



Showcasing the Best of the
Best

Broadcast TV Workshop



- 
- Automotive and the Internet
 - “Drive Business to your Auto Website”
 - Your Station’s Viewers are Changing Over Time
 - “Trending Viewer Profiles”
 - Add TV to Your Media Mix and Increase Your Reach
 - “It is Entirely Possible to Increase Reach Without Increasing Your Investment”
 - Locating a Specific Consumer in a Particular Program
 - “Looking for Home Improvement Customers?”
 - Use Scarborough to Enhance Your Book Breakouts
 - “What is the Value Behind the Numbers?”
 - Show the Value of a Particular Program Viewer
 - “How Much is The Today Show Worth to You?”
 - Don’t Limit Your Reach
 - “Does Cable Really Reach EVERYONE?”
 - Track Station Sales and Media Conversions
 - Create a spreadsheet keeping track of sales by using Scarborough data
 - Map Your Viewers Against Your Client’s Shoppers
 - Learn how to overlay two different maps in MapPoint
 - Handouts and more examples
- 



Automotive and the Internet

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON

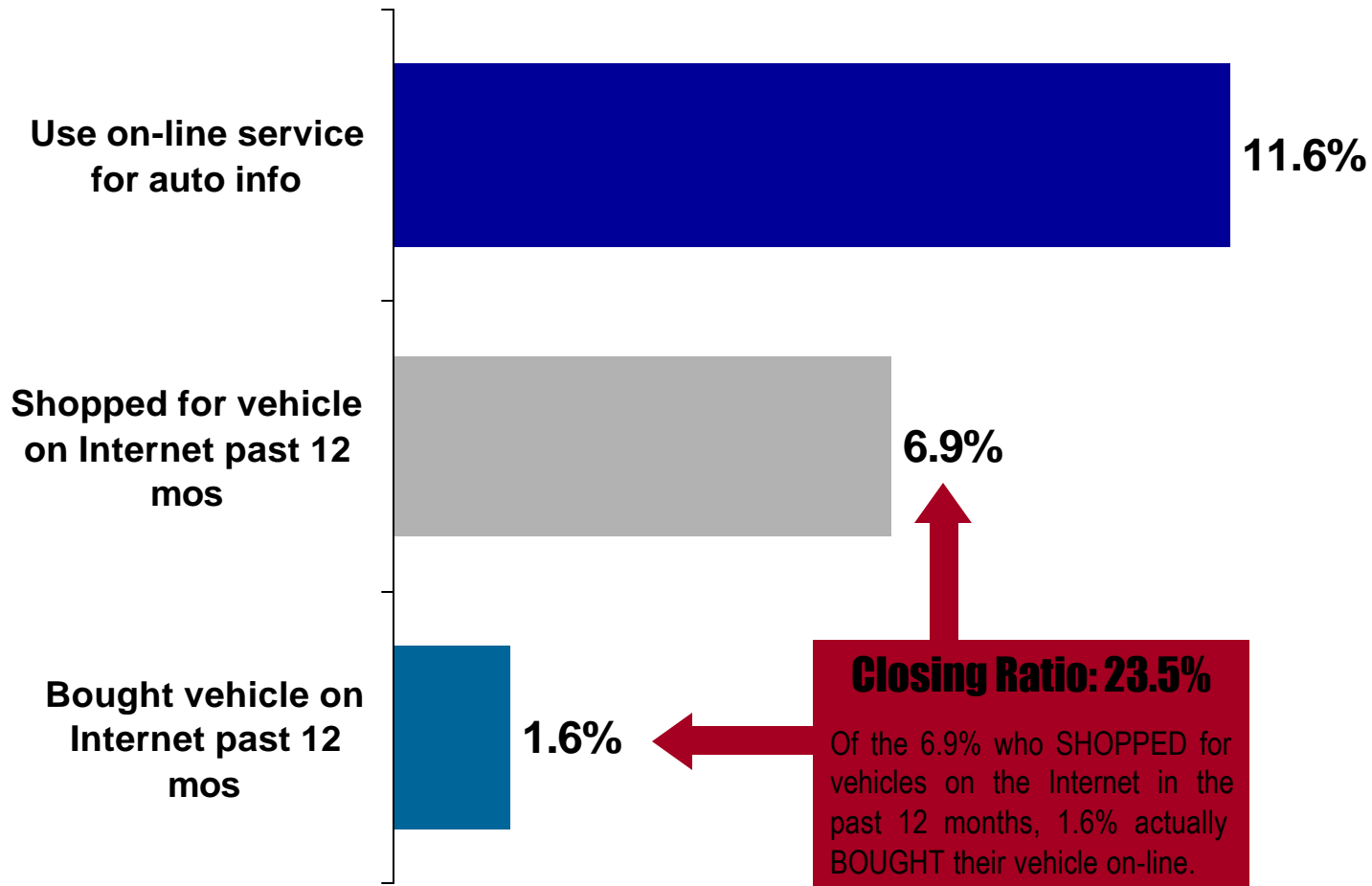
**Drive business to
Your Auto Website**

WAAA is the best advertising vehicle to drive business to **Your Automotive Website**

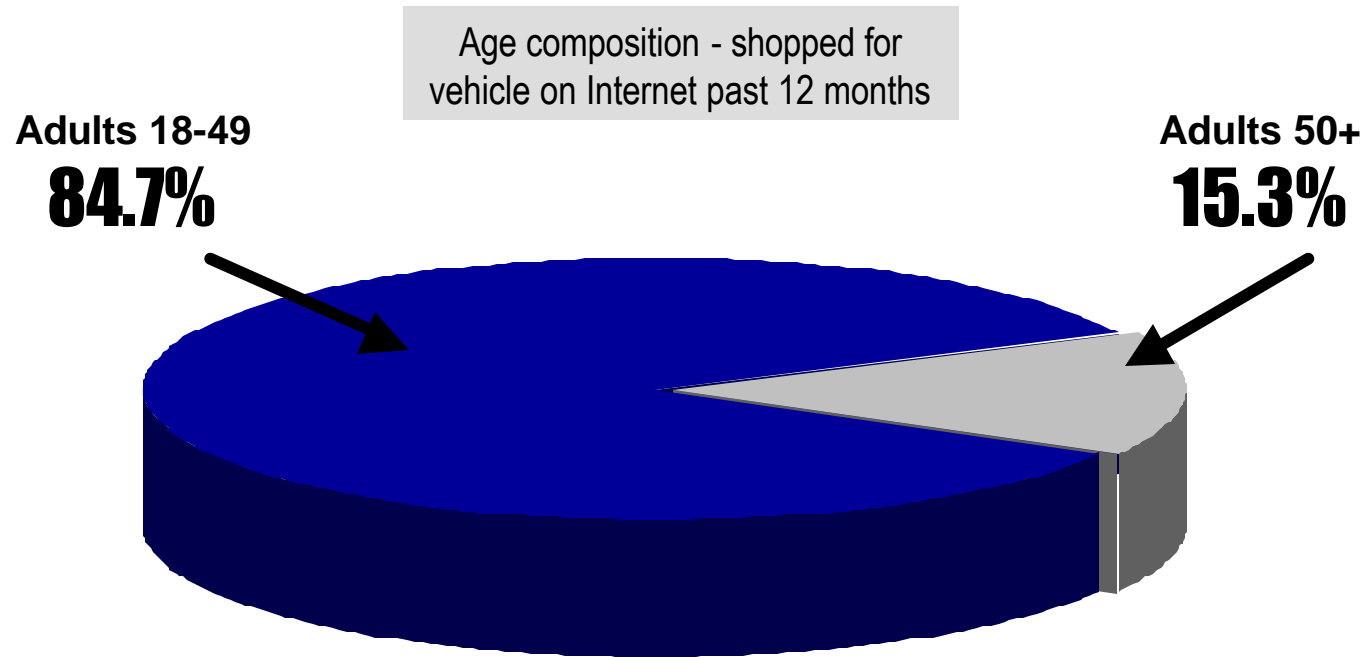
In Anytown, USA only one out of ten adults uses the Internet for auto research, and even less have shopped on-line for their vehicle.

Since the majority of adults who shop on-line for cars are under 50 years of age, you can raise awareness for your site by using WAAA to target the 18-49 demographic.

