

The Media Audit Primer for Newschannel 8 December 12, 2007



Branded Reports

THE MEDIA AUDIT

MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT
Cume Index

Page 1

REPORT MARKET: WASHINGTON, DC
REPORT BASE: ADULTS AGE 18+
REPORT PERIOD: MAY-JUL 2007
MEDIA: TOTAL NEWSCHANNEL 8



The Media Audit Version 11/2/07

WASHINGTON, DC MAY-JUL 2007 WDC207N8

[ADULTS AGE 18+](#)

Reports

- Ranker
- Market Index
- Composite Average
- Target Profile
- Media Profile
- Composition Reports
- Special Reports
- Ad Campaign Planner
- Reach & Frequency
- Age Demo Analysis
- Media Day Analysis
- Management Reports
- Quick Profile Report

Utilities

- Change Survey
- Options
- Use Default Image for Logo
- Select New Logo Image**
- Disable Logo Images
- Get Survey from Another Folder
- Set Display Preferences
- Manage Your Selections
- Set Up Your Print Page
- Quit

Base Cross Tab

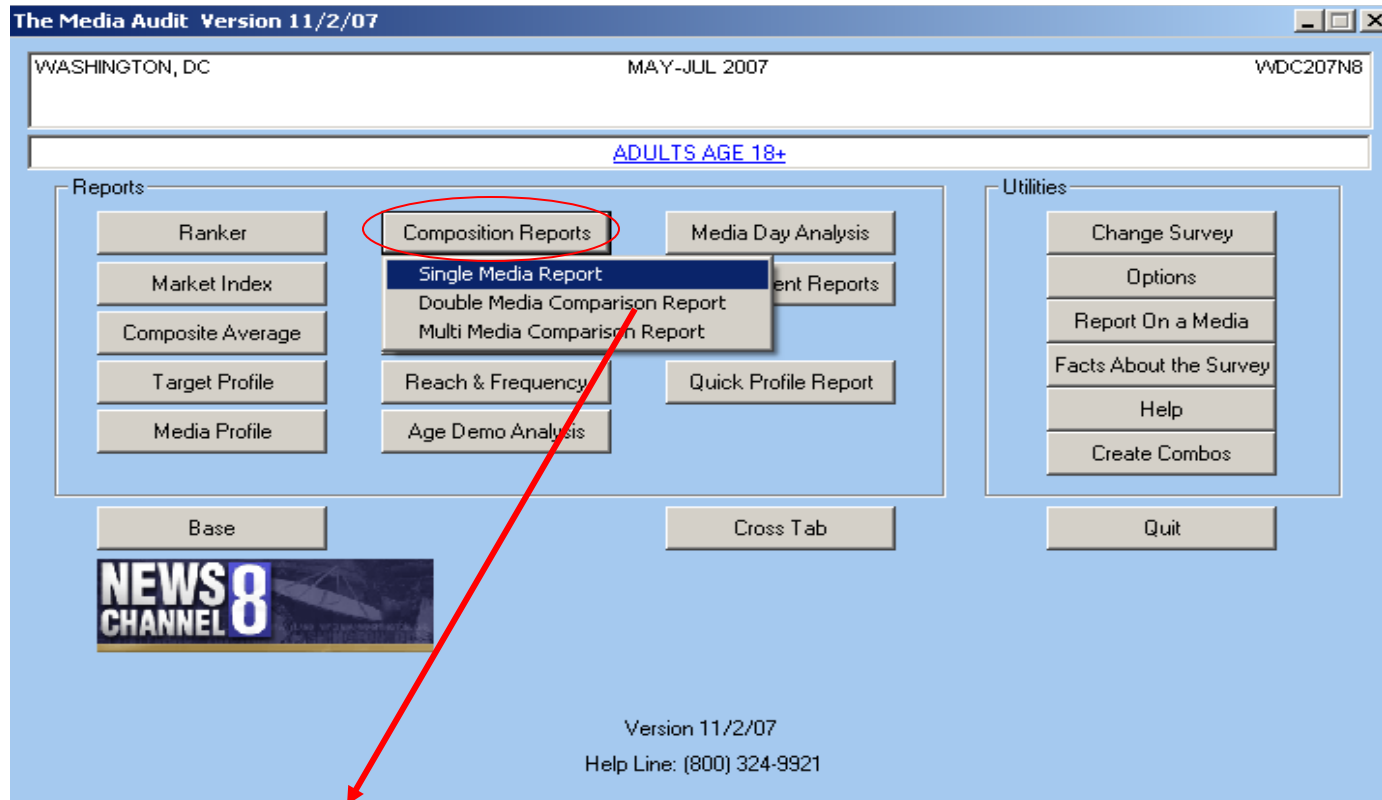
Version 11/2/07
Help Line: (800) 324-9921

