

What You Can Do with TVSCAN

TVSCAN® is one of the most popular television and cable ratings applications at both agencies and stations. In addition to essential demo, trending and ranker reports, TVSCAN offers a host of customizable planning, buying and posting features. Key features include:

FLIGHTPLAN™

FLIGHTPLAN integrates three modules to take you from Estimates to Planner, and finally to Orders.

Estimates: The Estimates tab is a research area within FLIGHTPLAN that allows you to rank trends and do all necessary research to create estimated ratings for your buy.

Planner: The Planner area is the primary scheduling engine, where actual client schedules are created for analysis of a campaign's performance and effectiveness. Reach attainment, frequency count and GRP achievement can be studied in this area. Also, several scheduling perspectives may be viewed simultaneously, including multispot length, multiweek and total campaign.

Orders: An order is simply a schedule in more detailed form that focuses on a week-by-week display of the campaign and reflects the exact spot placement for each week. Orders produces the actual contract for the stations, as well as a client-friendly calendar report.

FLIGHTPLAN Reports

Planning Reports

Multi-Demo Schedule Summary allows you to print scheduling information for up to five different demos.

Schedule Summary offers an analysis focusing on one specific demo.

Week-by-Week Schedule Summary displays a breakout of each week of the campaign's flight effectiveness; allows up to five demos.

Landscape Blocking Chart displays each week's achievement in a landscape format. (You may use one target demographic.)

Campaign Goals displays each week's daypart goals and percentage differences for GRPs, CPP and Cost.

Schedule Summary Reports

Plan Daypart Distribution shows each daypart's effectiveness for the total campaign, including GRP and reach attainment as well as the number of spots per spot length scheduled.

Plan Weekly Distribution shows a week-by-week breakdown of the campaign.

Plan Station Distribution shows effectiveness broken out on a station-by-station basis.

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Plan Frequency Distribution shows the different levels of frequency obtained by the campaign.

Plan Multi-Demo Summary lists the campaign's effectiveness per estimate for each target demographic selected.

Plan Spot Length Distribution focuses on each spot length's contribution to the campaign.

Broadcast Order Reports

Standard Report shows the contract order for stations with all necessary information, including a customizable make good policy. (This report can be sent electronically as a noneditable pdf file.)

Calendar Report is designed for use by the client in a highly graphical, easy-to-read format.

AutoPost

Use AutoPost to compare your order spots to what was actually delivered by each station. AutoPost shows the differences in rates, number of spots, run dates, GRPs, Reach, Frequency, and CPP, to help you determine each station's performance.

Trender/Ranker

Trender/Ranker lets you view multiple book information or multiple demo information for selected programming, all on one spreadsheet. Reports may be based on any survey, any time period and any book, whether a standard or projection/average book.

Demo Tracker

Demo Tracker tracks audience flow throughout a specified time period. Multiple stations, books and demos may be used. Additionally, you may use standard or projection/average books as needed (with or without rates applied), so that competitive analyses may be obtained from various perspectives.

Analyzer

Analyzer allows you to see an apples-to-apples comparison. For example, you can see how a program on one station performed against programs during the same time slot on competing stations. A variety of scenarios can be analyzed, including the rise and fall of viewing levels during the "lead in" and "lead out" surrounding a chosen program.

Inventory

Inventory refers to customized programming, created by the user, which allows reports to reflect programming in a realistic manner. Clients can store up to 12 different rates for each program in Inventory to be used in FLIGHTPLAN.

Market Statistics

TVSCAN's Market Statistics function gives population figures at a glance. The numbers given come from the current Nielsen survey.

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www.arbitron.com



New York
142 West 57th Street
New York, NY 10019
(212) 887-1300

Chicago
222 South Riverside Plaza
Suite 1050
Chicago, IL 60606
(312) 542-1900

Atlanta
9000 Central Parkway
Suite 300
Atlanta, GA 30328
(770) 668-5400

Los Angeles
10877 Wilshire Boulevard
Suite 1600
Los Angeles, CA 90024
(310) 824-6600

Dallas
13355 Noel Road
Suite 1120
Dallas, TX 75240
(972) 385-5388

Washington/Baltimore
9705 Patuxent Woods Drive
Columbia, MD 21046
(410) 312-8000

Birmingham
3500 Colonnade Parkway
Suite 400
Birmingham, AL 35243