Anytown market information for Internet Auto Shoppers

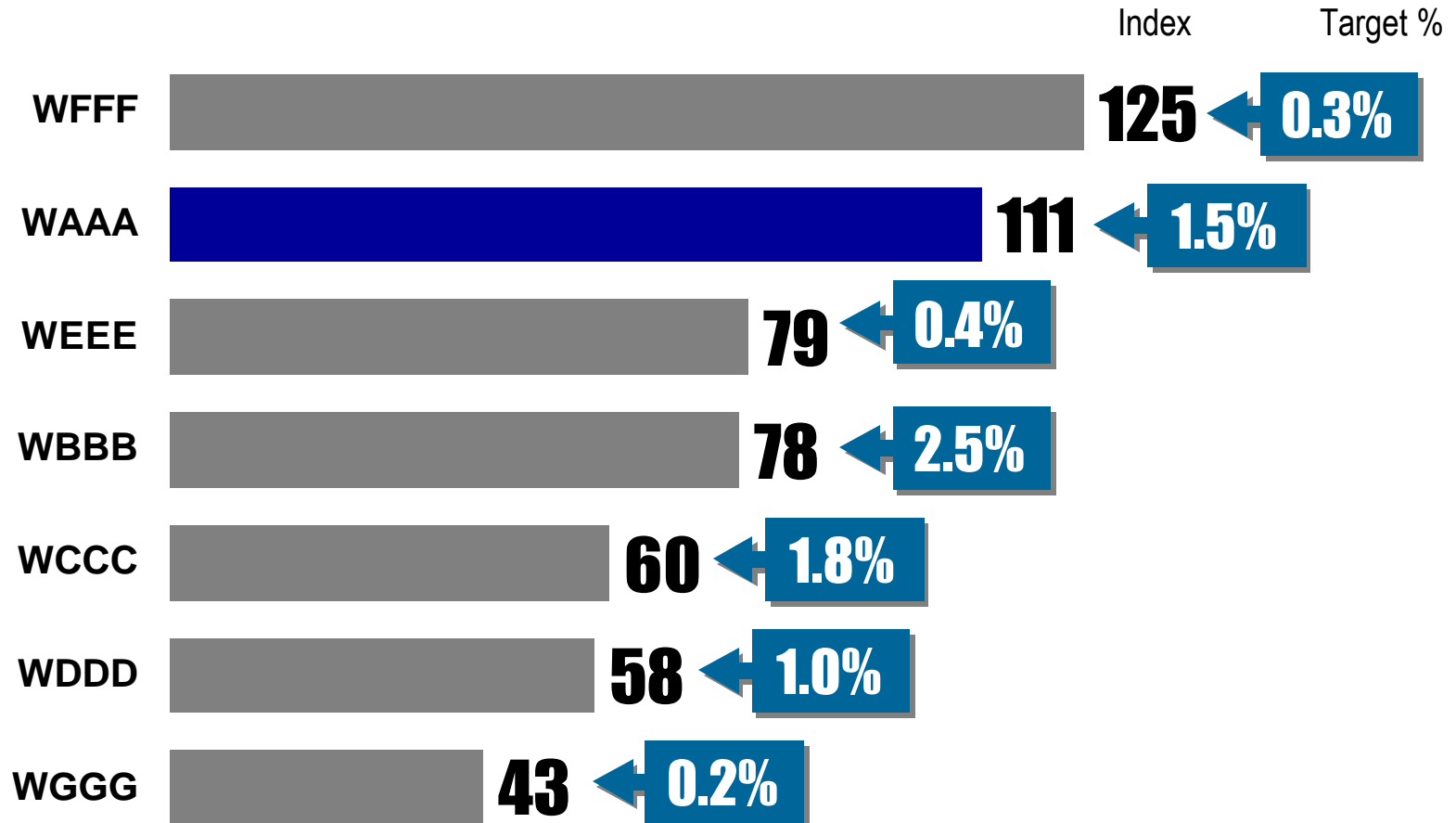


The majority of **Internet Auto Shoppers** are under 50 years of age



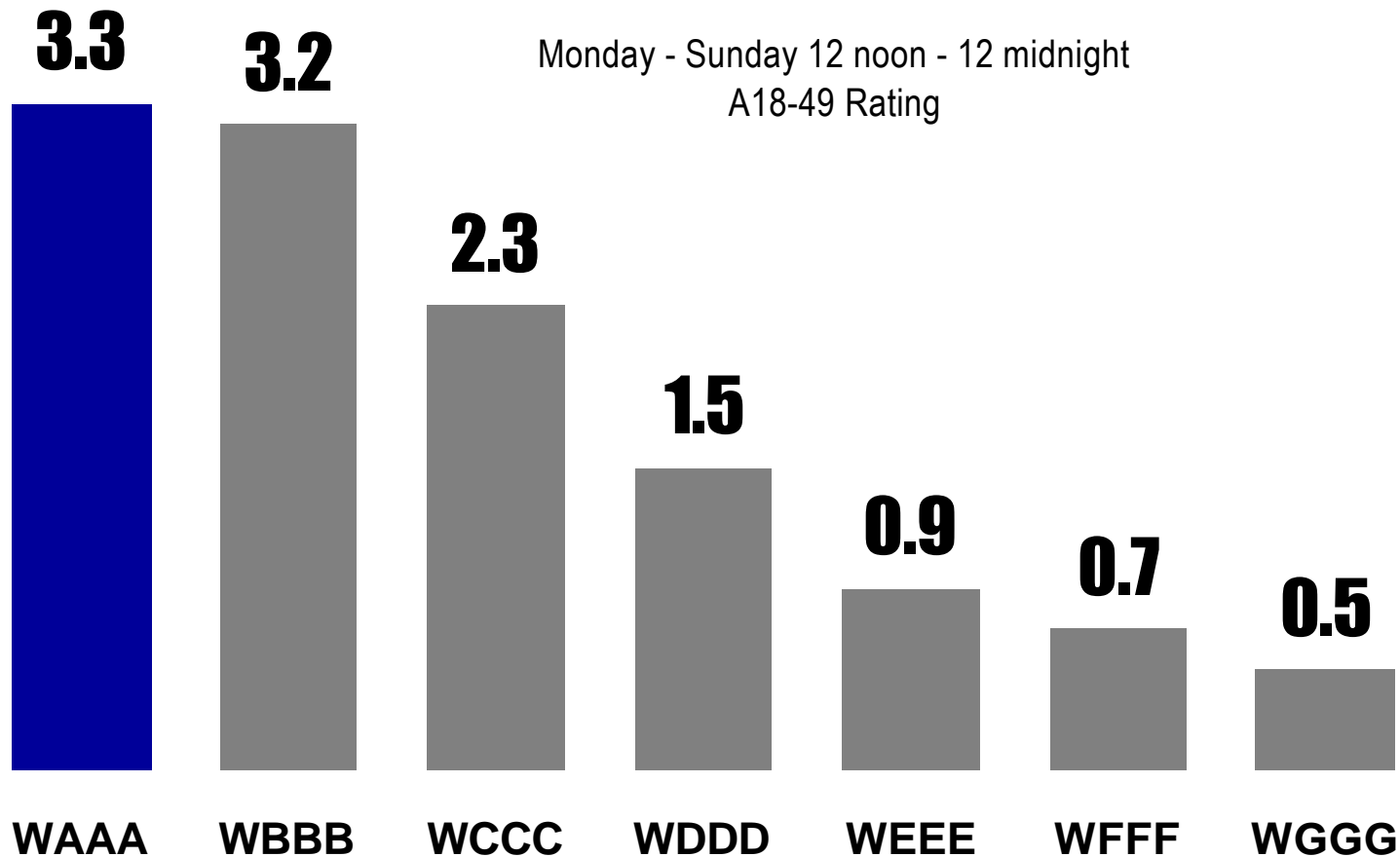
Internet Auto Shoppers are more likely to watch **WAAA**

