

# Media Day Analysis—how to create a report

## What is a Media Day Analysis Report?

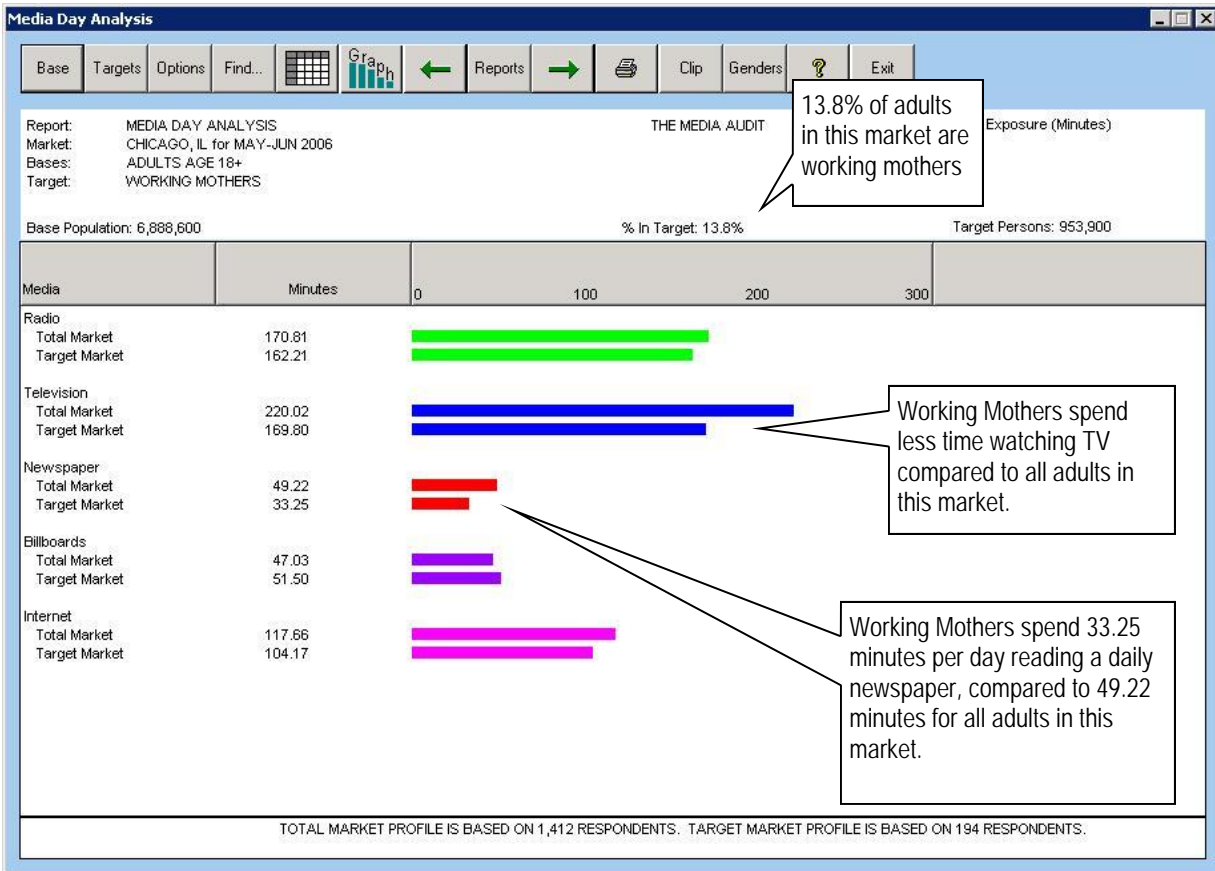
The Media Day Analysis Report is a series of 9 pre-formatted reports that analyze the media usage of a single target. Exposure is measured by minutes per day spent with each medium, with the exception of Outdoor. Outdoor is measured by miles driven per day. The reports analyze media usage of radio, television, newspaper, outdoor and web sites and compares the target's media usage to the overall market's media usage. The reports provide a general guideline for advertisers to properly allocate media for a buy, and provides media with a way to justify getting greater share of an ad budget. It is important to note that all averages include non-users of any medium. The Media Day Analysis with TV Breakout and the TV Only Breakout are discussed on the next page.

## How to Create a Media Day Analysis Report

1. Click on Media Day Analysis Report from the main menu.
2. Select Media Dan Analysis from the sub menu.
3. At the Target Selection screen, click on a single target and click OK.
4. Click on "Reports" or the arrow keys to scroll through the different reports.