TARGETS	MARKET PROFILE PERCENT	AUDIENCE PROFILE PERCENT	AUDIENCE PROFILE INDEX	0	100	200	300
MARKET INDEX = 100	100.0	100	100				
PAST WEEK VIEW CABLE-NEWSCHANNEL 8	24.0	100.0	417				
LIVE IN-MANASSAS CITY-MANASSAS PARK CITY	0.2	0.6	320				
PAST WEEK VIEW CABLE-CBS - THE COMCAST NETWO...	6.3	16.8	268				
PAST WEEK VIEW CABLE-WNVT MHZ 4	4.9	12.3	251				
MAKE OF VEHICLES NOW OWNED-LAND ROVER	0.2	0.4	216				
SHOP SUPERMARKET PAST WEEK-SUPER FRESH	3.3	7.1	215				
MALLS SHOPPED OFTEN-BOWE TOWN CENTER	5.4	11.4	211				
PAST WEEK VIEW CABLE-COMCAST SPORTSNET	11.1	23.4	211				
MADE VISIT PAST MONTH TO-NEWSCHANNEL8.NET	3.8	8.0	209				
PAST WEEK VIEW CABLE-TV ONE	8.5	17.5	205				
MAKE OF VEHICLES NOW OWNED-SUZUKI	0.5	1.1	204				
PAST WEEK VIEW CABLE-MSNBC	27.3	54.3	199				
FOUR SUNDAY CUME-WASHINGTON TIMES	2.3	4.5	198				
PAST WEEK VIEW CABLE-HEADLINE NEWS	24.1	47.1	195				
ATE FAST FOOD PAST 4-WEEKS-CHICK-FIL-A	6.0	11.5	193				
SHOPPED PAST 6-MONTHS-BELK	2.7	5.1	187				
PAST WEEK VIEW CABLE-BET	15.8	28.9	185				
PAST WEEK CUME TV VIEWING-CH 56 WNVC-TV IND	10.3	19.0	184				
PAST 4 EDITION CUME-THE WASHINGTON Afro AMERL...	5.4	9.9	183				
REG. READ NEWSPAPER-EMPLOYMENT CLASSIFIED ADS	7.1	12.8	180				
READ NEWSPAPER EMPLOYMENT ADS-REGULARLY	7.1	12.8	180				
FOLLOW SPORT ON RADIO-COLLEGE BASEBALL	7.9	14.1	179				
PAST WEEK VIEW CABLE-THE WEATHER CHANNEL	35.4	63.4	179				
OPINION LEADER	4.3	7.6	178				
MALLS SHOPPED OFTEN-THE MALL AT PRINCE GEOR...	3.7	6.5	174				
PAST WEEK CUME TV VIEWING-CH 57 WNVC-DT IND	7.2	12.4	172				
PAST 7-DAY CUME RADIO-WFVW-FM	2.5	4.2	171				
MADE VISIT PAST MONTH TO-CAREERBULDER.COM	4.9	8.3	171				
PAST WEEK VIEW CABLE-ABC FAMILY	18.8	31.7	171				
PAST 4 EDITION CUME-APARTMENT SHOWCASE	3.8	6.2	170				
DRUG STORE SHOP PAST 6 MONTHS-TARGET	3.3	5.6	170				
PAST WEEK VIEW CABLE-SPIKE TV	16.5	27.8	169				
WK CUME TV NEWS-YEARLY MORNING-CH 7 WFLA-TV ABC	12.4	20.9	168				
MALLS SHOPPED OFTEN-ANNAPOLIS MALL	4.7	7.8	168				
ATE FAST FOOD PAST 4-WEEKS-PIZZA HUT	4.3	7.2	168				