Shopped for vehicle on Internet past 12 mos



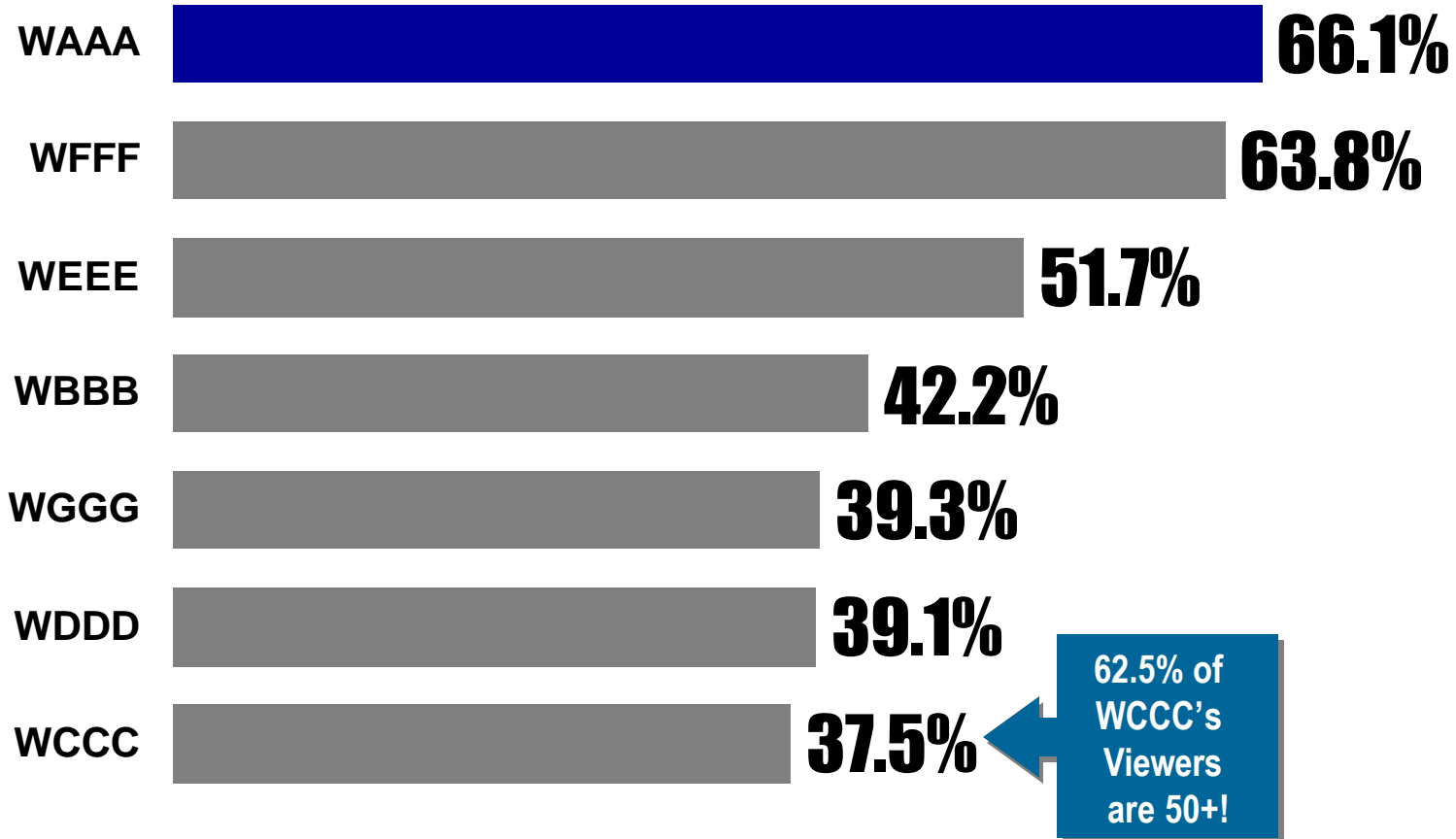
Read as: WAAA viewers are 11% more likely than the average Anytown adult to shop on-line for autos. 1.5% of adults who shopped on-line for autos watch WAAA.

Throughout the day, **WAAA** can offer **Your Auto Website** more adult 18-49 viewers



WAAA can efficiently target adults under 50, offering **Your Auto Website** less waste

Monday - Sunday 12 noon - 12 midnight
A18-49 Composition



**By reaching the most adults 18-49, more
efficiently, with viewers who are likely to
shop on-line for autos,**

**WAAA will drive business to
Your Automotive Website**



Show How Your Station's Viewers are Changing Over Time

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON

Viewer Profile

WAAA's Daytime shows attract an audience that's earning higher incomes and living quality lifestyles!

Weekdays	Average HH Income		Average Market Value of Owned Home	
	2004	2005	2004	2005
WAAA 9A-4P	\$53,471	\$60,715	\$207,334	\$259,421
WBBB 9A-4P	\$55,984	\$57,822	\$213,596	\$227,661
WCCC 9A-4P	\$56,558	\$60,667	\$198,300	\$236,231
WDDD 9A-4P	\$52,988	\$60,558	\$201,607	\$223,923
WEEE 9A-4P	\$60,642	\$60,836	\$221,936	\$234,820

Source: Scarborough Research, Release 1 2004 (Feb'03-Jan'04) and Release 1 2005 (Feb'04-Jan'05)

Viewer Profile

WAAA's 7p-8p appeals to 25-54 professionals who are earning higher incomes and investing in equities!

Weekdays	Adults 25-54 who Graduated College and Earn \$75,000+ HH Income		Adults 25-54 who have Stocks, Stock Options or Investments	
	2004	2005	2004	2005
WAAA 7P-8P	102	118	99	115
WBBB 7P-8P	72	87	93	78
WCCC 7P-8P	65	82	82	95
WDDD 7P-8P	67	58	87	97
WEEE 7P-8P	177	98	115	108

How to read index: WAAA's viewers are 18% more likely than the average adult in the market to be 25-54 college graduates with an annual HH income of \$75,000+.

Source: Scarborough Research, Release 1 2004 (Feb'03-Jan'04) and Release 1 2005 (Feb'04-Jan'05)

Viewer Profile

WAAA's Primetime attracts 25-54 adults who are earning higher incomes and planning to purchase cars!

Primetime	Adults 25-54 who Earn a HH Income of \$50,000 - \$100,000		Adults 25-54 Planning to Spend \$30,000 or more on a New Car	
	2004	2005	2004	2005
WAAA	113	134	74	136
WBBB	100	124	64	113
WCCC	107	100	130	103
WDDD	114	112	147	93
WEEE	106	112	128	125

How to read index: WAAA's primetime viewers are 34% more likely than the average adult in the market to be 25-54 and earn an annual HH income of \$50,000-\$100,000.

Source: Scarborough Research, Release 1 2004 (Feb'03-Jan'04) and Release 1 2005 (Feb'04-Jan'05)



Add Television to your Media Mix and Reach More Target Customers

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON



Multi-Media Scheduling

HHL D Plans to Buy Furniture/Mattress Next Year

Current Client Schedule (one week)

<u>Cost</u>	<u>Vehicle</u>	<u>Insertions</u>
\$3,544	½ page-Daily Paper	5
\$9,131	Full page-Sunday Paper	1
\$40	KAAA-FM (6-10a)	30
\$40	KBBB-FM (6-10a)	30
\$40	KCC-AM (6-10a)	30
\$40	KDDD-FM (6-10a)	30
\$40	KEEE-FM (6-10a)	30
\$40	KFFF-FM (6-10a)	30
\$40	KAAA-FM (3-7p)	30
\$40	KBBB-FM (3-7p)	30
\$40	KCC-AM (3-7p)	30
\$40	KDDD-FM (3-7p)	30
\$40	KEEE-FM (3-7p)	30
\$40	KFFF-FM (3-7p)	30
\$41,350	8 Vehicles	366

Multi-Media Schedule Summary

HHL D Plans to Buy Furniture/Mattress Next Year

Current Client Schedule (one week)

<u>Cost</u>	<u>Vehicle</u>	<u>Insertions</u>
\$41,350	8 Vehicles	366
Reach	→	145,620
Reach %	→	56%
Frequency	→	7.7
CPM Reach	→	\$284
Duplication %	→	87%


With this schedule, our client is reaching just over half of their target audience by placing ads in 8 different advertising vehicles and spending over \$40,000.

Diminishing Return

HHL D Plans to Buy Furniture/Mattress Next Year

Reach/Frequency Schedule (one week)

<u>Insertions</u>	<u>Reach +</u>	<u>Reach + %</u>
1	145,620	55.9%
2	109,339	42%
3	93,622	36%
4	82,238	31.6%
5	72,461	27.8%
6	59,822	22.9%
7	50,683	19.4%
8	45,306	17.3%
9	40,964	15.6%



44.1% of people planning to buy furniture/mattresses next year will not be exposed to any ads/insertions with this schedule.

Multi-Media Scheduling

HHL D Plans to Buy Furniture/Mattress Next Year

Revised Client Schedule (one week)

<u>Cost</u>	<u>Vehicle</u>	<u>Insertions</u>
\$1,800	¼ page-Daily Paper	5
\$4,700	½ page-Sunday Paper	1
\$40	KAAA-FM (6-10a)	15
\$40	KBBB-FM (6-10a)	15
\$40	KCC-AM (6-10a)	15
\$40	KDDD-FM (6-10a)	15
\$40	KEEE-FM (6-10a)	15
\$40	KFFF-FM (6-10a)	15
\$500	KTV (6-8p rot.)	10
\$425	KTV (10-10:30p)	10
\$26,550	3 Vehicles	166

Newspaper: Number of insertions remained the same

Decreased the ad sizes

Radio: Decreased the Morning Drive spots

Dropped the Afternoon Drive spots due to low ratings

Television: Added an Access rotator and the Late News on KTV

Multi-Media Revised Schedule Summary

HHL D Plans to Buy Furniture/Mattress Next Year

Revised Client Schedule (one week)

<u>Cost</u>	<u>Vehicle</u>	<u>Insertions</u>
\$26,550	3 Vehicles	116
<hr/>		
Reach	→	151,976
Reach %	→	58%
Frequency	→	4.9
CPM Reach	→	\$175
Duplication %	→	79%


By adding television and decreasing insertions on the other vehicles, we are **STILL** reaching over half of our target audience and our investment decreased by almost \$15,000.

