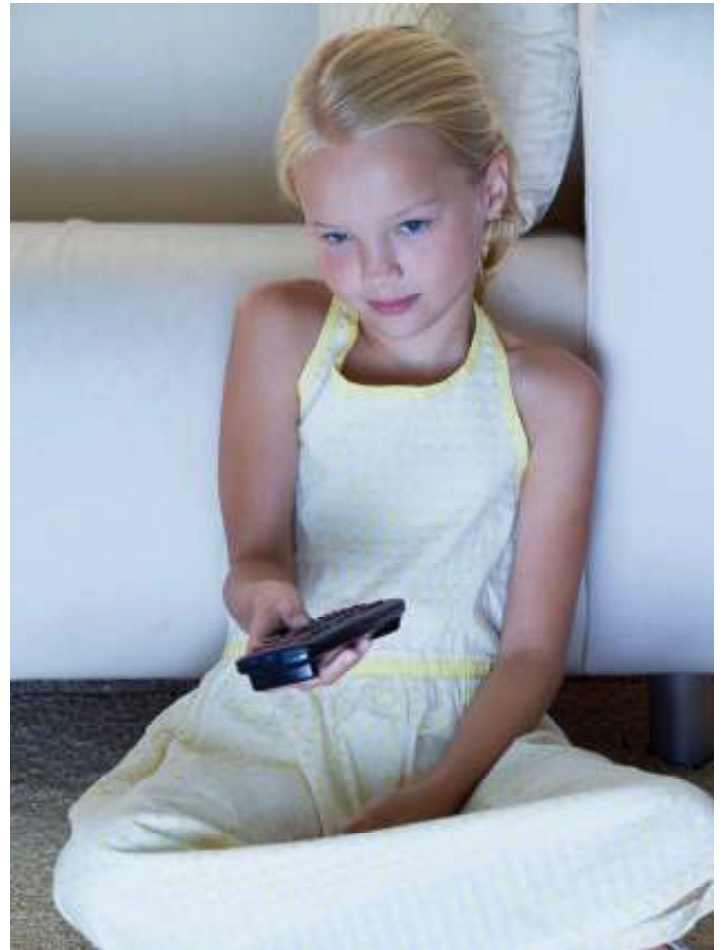


### Radio and Television

Radio and television stations attract more niche audiences due to their more specific content. When competing against other radio or television properties, both the quality and quantity attributes of their audiences need to be demonstrated.

When competing against mass media such as daily newspaper, it's important to demonstrate both the quality of the audience and the exclusivity (consumers residing in the broadcast audience that cannot be reached by other media vehicles). Broadcast can then reliably continue to aid advertisers in increasing reach and much-needed frequency; economically.

The accurate measurement, demonstration and application of station daypart and AQH audiences, along with ratings and composition, is critical to assisting advertisers in the best placement of their spots. Precision daypart and AQH measures are essential to establish the number of spots needed to take full advantage of the station's cumulative reach. Without accurate dayparts or AQH (required for reliable media scheduling), advertisers will not know how much investment is too little or too much.



### Improved Information for Station Marketing

MediaSight's unsurpassed precision in measurement of station cume and daily reach, daypart and AQH audiences, audience exclusivity and broadcast web audiences, ensures that advertisers can make broadcast decisions with the greatest confidence – with more knowledge about what they're buying than ever before. Detailed reports and graphics clearly and vividly tell a station's story; empowering sales reps with stronger ammunition for improved selling.