Set your logo, a photo, clients logo, cable channel, etc., in this slot and instantly customize all reports when printed.

Composition Reports

The Media Audit



A Composition Report is a text-only report that allows you to profile one media or compare up to five media on

an unlimited number of target characteristics. There are three types of Composition Reports; Single Media

Report, Double Media Comparison Report, and Multi Media Comparison Report.

1. **Market Persons:** The total number of different people in the base who are in the target.
2. **Media Persons:** The total number of different people in the media who are in the target.
3. **Media Rating:** The percent of the target who are in the media.
4. **Audience Composition:** The percent of the media who are in the target.
5. **Target Index:** The likelihood of the media audience being in the target. 100 = the market average, and >100 is more likely than the market average while <100 is less likely than the market average.

Composition Report

TARGET	MARKET PERSONS	MEDIA PERSONS	MEDIA RATING	AUDIENCE COMPOSITION	TARGET INDEX
PAST WEEK VIEW CABLE-NEWSCHANNEL 8	903,200	903,200	100.0	100.0	417
LIVE IN-MANASSAS CITY/MANASSAS PARK CITY	8,900	5,300	76.8	0.8	320
PAST WEEK VIEW CABLE-CN8 - THE COMCAST NETWORK	235,800	151,700	64.4	16.8	268
PAST WEEK VIEW CABLE-WNVT MHZ 4	184,000	111,000	60.3	12.3	251
MAKE OF VEHICLES NOW OWNED--LAND ROVER	6,500	3,400	52.3	0.4	218
SHOP SUPERMARKET PAST WEEK--SUPER FRESH		63,800	51.5	7.1	215
MALLS SHOPPED OFTEN--BOWIE TOWN CENTER	202,800	102,600	50.6	11.4	211
PAST WEEK VIEW CABLE--COMCAST SPORTS/NET	417,400	211,100	50.6	23.4	211
MADE VISIT PAST MONTH TO--NEWSCHANNEL8.NET	143,800	72,100	50.2	8.0	209
PAST WEEK VIEW CABLE-TV ONE	320,900	158,300	49.3	17.5	205
MAKE OF VEHICLES NOW OWNED--SUZUKI	20,600	10,100	49.0	1.1	204
PAST WEEK VIEW CABLE-MSNBC	1,025,500	490,700	47.8	54.3	199
FOUR SUNDAY CUME--WASHINGTON TIMES	85,500	40,200	47.0	4.5	196
PAST WEEK VIEW CABLE-HEADLINE NEWS	907,900	425,400	46.9	47.1	195
ATE FAST FOOD PAST 4 WEEKS--CHICK-FIL-A	224,700	104,100	46.3	11.5	193
SHOPPED PAST 6 MONTHS--BELK		45,700	45.0	5.1	187
PAST WEEK VIEW CABLE--BET	588,400	260,900	44.3	28.9	185
PAST WEEK CUME TV VIEWING--CH 56 WNVC-TV IND	387,100	171,300	44.3	19.0	184
PAST 4 EDITION CUME--THE WASHINGTON AFRO AMERICAN	204,200	89,600	43.9	9.9	183
REG. READ NEWSPAPER--EMPLOYMENT CLASSIFIED ADS	267,900	115,600	43.2	12.8	180
READ NEWSPAPER EMPLOYMENT ADS--REGULARLY	267,900	115,600	43.2	12.8	180
FOLLOW SPORT ON RADIO--COLLEGE BASEBALL	296,800	127,600	43.0	14.1	179
PAST WEEK VIEW CABLE--THE WEATHER CHANNEL	1,332,300	572,700	43.0	63.4	179
OPINION LEADER	161,500	69,000	42.7	7.6	178
MALLS SHOPPED OFTEN--THE MALL AT PRINCE GEORGE'S	139,200	58,300	41.9	6.5	174
PAST WEEK CUME TV VIEWING--CH 57 WNVC-DT IND		112,100	41.3	12.4	172
PAST 7-DAY CUME RADIO--WPFW-FM	92,800	38,900	41.2	4.2	171
MADE VISIT PAST MONTH TO--CAREERBUILDER.COM	183,300	75,200	41.0	8.3	171
PAST WEEK VIEW CABLE-ABC FAMILY	698,300	286,000	41.0	31.7	171
PAST 4 EDITION CUME--APARTMENT SHOWCASE	136,800	55,900	40.9	6.2	170
DRUG STORE SHOP PAST 6 MONTHS--TARGET	123,200	50,300	40.8	5.6	170
PAST WEEK VIEW CABLE--SPIKE TV	619,000	251,100	40.6	27.8	169
WK CUME TV NEWS*EARLY MORNING--CH 7 WJLA-TV ABC	468,200	189,200	40.4	20.9	168
MALLS SHOPPED OFTEN--ANNAPOLIS MALL	177,400	70,900	40.0	7.8	166
ATE FAST FOOD PAST 4 WEEKS--PIZZA HUT		65,100	39.9	7.2	166
MADE VISIT PAST MONTH TO--WJLA.COM		80,700	39.7	13.4	165
SHOPPED PAST 6 MONTHS--NEIMAN MARCUS	193,100	76,600	39.7	8.5	165
MADE VISIT PAST MONTH TO--CARMAX.COM	232,600	92,200	39.6	10.2	165
PAST WEEK VIEW CABLE--FOX SPORTS NET	523,700	206,800	39.5	22.9	164
PAST WEEK CUME TV VIEWING--CH 25 WZDC-TV TEL	280,600	110,000	39.2	12.2	163