Diminishing Return

HHL D Plans to Buy Furniture/Mattress Next Year

Reach/Frequency Revised Schedule (one week)

<u>Insertions</u>	<u>Reach +</u>	<u>Reach + %</u>
1	151,976	58.3%
2	112,635	43%
3	92,796	35.6%
4	78,228	30%
5	65,904	25.3%
6	51,186	19.7%
7	40,610	15.6%
8	33,304	12.8%
9	27,095	10.4%



41.7% of people planning to buy furniture/mattresses next year will not be exposed to any ads/insertions with this schedule.



Locating a Specific Consumer in a Particular Program

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON

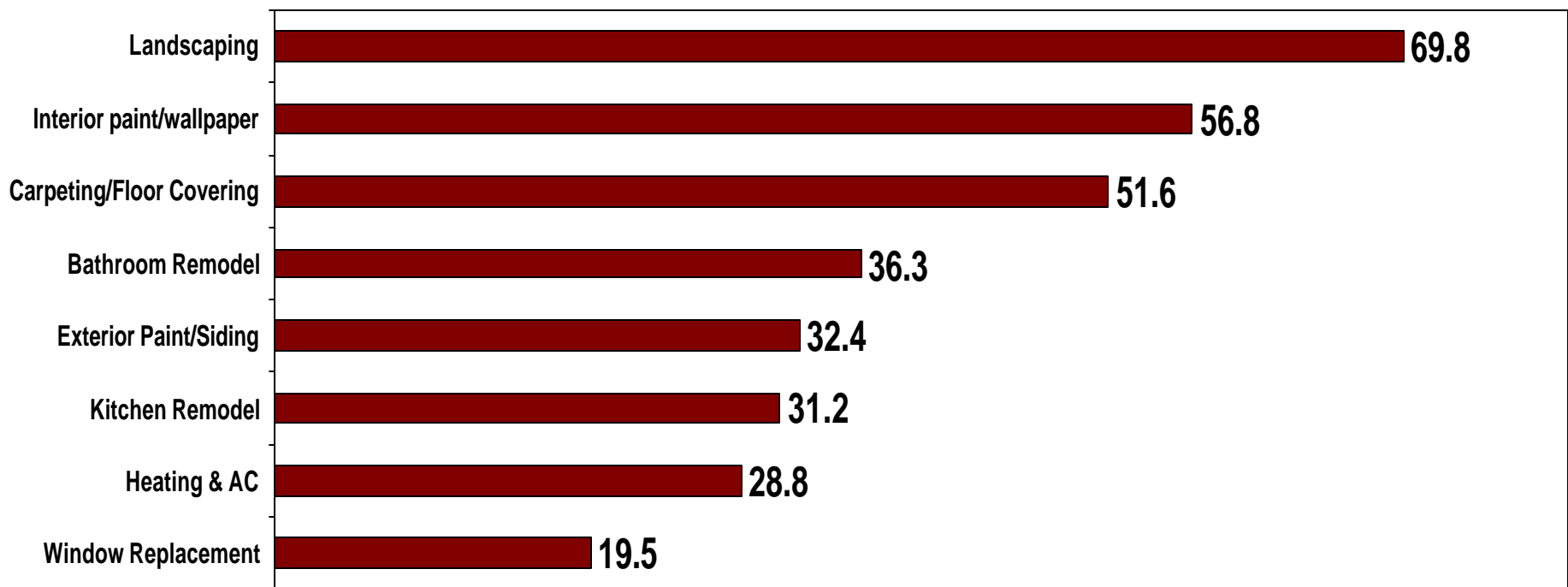
**LOOKING FOR
HOME IMPROVEMENT CUSTOMERS?
YOU CAN FIND THEM ON...**



69%* of Nashville Homeowners invested in *any* home improvement project last year

Nashville Homeowners focused on improvements both inside & outside the home

Home Improvements in past 12 months**



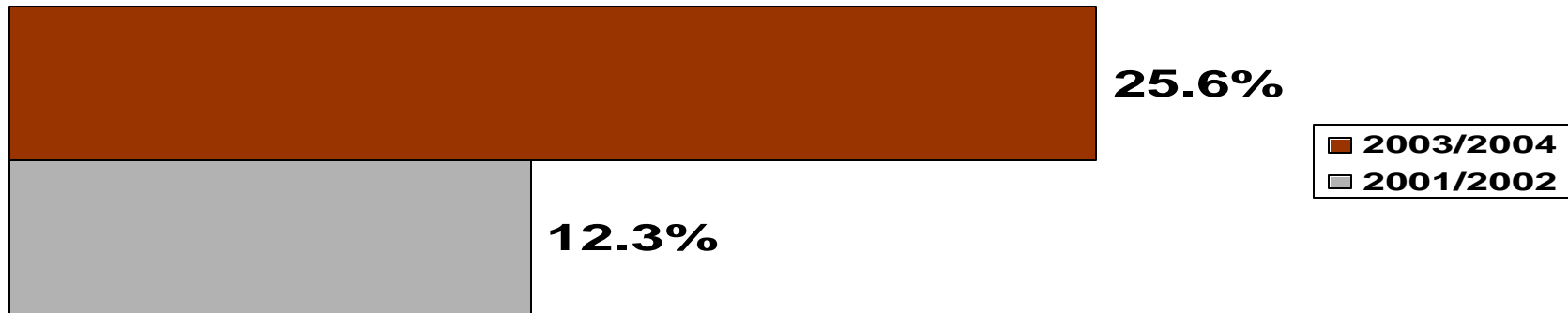
*Source: Scarborough Research USA+ 2004 Release 2.

**Source: Scarborough Research Nashville 2004 Release 2.

Home Improvements = BIG \$\$'s in Nashville

- In the past 12 months Nashville Homeowners spent an average of \$3400 per home improvement project.
- Spending on home improvements of \$1000-\$2999 has increased 108% since 2001.

% of Home Improvement cost \$1000-\$2999

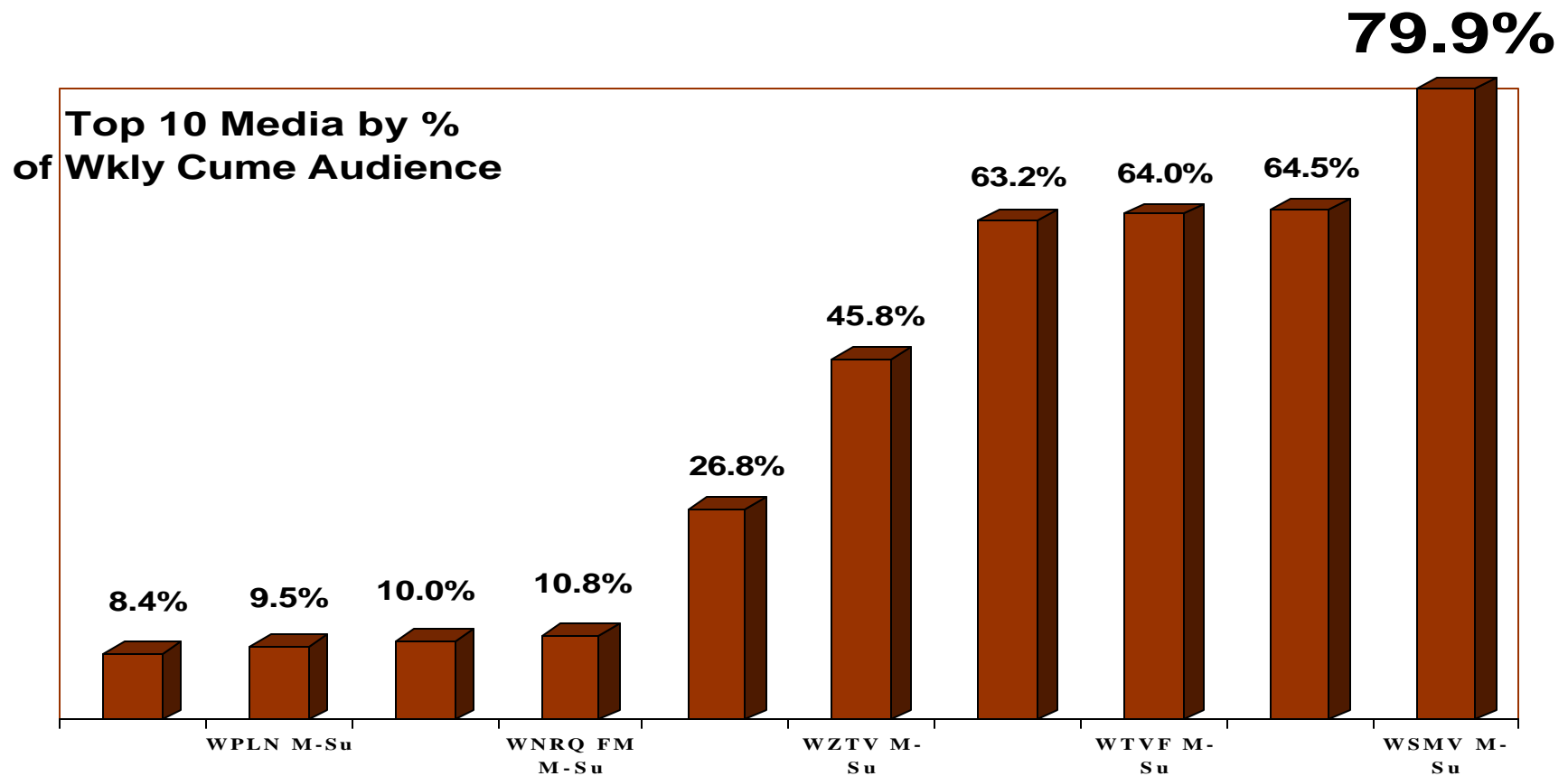


In the past 12 months Nashville Homeowners have spent:

**\$130+ Million
On Home Improvements**

WSMV delivers your target customers

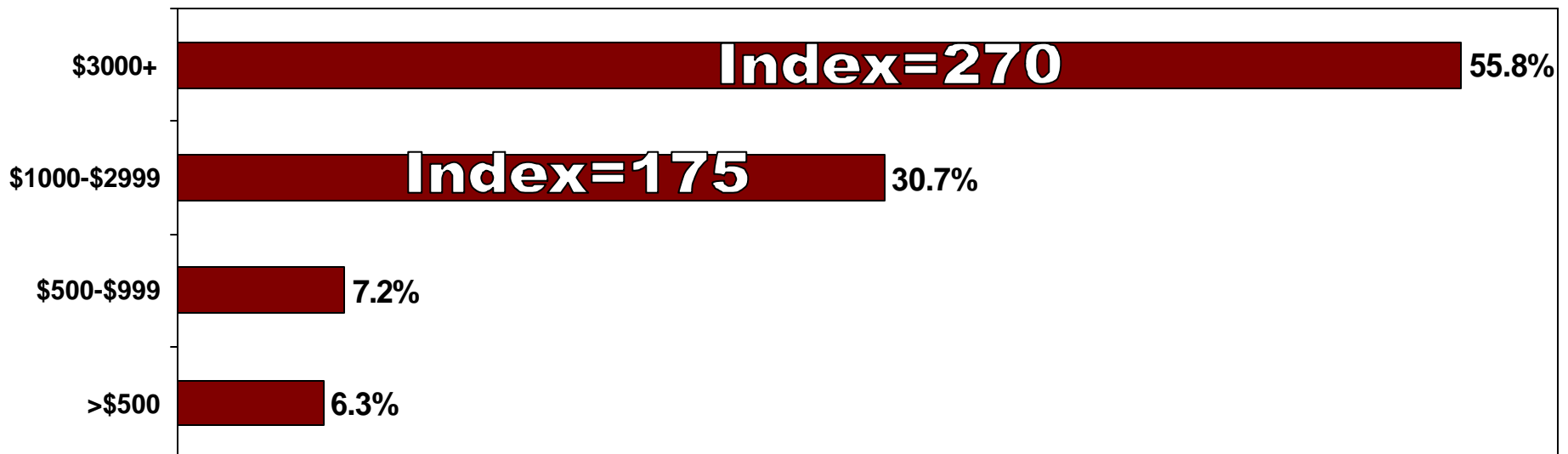
- Nashville Homeowners who purchased home improvements last year watch WSMV – more than any other media vehicle.
- 8/10 WSMV Viewers M-Su purchased some home improvement last year.



WSMV viewers are like money in the bank

- In the past 12 months Nashville Homeowners who watch WSMV spent an average of \$3200 per home improvement project.
- WSMV viewers are more likely to spend \$3000+ on home improvement projects.

Amount Spent by WSMV Viewers on Home Improvements past 12 Months

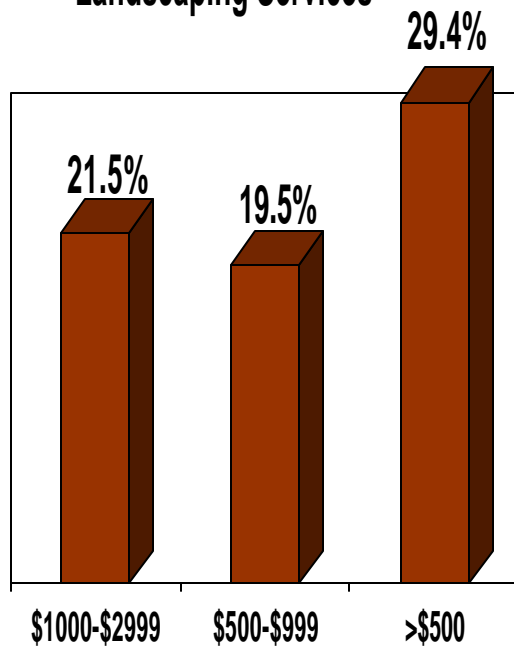


**In the past 12 months these viewers spent:
\$97+ Million
75% of ALL home improvement \$'s**

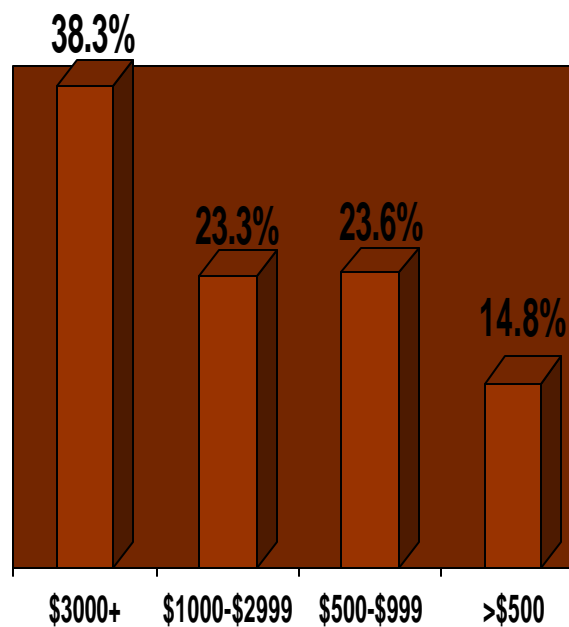
No job too big or too small?

WSMV Viewers who own their home bought these improvement services in the past 12 months.

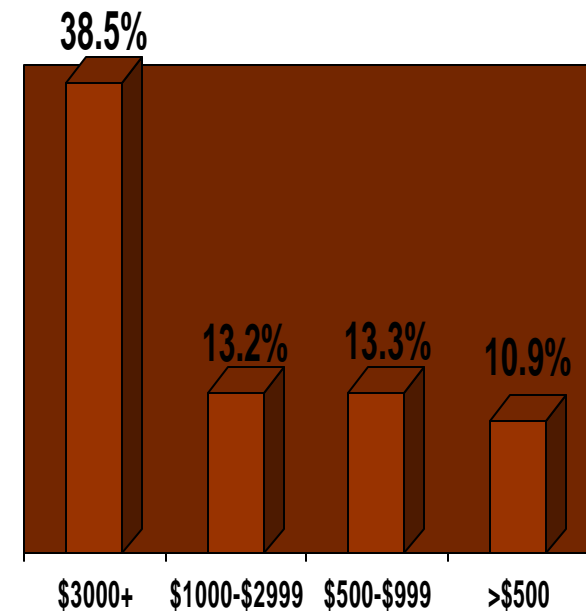
% of WSMV viewers who purchased Landscaping Services