## How to Read a Media Day Analysis Report (Minutes)

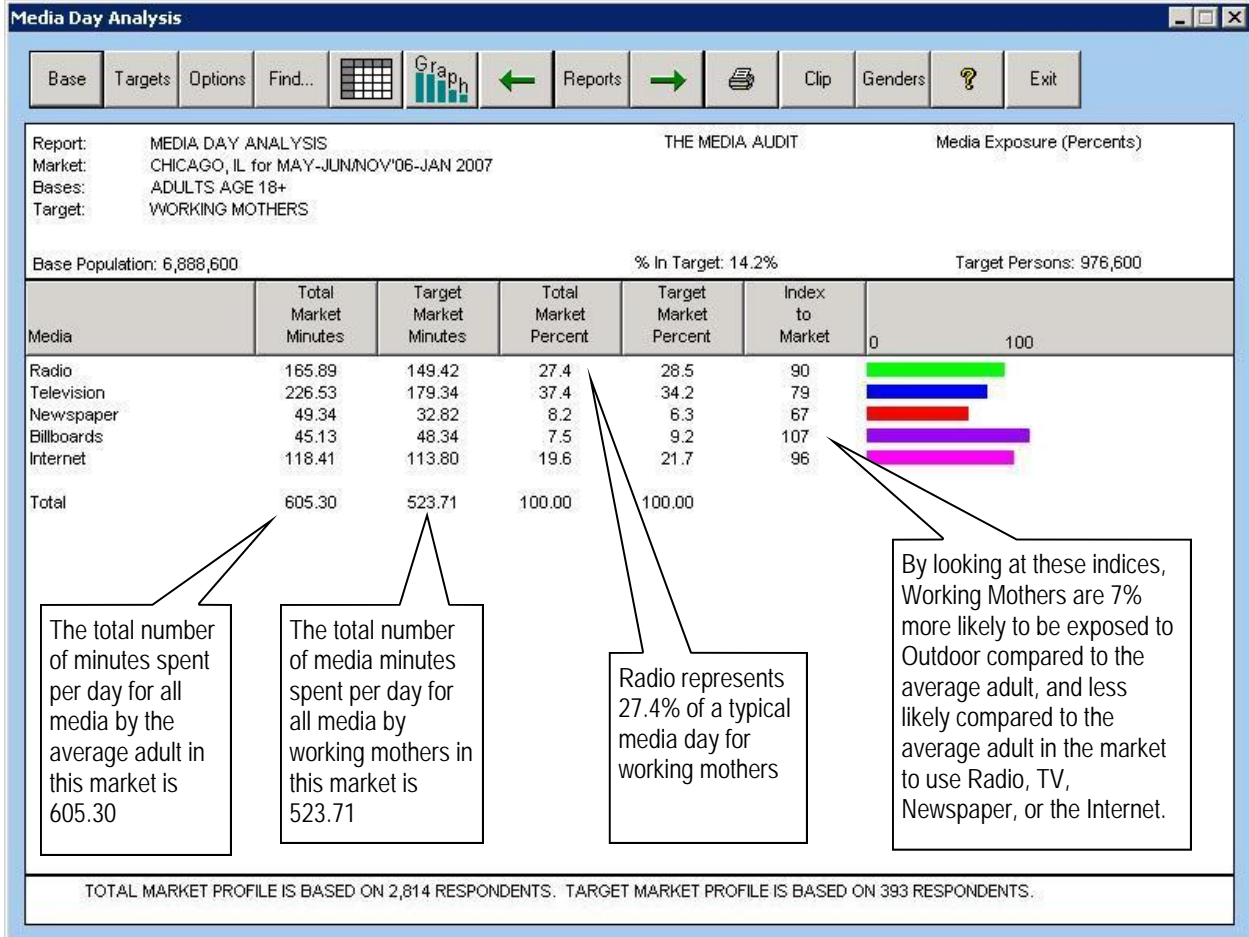
Below is an example of a Media Day Analysis report created for Working Mothers. This report illustrates the number of minutes spent on the average day with each medium:



# Media Day Analysis—how to read

## How to Read a Media Day Analysis Report (Percents)

Below is an example of a Media Day Analysis report created for Working Mothers. This report illustrates what percentage each medium represents of the total media day:



### How Percentages are Calculated

For both the target and market, media minutes are totaled. Each medium is assigned a percentage of the total day.

### How Indices are Calculated

An index represents the target market percent divided by the total market percent X 100.

### What do the Remaining 8 Reports Analyze?

The subsequent reports graph the data in several different formats, including bar charts and pie charts. To access them, click on "Reports" or the arrow keys.

# Media Day Analysis—how to create a report with TV Breakouts

## What is a Media Day Analysis Report with TV Breakouts?

The Media Day Analysis Report with TV Breakouts takes the TV portion of time spent with this medium and breaks it out further into broadcast, cable, and satellite viewing. The purpose of this feature is to help media and advertisers determine an allocation strategy and to determine the percent of a target audience who can potentially view local commercials via cable. The latter is done by extracting satellite viewing from cable viewing, because in the case of satellite viewing of cable networks, local commercials cannot be viewed.

## How to Create a Media Day Analysis Report with TV Breakouts

1. Click on Media Day Analysis Report from the main menu.
2. Select Media Day Analysis, TV Breakout . (to create a report that excludes radio, newspaper, outdoor and internet, select the TV Only Breakout option).
3. At the Target Selection screen, click on a single target and click OK.
4. Click on "Reports" or the arrow keys to scroll through the different reports.

## How to Read a Media Day Analysis Report with TV Breakouts

Below is an example of a Media Day Analysis , TV Breakouts report created for adults who eat at Subway. This report illustrates the number of minutes spent on the average day watching local broadcast, cable networks via satellite, and cable networks via cable: (note that if a satellite viewers are watching a broadcast station, the minutes are allocated to broadcast, since local commercials can be viewed)

