly.....	78-80
Rating Grid & Daily Recap.....	81-83
Daily Ranker.....	84-85
Program Ranking & Composition.....	86-89

NET AUDIENCE.....	90-110
Executive Report.....	92-93
Concierge Report.....	94-96
Rank & Index.....	97-98
Composition.....	99-100
MXM Report.....	101-102
Skip Report.....	103-104
PAC Index.....	105-106
PAC Trend.....	107-108
Up-To-Date.....	109-110
SAVING SPECS.....	111-113
Explanation.....	111
Step by Step.....	111-113

MEDIASPECTRUM - EXECUTIVE SUMMARY

Commercialization – The Commercial Section contains 9 applications that provide a deep view of the performance of network commercial inventory across categories and companies. The applications allow you to see who, where, when, and at what price level units were purchased. Applications provide the ability to analyze where a brand advertised at the program level with ratings data attached.

Company – The Company section consists of applications that assist users in understanding company and brand media spending in the competitive media landscape. Applications address spending by brands on individual broadcast and cable networks (*Spending Detail*), companies ranked by how they spend across the Media Landscape (*Spending Rank*) and a deep dive into how one company advertises across any and all media (*Metrics*).

Furthermore, *Competitive Track* is a comparative analysis tool that allows users to retrieve multi-year broadcast and cable network spending and total audience metrics by Company(s). Lastly, *Spot TV* takes a deep dive into how a company and its brands Advertise across local markets.

Category – The Category section is a set of tools designed to analyze and manage competitive media spending & marketplace information. The tools within Category can be used to analyze and manage competitive media spending by product category -- audience rating information is also included within the Category applications. Information can be quickly retrieved and organized by media, category, network and advertiser(s) for in-depth analytical reporting.

Program Rating – The Program Rating Section examines the delivery of programs, anywhere from a comprehensive look over a year(s) (*Rating Track*) or on a short term basis (*Rating Grid & Daily Recap*, *Daily Ranker*). A ranking for all programs is provided in *Program Ranking and Composition*. *Micro Report* provides a “snapshot” (quick viewership details for programs, telecasts) while *DVR Viewing* examines the time-shifting tendencies of viewers. *Multi-Viewing Weekly* serves two main purposes; it gives the user the ability to look at all networks on any given day as well as the option to look at one network over a week. *Daily Ranker* is an application that ranks programs based on impressions on a day-by-day basis in any selected week. Programs can also be ranked on a weekly basis. In *Program Ranking & Composition* a ranking of programs or telecasts across multiple networks for a “significant” period of time (broadcast season) is provided.

Net Audience - The Net Audience section is designed to examine daypart averages over long date spans(one year) as well as allow the user an in-depth look at how viewers are watching commercials (are they skipping them, viewing them live, etc). This is a comprehensive section with 9 applications. A brief introduction of each is below, but more in-depth data is in each section for every individual application.

Executive Report examines time period averages over a significant length of time (one year) for one or multiple networks.

Concierge Report is similar to Executive report in that it pulls daypart averages for a significant time frame, but in this application the user can rank all networks and index each network against the total average.

MXM Report - In this application you can examine total program averages within a daypart and compare them to viewership of commercials within that same daypart across any and all data streams.

Skip Report - The User can see how many viewers watched a program in its entirety or components of a program (Promo, PSA, etc) and examine how many of those viewers avoided a segment (AVO).

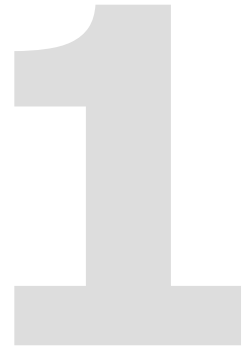
Rank & Index - Is an application where a user can find the average viewing to a network for a daypart. Additionally, you can find a ranking of all networks selected for any and all demographics picked. Furthermore, data for the corresponding time frame from the previous year is compared to the time frame selected automatically.