% of WSMV viewers who purchased Remodeling Services



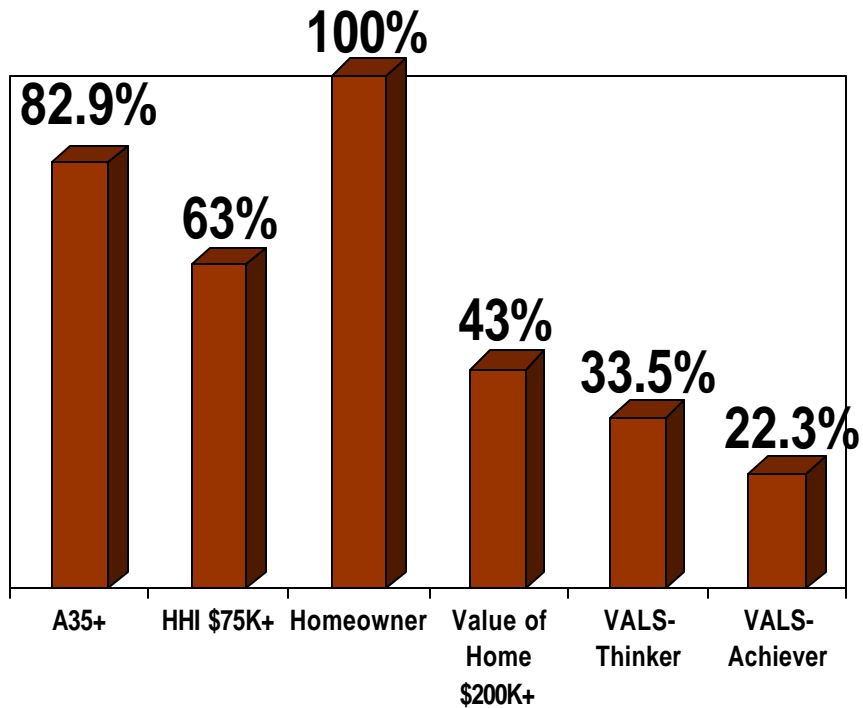
% of WSMV viewers who purchased Other Home Improvement Services



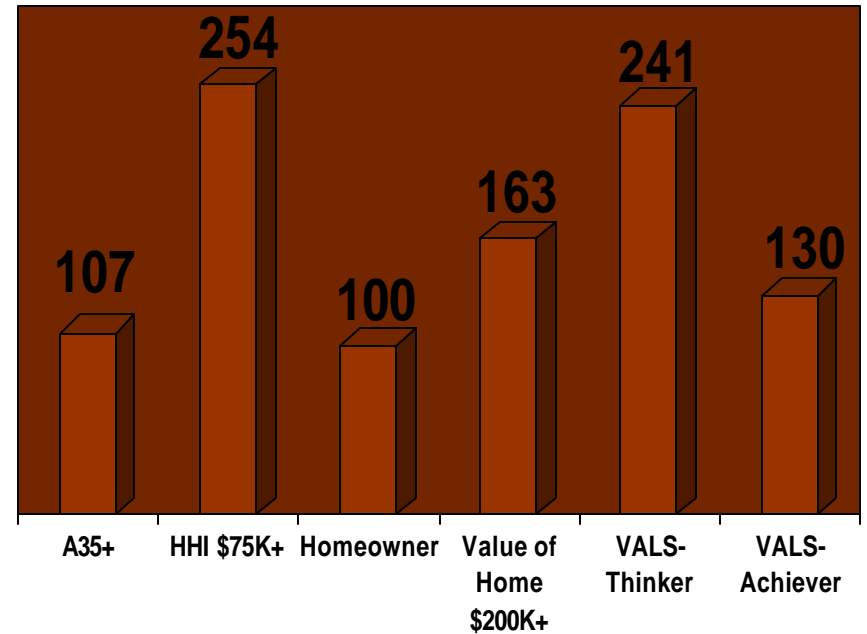
Who is my Customer?

Nashville Adults who purchased home improvement services in the past 12 months.

Top Characteristics by Pct.



Top Characteristics by Index



Who is my Customer?

Use VALS to fashion a targeted-effective message to your best prospects.

VALS measures the underlying motivations and resources that many consumers share that predict a group's typical choices as consumers.

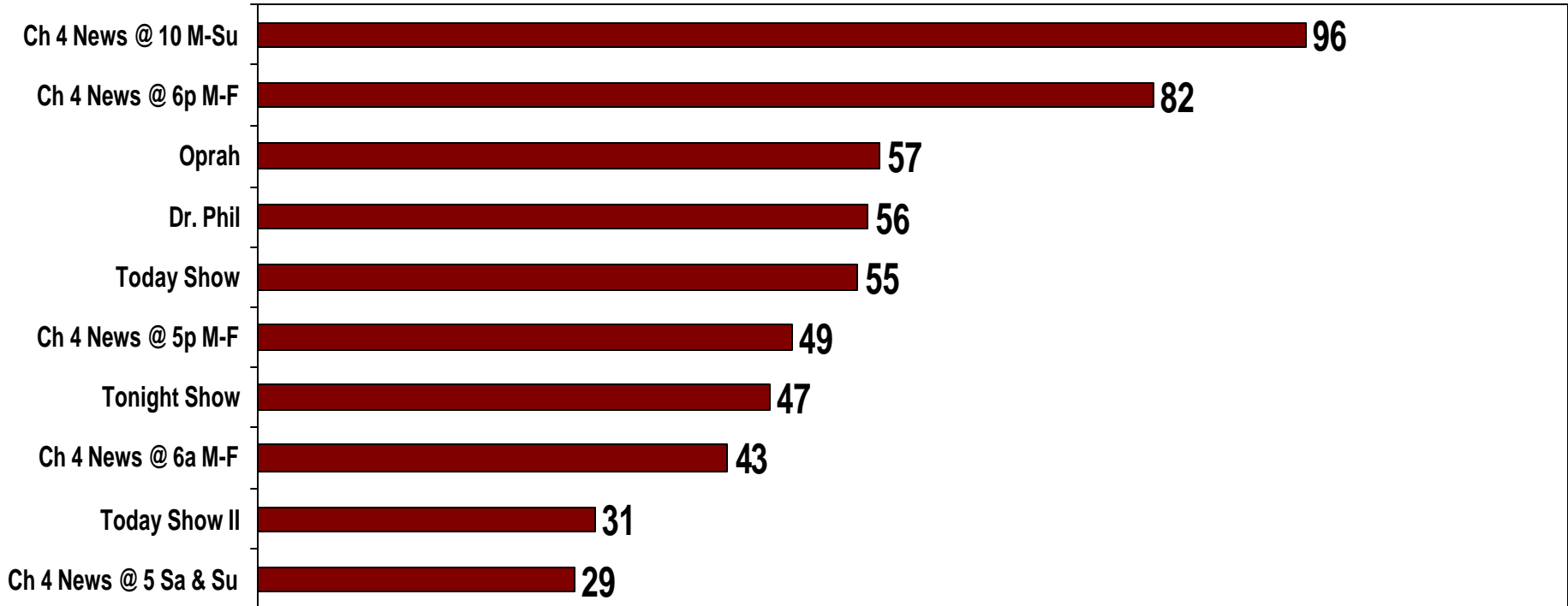
- Thinkers: Their upscale incomes allow them many choices. Thinkers are conservative, practical consumers, but are open to consider new ideas. For Thinkers, effective advertising is educational.
- Key words/Phrases: Artistic, Comfortable, Detailed, Durable, Established, Family, Guaranteed, Knowledgeable, Reasonable, Reliable, Secure, Traditional, Trusted.
- Achievers: Their incomes allow them to be active in the marketplace. Achievers favor established, prestige products and services that communicate that successful, upscale, professional people like them use the product or service.
- Key words/Phrases: Exclusive, Prestigious, Traditional, Upscale, Durable, Premium Brands, Economical, Good Deal, Reliable, Convenient, Conservative.

How Can I Reach My Customer?

Each week WSMV will deliver 463,000+ viewers that meet the specific demographic characteristics of your target customer.

Here's when they are more likely to be watching:

Top 10 non-prime programs by weekly cume (000)



Source: Scarborough Research Nashville 2004 Release 2.
A35+, Achiever/Thinker, Homeowner, HHI \$75K+ & Value of Owned Home \$200K+

