



Media



#51: The "languages" area of my resume has grown.

COUNT THE WAYS

I can speak the languages of "newspaper," "television," "radio," "out-of-home" and more. Utilizing cross-media information helps position me as a valued marketing consultant to my client, not just another "media seller."

### TYPES OF TELEVISION PROGRAMS TYPICALLY WATCHED

- Comedies
- Court Shows
- Daytime Soap Operas
- Daytime Talk Shows
- Documentaries
- Dramas
- Game Shows
- Kids Shows
- Late Night Talk
  - Morning
  - Evening
  - Late
- Movies
- Music Videos
- Mystery/Suspense/Crime
- National/Network News
- Novelas
- Reality
  - Adventure
  - Dating
  - Talent
- Religious
- Science Fiction
- Sports

### TELEVISION

- Viewing
  - Weekly
  - Average Half-Hour
  - Cumulative Audience
- Broadcast Network /Station Viewed
  - Past 7 Days
- Amount Contributed to Public TV\*
- TV Web Sites Visited
  - Yesterday
  - Past 7 Days
  - Past 30 Days

### CABLE TV\*

- Cable Network Viewed
  - Past 7 Days
- Digital Cable Connection
- Number of Pay-Per-View Programs/Movies Watched Past 12 Months
- Purchased Items Via TV/Cable
- Receive Premium Channels
- Satellite Dish
  - Ownership
  - Provider
- Subscribe to HDTV from Cable Co.
- Type of Cable Service
- Video-On-Demand Usage
  - Past 30 days
- Ways Internet Used Past 30 Days
  - Cable TV Network Website

### SPORTS PROGRAMMING WATCHED ON BROADCAST TV OR CABLE OR LISTENED TO ON THE RADIO

### TV ENHANCEMENTS OWN/ PLAN TO BUY\*

- DVD Player
- DVR
- HDTV
- Video Game System

### RADIO

- Listening
  - CUME by Daypart, M-F
  - CUME: M-Su, 6AM-12M
  - CUME: M-F, 6AM-12M
- Amount Contributed to Public Radio\*
- Radio Web Sites Visited
  - Past 30 Days
  - Most Often
- Satellite Radio

### YELLOW PAGES (HOME, WORK, ELSEWHERE)

- Frequency of Use

### MAGAZINES

- Monthlies Read Past 6 Months
- Number of Issues Usually Read

### OUT-OF-HOME MEDIA

- Roads Traveled Past 7 Days
- Pedestrian Traffic
- Total Miles Traveled Past 7 Days/Past Month
- Types of Transportation Used Past 7 Days
  - Bus
  - Carpool
  - Drive
  - Taxi
  - Other (Subway, Train, etc.)
- Time Spent Commuting to Work One-Way
- Additional Measures for Alternative Outdoor Categories

### NEWSPAPERS

- Readership (Avg. Issue Audience/ Cumulative Audience)
- Daily
- Sunday
- Weekly/Community
  - Read Past 6 Months
  - Number of Issues Usually Read
- Section Readership (Daily)
  - Advertising Circulars/ Inserts/Flyers
  - Business/Finance News
  - Classified Advertising
  - Comics
  - Editorial/Opinion
  - Entertainment/Lifestyle
  - Fashion
  - Food/Cooking
  - Home and Garden
  - International/National News
  - Local News
  - Main News/Front Page
  - Movie Listings and Reviews
  - Science and Technology
  - Sports
  - TV or Radio Listings
- Newspaper Web Sites Visited
  - Yesterday
  - Past 7 Days
  - Past 30 Days

\* Household Measurements