Median Age & Composition - This is where a user can find the Median Age of a program across multiple demographics along with the composition of a program.

PAC Index - In this application an index of the Program Average of the Commercials (PAC) to the Program Average is provided. This tells the user what % of the commercials was actually viewed. An index of an 85 tells the user that 85% of the viewers that watched a program also viewed the commercials.

PAC Trend – This application is similar to PAC Index but a key difference is a week by week analysis is provided. In PAC Index one average is provided for an entire date span.

Up-To-Date - In this application daypart averages are provided across multiple dayparts for multiple demographic targets. Data is also provided and compared to the comparable month, quarter, year and season from a year earlier.



Home

System: **MediaSpectrum**

Section: **Home**

Applications: (the following 4 applications reside within the Category section)

Live Ranker	7-9
C3 Ranker	10-12
NTV_NHTV GRID	13-14
PQT Average	15-16
DMA Penetration	17-18
Cable Universe	19-20



Category

Spending & Marketplace Summary

The CATEGORY section is a set of tools designed to analyze and manage competitive media spending & marketplace information.

The tools within CATEGORY can be used to analyze and manage competitive media spending by product category -- audience rating information is also included within the CATEGORY applications. Information can be quickly retrieved and organized by media, category, network and advertiser(s) for in-depth analytical reporting.

System: **MediaSpectrum**

Section: **Category**

Applications: (the following 4 applications reside within the Category section)

Net Track	22-23
At a Glance	24-25
Summary & Trend	26-27
A Position	28-29

3

Company

Brand Spending, Company Analysis

The COMPANY section consists of applications that assist users in understanding company and brand media spending in the competitive media landscape. Applications address spending by brands on individual broadcast and cable networks (**Spending Detail**), companies ranked by how they spend across the Media Landscape (**Spending Rank**) and a deep dive into how one company advertises across any and all media (**Metrics**).

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System: **Media Spectrum**

Sections: **Company**

Applications:

Spending Rank	31-32
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4

COMMERCIALIZATION

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System: **Media Spectrum**
 Sections: **Commercialization**
 Applications:

Broadcast Cable & Syndication	46-49
Network Summary	50-52
Genre	53-54
Program Search	55-57
Priority Report	58-59
Flowchart	60-62
Company Ranking	63-54
Competitive Ranking	65-66
Company / Copy Length	67-68
Brand Report	69-70



PROGRAM RATING

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System: **Media Spectrum**
 Sections: **Program Rating**
 Applications:

Rating Track	72-73
Micro Report	74-75
DVR Viewing	76-77
Multi-Viewing Weekly	78-80
Rating Grid & Daily Recap	81-83
Daily Ranker	84-85
Program Ranking & Composition	86-89



NET AUDIENCE

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SAVING SPECS

User now has the ability to save specs and retrieve those specs across different applications. Please read below for more detail.

Saving Specs and using across applications: In the first four applications listed: Executive Report, Concierge Report, Rank & Index and Composition the user can save specs and use those specs across the four applications. The specs saved include, source (dates), networks and demographics. For example, if average ratings for 3 demographics in Executive Report is requested for May 2009 on ABC Prime, those specs can be saved and used again in Executive Report as well as in Concierge Report, Rank & Index and Composition.

Please note that the output cannot be saved, only the specs that defined the output. Once the report is run you can download the information to Excel to be saved.

Reports can be saved for just the user to see or it can be shared within a company. If you want to share the specs with others within your company just hit "Shared" when saving data. If you do not want to share the specs, then hit "User defined."

Saving Specs and not using across applications: You can also save specs in MXM Report and Skip Report but those specs are only saved within those applications. For example, any spec saved in the MXM Report is not available in Skip Report or any of the other four applications mentioned above: Executive Report, Concierge Report, Rank & Index and Composition.

BELOW IS A STEP BY STEP PROCESS OF HOW TO SAVE SPECS:

- 1) Ran a report in "Executive Report" using M, F and P18-49 demographics.