

MediaSight Measures:

- » Speed of connection and ISP
- » VCR usage and DVR
- » PC use for television program recording
- » Audio and video downloading on a portable media player
- » Audio and video downloading on a cell phone
- » Blog readership
- » Internet music listening (local and non-local)
- » Video news viewing (local television and national/international sources)

Online Media Audiences Measured

MediaSight measures cumulative and daily audiences of the following online media properties in each local market.

- » Daily Newspaper Websites
- » Weekly & Monthly Publication Websites
- » Radio Station Websites
- » Network Affiliate and Independent Television Station Websites
- » Goggle
- » Ask.com
- » Yahoo
- » MSN
- » Windows Live Search
- » eBay
- » Craig's List
- » And more...



"What local daily newspaper websites have you visited during the past 30 days? 7 days? Yesterday?"