63,800 Super Fresh shoppers watch Newschannel8

45% of Belk's shoppers are Newschannel8 viewers

32% of Newschannel8 viewers are ABC Family viewers too

Newschannel8 viewers are 65% more likely Neiman Marcus shoppers

Quick Profile Reports

The Media Audit

The screenshot shows the 'The Media Audit Version 11/2/07' software interface. At the top, it displays 'WASHINGTON, DC', 'MAY-JUL 2007', and 'WDC207N8'. Below this, the target audience is identified as 'ADULTS AGE 18+'. The interface is divided into several sections: 'Reports', 'Utilities', and a bottom navigation bar. The 'Reports' section contains buttons for Ranker, Market Index, Composite Average, Target Profile, Media Profile, Composition Reports, Special Reports, Ad Campaign Planner, Reach & Frequency, Age Demo Analysis, Media Day Analysis, Management Reports, Quick Profile Report (circled in red), Media Quick Profile Report, and Target Quick Profile Report. The 'Utilities' section includes Change Survey, Options, Report On a Media, Facts About the Survey, Help, and Create Combos. The bottom navigation bar has Base, Cross Tab, and Quit buttons. A 'NEWS CHANNEL 8' logo is visible in the bottom left. A text box at the bottom right explains the Quick Profile Report: 'A quick snapshot of a media or target including age, education, income, gender, ethnicity and overall spending power & averages.' A help line number (800) 324-9921 is at the very bottom.

