

MediaSight offers a complement to existing resources with its superior precision:

- » Eliminating “ascription” from the methodological process
- » Accurately measuring and reporting dayparts and AQH for individual broadcast properties; using these in media scheduling for increased accuracy
- » Using authentic duplication between vehicles (not modeled) to report multimedia net come reach and provide higher reliability in media scheduling
- » Reporting true (not modeled) daily newspaper section readership
- » Reporting consistent cumulative and daily/weekly audiences for every media vehicle measured

Media in large markets leverage syndicated research products found in the top 100. Products such as The Scarborough Report, The Media Audit, Simmons, MRI and others provide large market media with multimedia audience and consumer information used for competitive advertising sales.

MediaSight also offers an array of marketing intelligence measures not found in other studies; providing advertisers with fresh perspectives on brand strategy above and beyond profiles of their shoppers and non-shoppers. MediaSight’s precision, added-value, and affordability make it either a money-saving replacement or a cost-effective addition to a media property’s existing marketing and sales resource arsenal.

