

DATA COLLECTION

TNS Media Intelligence/CMAG provides commercial occurrence and expenditure information, as well as PSA and promotion data, for over 560+ stations in 212 media markets. Spot Television is monitored 21 hours a day (5:00AM - 2:00AM) utilizing the MediaWatch Technology. The monitored stations constitute the principal stations in each market, typically including the network affiliates and major independents. Public Broadcasting Stations are not monitored.

CLASSIFICATION

TNS Media Intelligence/CMAG employs a unique naming convention for classification of television creatives. Each television creative receives a unique title based on several factors including but not limited to the Campaign, State, and Issues presented within the commercial.

EDITING

MediaWatch collects both local and network commercials broadcast on a network affiliate, and does not distinguish between them. Network spots are identified in local markets by comparing brands advertised during network programs on the local affiliate to brands advertised over the network feeds.

Barter identification involves comparing commercial activity across the local markets being edited, typically in 15 markets within the same region. An automated process compares data across markets to determine which creatives appear in the same barter programs across markets. Creatives appearing in 50 percent or more of the markets being edited are identified as potential barter spots. Barter identification takes place between 2 days and 60 days of an individual creative occurrence. Once barter identification is complete, that data is considered "final". Until data is finalized, occurrence data is subject to change.

RATES

Television stations, rep firms and agency sources are polled monthly. These industry sources provide average 30-second daypart-level rates (and program rates for sports and specials) for the upcoming month. This information is used to estimate rates to be applied for that month.

Several weeks after the local data are produced; TNS Media Intelligence receives the results from a national broadcasting industry survey conducted monthly by the Television Bureau of Advertising (TVB). This new information provides a national advertising growth trend as reported by responding stations. Expenditures are adjusted to reflect these industry spot revenue patterns. An adjustment is calculated and applied to all data in these reports.

Within 2 days of a creative occurrence, TNS Media Intelligence/CMAG can provide estimated expenditures based on the monthly polling guidelines listed above. These estimated expenditures are continuously refined as the normal 60 day editing process takes place. Until the editing process is completed, estimated expenditures are subject to change.

LAWYER CREATIVE CLASSIFYING

For the past 5 years, TNS Media Intelligence/Campaign Media Analysis Group has classified lawyer ads focusing on medical malpractice claims against doctors and hospitals. In order to be classified in our system the creative must contain an *explicit* reference to medical or hospital negligence. Passive mention of this topic does not warrant classification in our data set- i.e. if a slip and fall creative merely features the words "med mal" onscreen without touching upon that subject matter directly, it will go unclassified.