WASHINGTON, DC MAY-JUL 2007 WDC207N8

[ADULTS AGE 18+](#)

Reports

- Ranker
- Market Index
- Composite Average
- Target Profile
- Media Profile
- Composition Reports
- Special Reports
- Ad Campaign Planner
- Reach & Frequency
- Age Demo Analysis
- Media Day Analysis
- Management Reports
- Quick Profile Report**
- Media Quick Profile Report
- Target Quick Profile Report

Utilities

- Change Survey
- Options
- Report On a Media
- Facts About the Survey
- Help
- Create Combos

Base Cross Tab Quit

NEWS CHANNEL 8

A quick snapshot of a media or target including age, education, income, gender, ethnicity and overall spending power & averages.

Help Line: (800) 324-9921



Quick overview of Business Travelers

The Audience Has...

Total Income: \$99,375,000,000

Annual Median Income: \$107,815

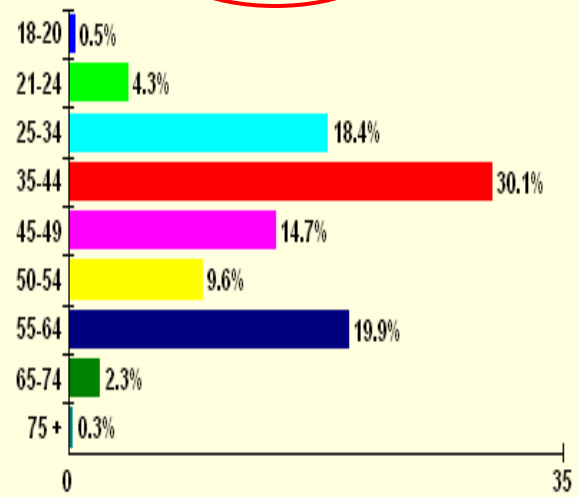
Median Age: 43

Home Owners: 84%

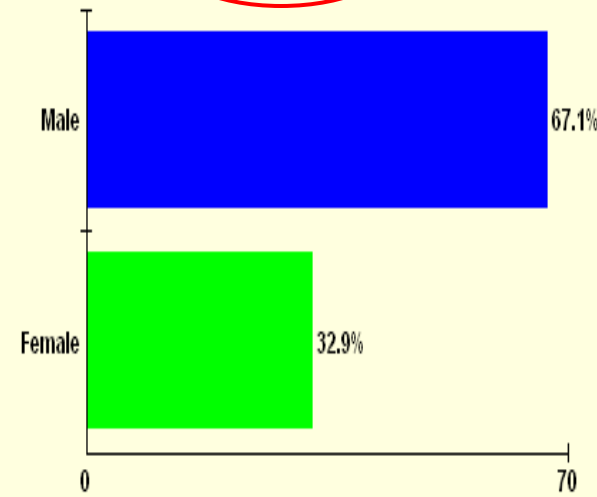
Median Home Value: \$558,767

Median Miles Driven Past Week: 150

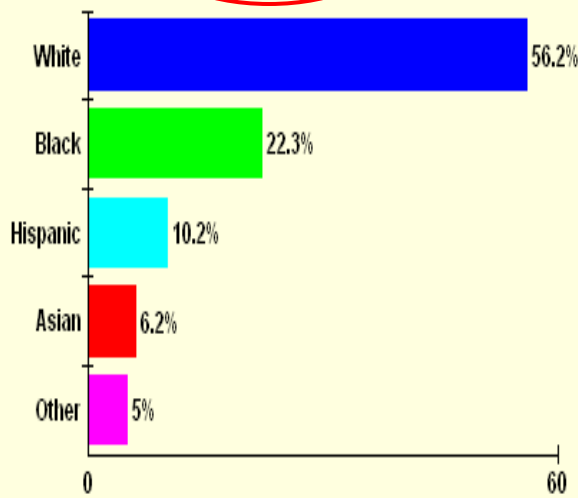
Age Analysis



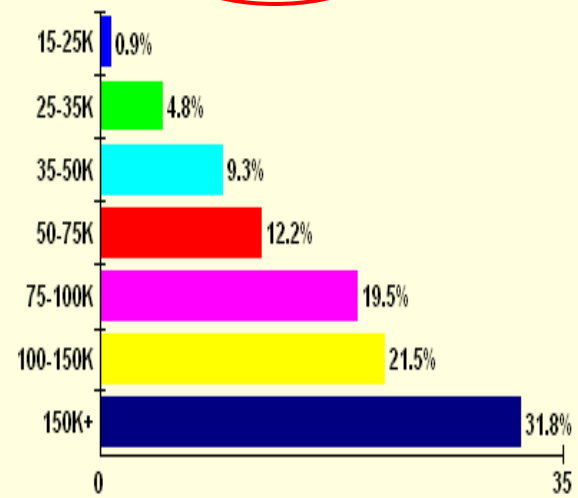
Gender Profile



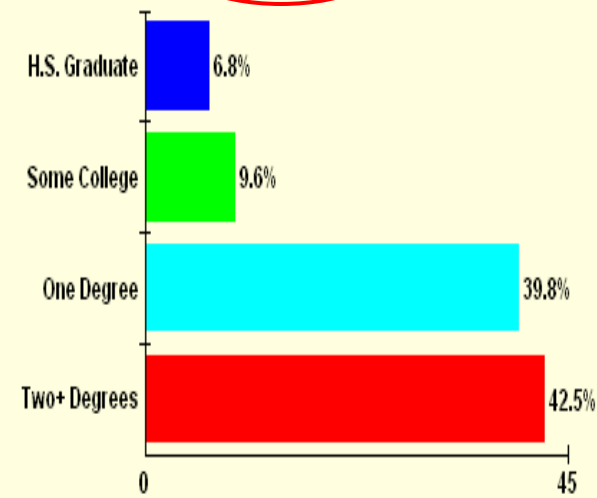
Ethnicity Profile



Annual Income



Education Profile



Ranker Reports

The Media Audit

The screenshot shows the 'The Media Audit Version 11/2/07' software window. The window title bar includes standard OS controls. The main content area is divided into several sections:

- Header:** 'WASHINGTON, DC' on the left, 'MAY-JUL 2007' in the center, and 'WDC207N8' on the right.
