

Field of Media Research Dreams:

The latest tools for sharper media planning and buying



Roger Baron

SVP, Media Research Director

DRAFTFCB

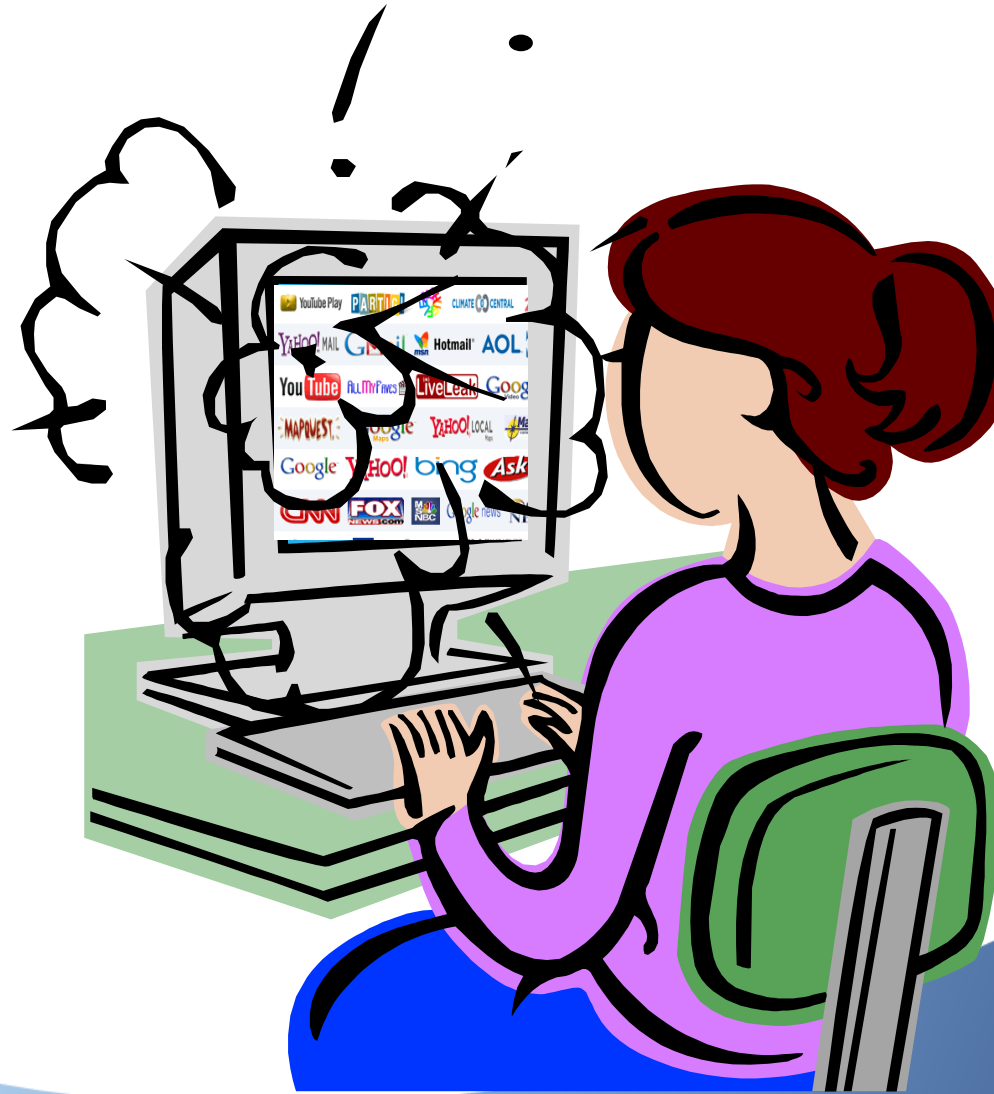
Research promotional claims

- *The clearest and most detailed view of American consumers*
- Help marketers effectively target and engage their consumers
- **Maximize the efficacy of their ad dollars**

• *Reliable and comprehensive*

- Trusted consumer behavior
- **State-of-the-art database**

The media planner's desk has become ground zero in the explosion of media options.



Analyses that were unthinkable just a few years ago are now routine.

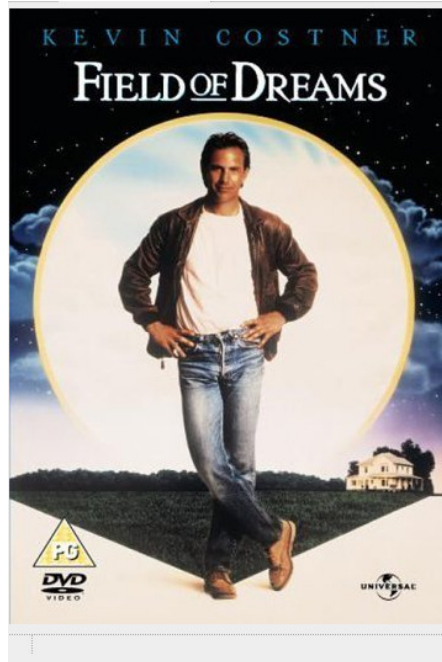
The screenshot shows the Nielsen National TV Toolbox web application. The browser window title is "National TV Toolbox - Windows Internet Explorer" and the address bar shows the URL "https://web.nielsenmedia.com/npower4/?prod=npower". The application header includes the Nielsen logo and "National TV Toolbox". Below the header, there are navigation links for "Home", "Options", and "Help", and a user greeting "Welcome, Roger Baron" with buttons for "Refresh", "New", "Open", and "Delete".

The main content area is divided into two sections. On the left is a tree view under the heading "NPOWER" with the following categories:

- Reach & Frequency Reports
 - R&F Report
 - R&F Duplication Report
- Segmentation
 - Quad Program Segmentation
 - Quad Time Period Segmentation
 - NTile Program Segmentation
 - NTile Time Period Segmentation
 - Number of Minutes Program Segm
 - Number of Minutes Time Period Se
- Source & Destination
 - Source & Destination Program Rep
 - Source & Destination Time Period F
- Universe Estimate
 - UE and Sample Information
- Co-Viewing
 - Co-Viewing Program Report
- Length of Tune
 - LOV Program Report
 - LOT Time Period Report
- PowerPlay
 - PowerPlay Program Report
 - PowerPlay Time Period Report
- Upload Lists
 - R&F Upload Schedule
- Shared Reports
 - Ratings Analysis Program Report

On the right is a table with the following columns: "Report Name", "Status", "Submitted", "Completed", and "Report Output". The table is currently empty, with a "Jobs (0)" label above it. The footer of the application indicates "National TV Toolbox version 5.0".

IF YOU BUILD IT, THEY WILL COME.





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Panelists

Scott Turner

SVP, Agency Sales, GfK MRI

Ken Wollenberg

President/General Manager, Experian Simmons

Lynn Bolger

EVP, Advertising Solutions, comScore Inc.

Ari Paparo

EVP, Global Media Products, The Nielsen Company

Matt O'Grady

EVP, Audience Measurement, The Nielsen Company

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Moderator



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