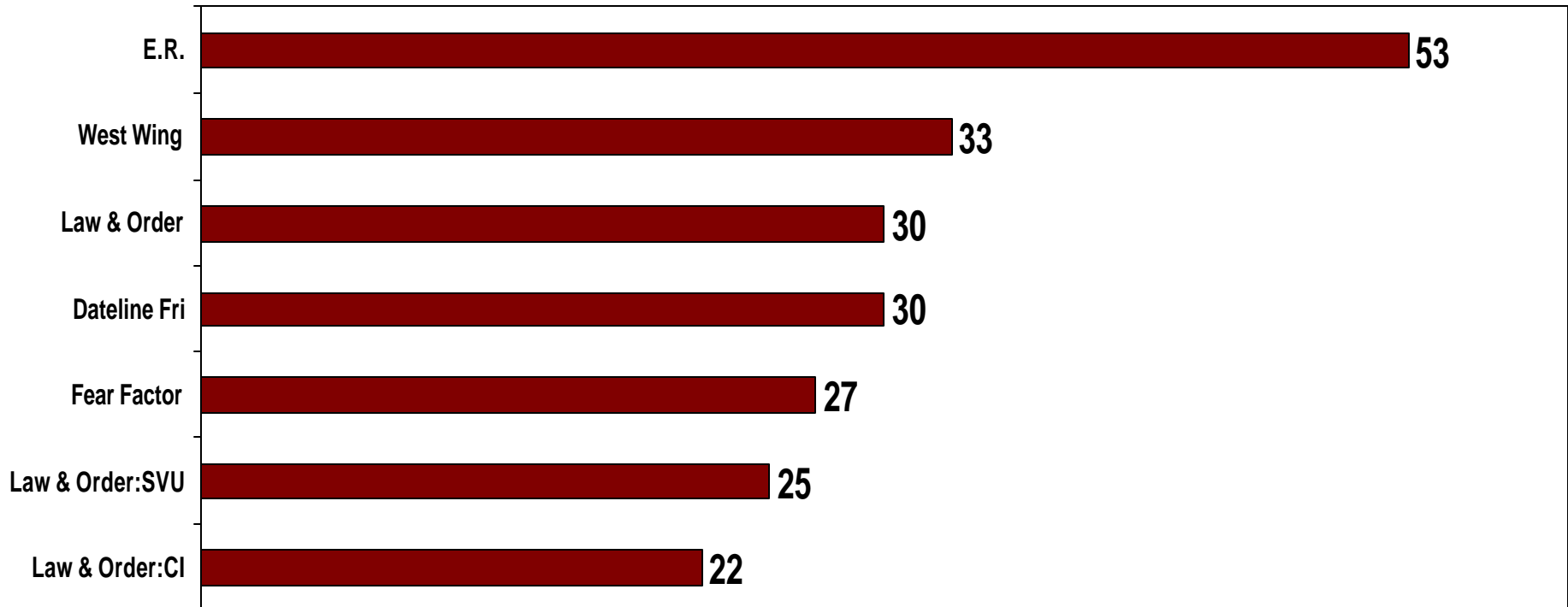


How Can I Reach My Customer?

Each week WSMV will deliver 463,000+ viewers that meet the specific demographic characteristics of your target customer.

Here's when they are more likely to be watching:

Top prime programs by weekly cume (000)



Source: Scarborough Research Nashville 2004 Release 2.
A35+, Achiever/Thinker, Homeowner, HHI \$75K+ & Value of Owned Home \$200K+



Incorporate Scarborough into Your Quarterly Book Breakouts.

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON

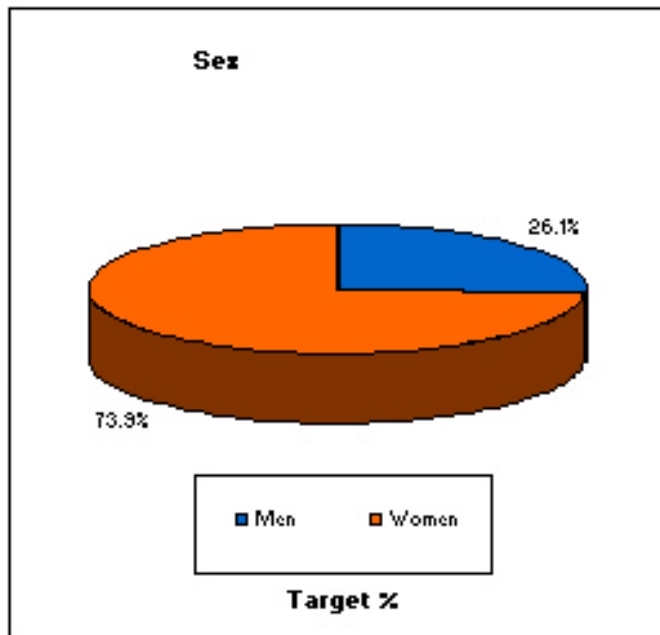
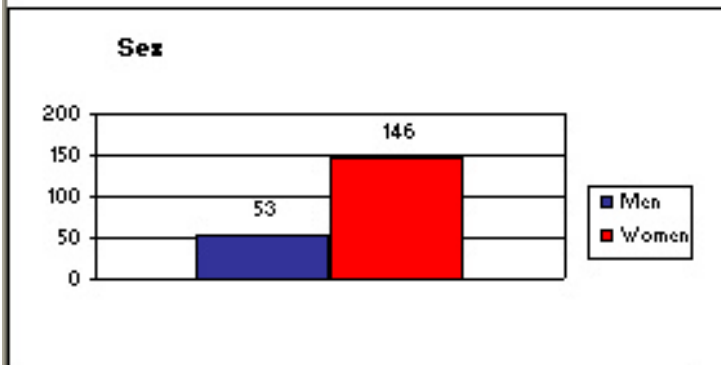
Eliminate the Competition

PRIME NEXt

Scarborough Quick View Report

Demographic Detail

Study: Seattle, WA 2005 Release 1 Release: Total (Mar 2004 - Feb 2005)
 Base: Total
 Target: KIRO Late News 11p-1130p M-F ←
 Projected: 242361 Respondents: 385



Age	Target %	Index
18-20	4.2%	81
21-24	4.0%	59
25-29	4.0%	43
30-34	5.6%	62
35-39	4.4%	44
40-44	9.0%	83
45-49	5.8%	55
50-54	11.2%	115
55-59	10.0%	133
60-64	10.2%	165
65-69	10.5%	230
70+	21.1%	202

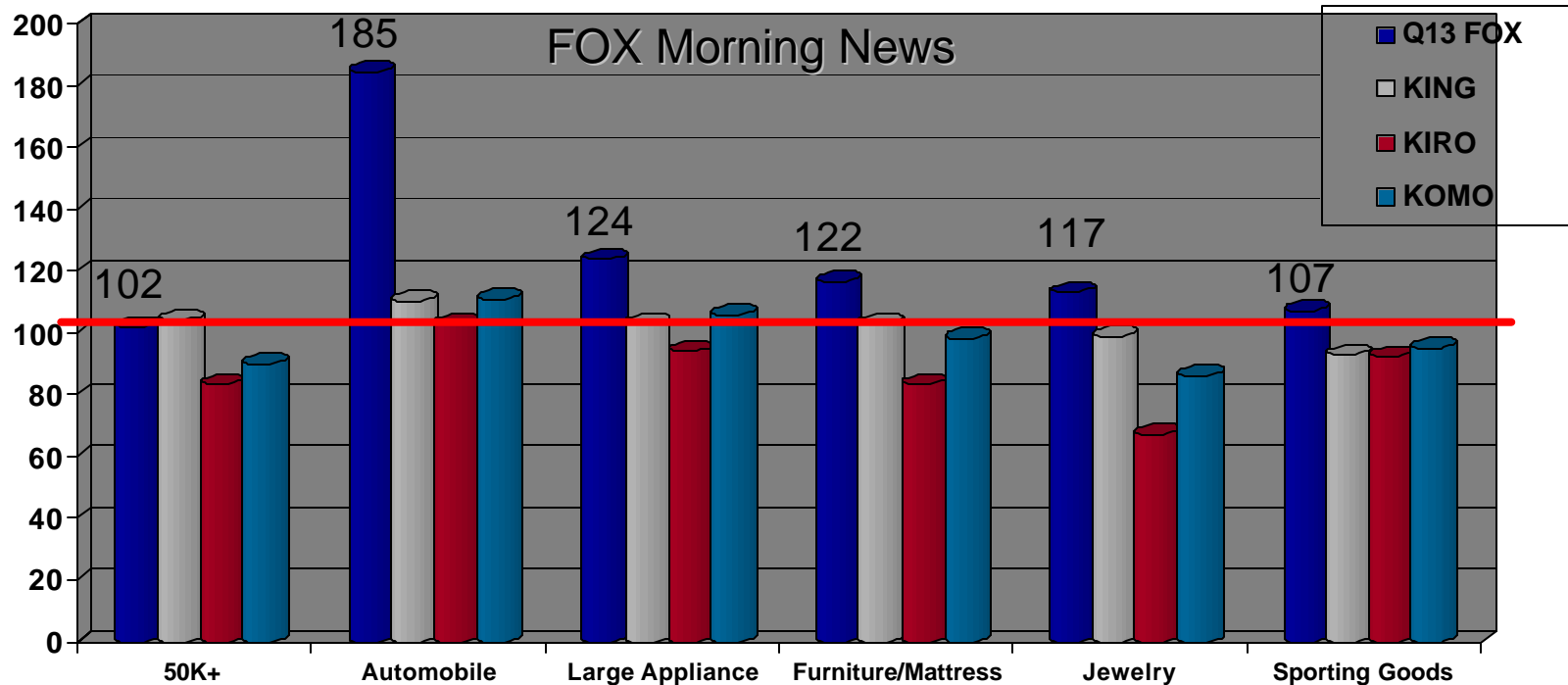
Household Income	Target %	Index
Less than \$10,000	5.1%	175
\$10,000 - \$19,999	6.1%	138
\$20,000 - \$24,999	4.3%	98
\$25,000 - \$29,999	10.2%	165
\$30,000 - \$34,999	9.7%	153
\$35,000 - \$39,999	7.5%	89
\$40,000 - \$44,999	4.4%	79
\$45,000 - \$49,999	6.5%	99
\$50,000 - \$74,999	19.2%	81
\$75,000 - \$99,999	16.8%	99

Education	Target %	Index
Grade school (8th grade or less)	1.0%	48
Some high school (not graduate)	1.8%	42
High school graduate (12th grade or GED)	35.6%	118
Some college (1-3 years-not Graduate or	36.1%	104
College graduate (4 year college)	14.6%	91

“In our Late News time period, we are only 1 share point behind one of our main competitors. By using Scarborough, I eliminated KIRO as a legitimate #2 by showing that 35% of their Late News audience has a combined HH income of less than \$35K per year.”