- Target Audience:** A central box labeled 'ADULTS AGE 18+'.
- Reports Section:** A grid of buttons for various reports. The 'Ranker' button is circled in red, with a red arrow pointing to it from the 'Ranker Reports' header above.
- Utilities Section:** A vertical stack of buttons including 'Change Survey', 'Options', 'Report On a Media', 'Facts About the Survey', 'Help', and 'Create Combos'.
- Navigation:** Three buttons at the bottom: 'Base', 'Cross Tab', and 'Quit'.
- Logo:** The 'NEWS CHANNEL 8' logo is visible in the bottom left.
- Text Box:** A white box with a black border at the bottom right contains the text: 'Ranks any media by rating or index against a single target.'
- Footer:** 'Version 11/2/07' and 'Help Line: (800) 324-9921' are located at the very bottom.

The Media Audit



Report: RANKER REPORT
Market: WASHINGTON, DC for MAY-JUL 2007
Bases: OCCUPATION--BUSINESS OWNER/PARTNER/CORP.OFFICER
Target: PRIMARY BUSINESS AIR TRAVELERS

Rank against other media, any type, and show the best place for the prospects

Base Population: 278,100

Ranker Report

% In Target: 51.2%

Business Owners who travel are 23% more likely found at Newschannel8

WASH. BUSINESS JRNL.

130

TOT NC 8 6-7 PM

63% of Newschannel 8's 6 – 7 PM viewers

123

W.POST*N*BUSINESS \$

114

W.POST*WD*BUSINESS \$

107

WTOP-FM/WTLP-FM

79

0

50

100

The Media Audit

**All this and more just a phone
call away at**

800-324-9921

8:30 AM – 8:30 PM

The Media Audit

