

Why Simple

The MediaSight application is designed for all levels of users; from new personnel needing to be trained in the art of advertiser engagement, to the most sophisticated sales professionals and experienced circulation and editorial staff. MediaSight's point-and-click interface make it effortless to produce more detailed, revealing and graphic sales and strategic management materials than ever before.

Why Persuasive

MediaSight's 27 different reports provide users with the most pertinent media audience data that needs to be considered by an advertiser; target reach, audience composition, day part audiences, vehicle duplication, on-line compliment to net reach, model-free media scheduling, CPM and ROI Index. MediaSight's incomparable precision, unique strategic intelligence, reliable media audience data, and outstanding graphics capture and hold advertisers' attention and allow reps to build presentations that close sales.

Why Smart

MediaSight is the only product available that offers a combination of complete precision, comprehensive offline and online media measurement, an unsurpassed reporting system, flexible sampling and low cost-of-ownership. MediaSight is unmatched for competitive media measurement; accurately measuring and reporting offline: online audiences, newspaper section readership, broadcast day part audiences, average-quarter- hours (essential to accurate media scheduling), and a media schedule simulator that uses precise media duplication to compute multimedia net reach – compared to random duplication models which compromise schedule accuracy and perceptions of ROI.