“On the flip side, the majority of our audience makes \$50-250K per year.”

What is the value behind the numbers?



“Another way I used Scarborough was by showing how our morning news audience indexed in some of the big 3rd and 4th quarter categories. We over represented and beat the competition in most of them. A few fancy bar graphs later, and people understood the true value of our position in the market.”

Study: Seattle, WA 2005 Release 1 Release: Total (Mar '04 – Feb '05) Base: Total Target: Morning News Viewers Total (Mar '04 – Feb '05) People who Plan to buy a new Automobile in the next 12 months

Total (Mar '04 – Feb '05) People who shopped: Large Appliance(12 months), Furniture/mattress store (12 Months), Any Jewelry Store (3 months), Sporting goods store(12 months).



Show the Value of a Particular Program Viewer

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON





Today Show Viewers Are Valuable Restaurant Customers

How much is The Today Show On WSMV worth to you?

How about \$2.1 million!

- *There are **72,200+** exclusive viewers of The Today Show each week on WSMV*
- *Viewers you can't reach on CBS This Morning or Good Morning America*

At \$30 an average ticket - this represents:

\$2,166,240

49% of these exclusive viewers are more likely to eat out 4+ times last month!

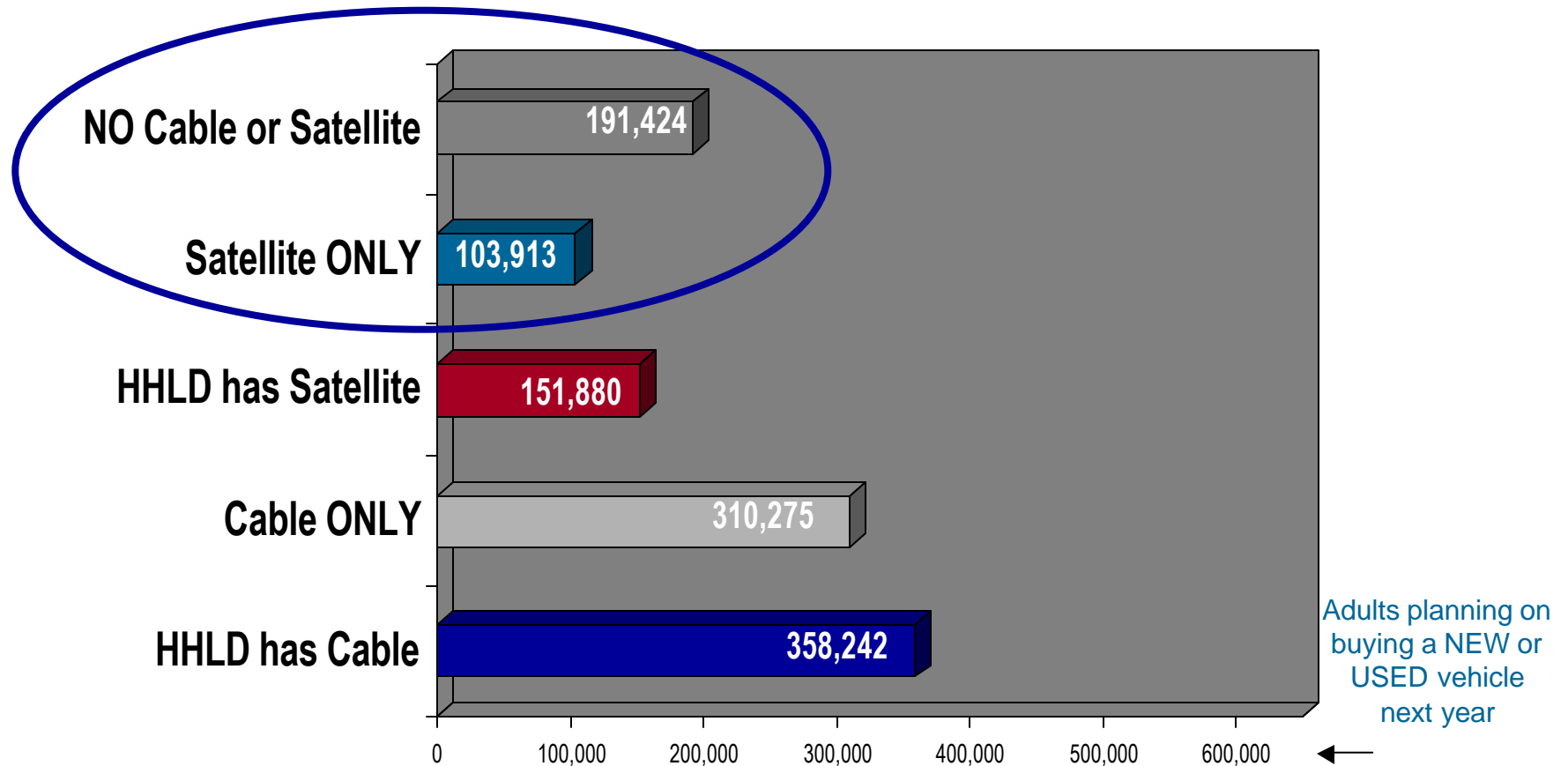
**Can you afford
Not
to advertise on WSMV?**



Don't Limit Your Reach

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON

Does cable really reach EVERYONE?



About 295,000 adults planning to buy a NEW or USED vehicle next year will NOT be exposed to a cable insertion. That's 45% of all adults who plan on buying a car in the next year!



Use Scarborough to Track Sales and Conversions

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON

2005 SSRM
REVOLUTIONize
 SCARBOROUGH RESEARCH

AE	Client	Agency	Increase Share	First Time	Rate/CPP	Moved \$	Future Talks	Other
Bob	Cal Fed Bay Delta Program	Media Strategies	25%	Y	Y		Y	June '03
Bob	LA Weight Loss	Kaye Two Advertising	100%	Y	Y		Y	Annual '03
Bob	McCaffrey Group	McCulloch Communications	100%	Y	Y		Y	
Bob	Papa Murphy's Pizza	Spot Media		Y	Y	Moved from Radio	Y	
Bob	Rockin' California	Media Specialists	100%	Y	Y	Moved from KMPH	Y	Q2-Q3 '03
Bob	World Furniture Direct	Direct	100%	Y	Y	Moved from KGPE	Y	
Deborah	Advanced Laser Hair Removal	Direct	100%	Y		Moved from Bee	Y	
Deborah	Auto Maxx	Direct	100%	Y		Moved from KFTV	Y	
Deborah	Buttonwillow Nursery	Direct		Y		KSEE Exclusive	Y	
Richie	London Properties	In-house	100%	Y		Moved from Bee	Y	Added credibility
Sandra	Bank of the Sierra	In-house	100%	Y		Moved from KMPH	Y	
Sandra	Claudia's Closet	Direct					Y	
Yvette	Auto World	In-house					Y	
Yvette	Cal-Tec Construction	Direct					Y	Support for Experts Online
Yvette	Eye-Q Vision Care	Direct					Y	Support for Experts Online
Yvette	International Furniture	Direct		Y				
THRU 6/11/03								
Bob	LiveLinks							
Bob	Papa Murphy's Pizza	Spot Media						
Chris	Advanced Laser Clinics	Direct		Y				
Chris	County Bank	Direct						
Chris	Grand Occasions	Wayne Scholle Marketing						
Richie	Cingular Wireless	OMD Direct	100%	Y	Y	Brand New Money	Y	
Sandra	Troutts Floor Covering	Direct		Y				
Yvette	DaVinci's Pizza			Y				
Yvette	Taco Bell		X					Increased share
THRU 10/15/03								
Bob	Papa Murphy's Pizza	Spot Media		Y	Y	Moved from Radio	Y	
THRU 12/3/03								
GRAND TOTAL								
Scarborough was also used in the 2004 summer games Olympic presentation								

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON



Map Your Viewers Against Your Client's Shoppers

AUGUST 2 - 5, 2005 THE FAIRMONT COPLEY PLAZA, BOSTON