

Market Index Report—how to create a multiple media/single target report

What is a Market Index Report?

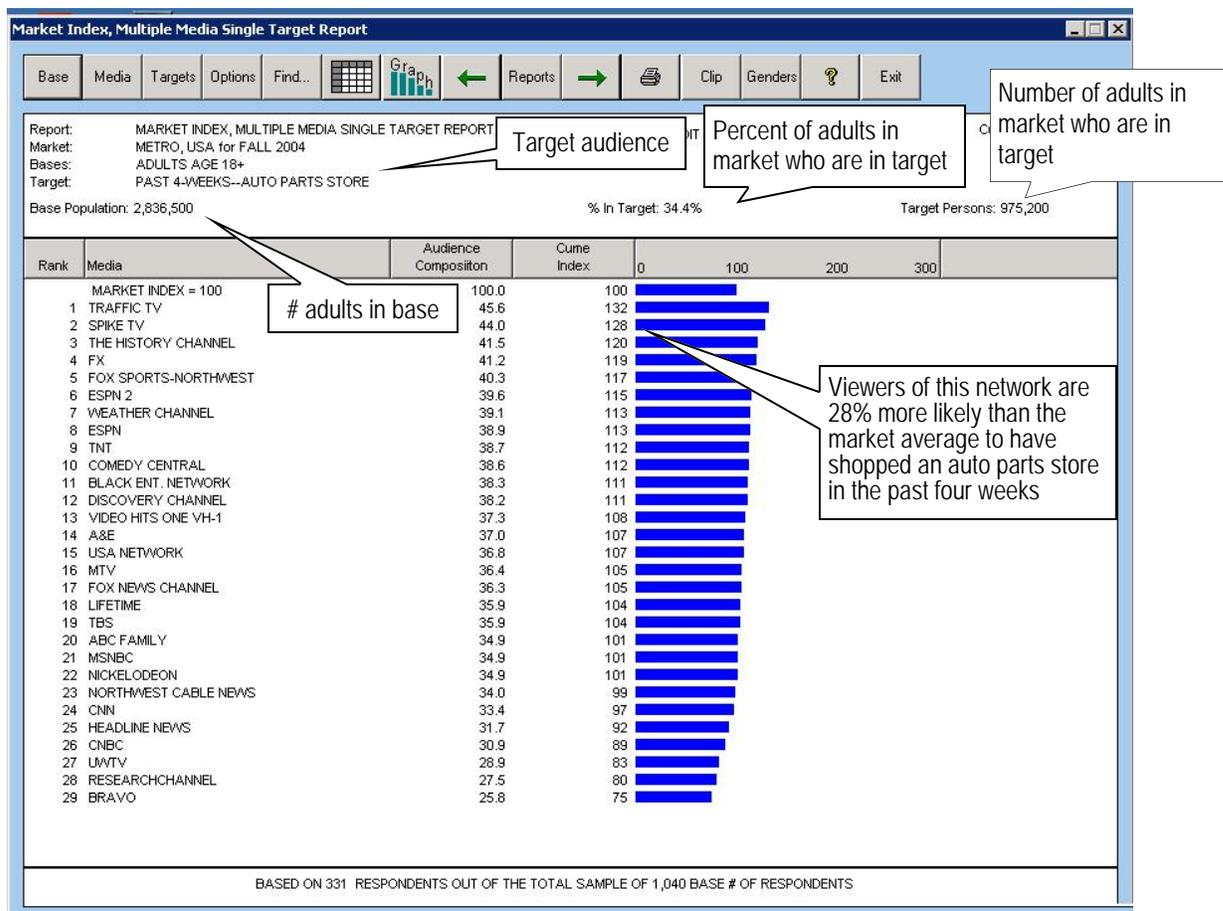
A Market Index Report demonstrates a media's efficiency at reaching a target audience. There are two types of reports; Multiple Media/Single Target or Multiple Target/Single Media.

How to Create a Multiple Media/Single Target Report

1. Click on Market Index from the main menu.
2. Select "Multiple Media/Single Target" from the sub-menu.
3. At the Media Selection screen select your media while holding the CTRL key down at the same time. You can select an unlimited number of media in this report.
4. Click OK to confirm your media selections.
5. At the Target Selection screen, select a single target. Click OK to confirm your selection.
6. Click on "Report" or use the arrow buttons to move from the cume to the most often index report.
7. To change the order, click on the heading of the column you wish to sort.

How to Read a Multiple Media/Single Target Report

Below is an example of how to read a Multiple Media/Single Target Index Report:



The network with the highest index with this target is Traffic TV. This means the network has a heavy concentration of auto parts store shoppers among its audience, compared to the concentration of auto parts store shoppers in the market

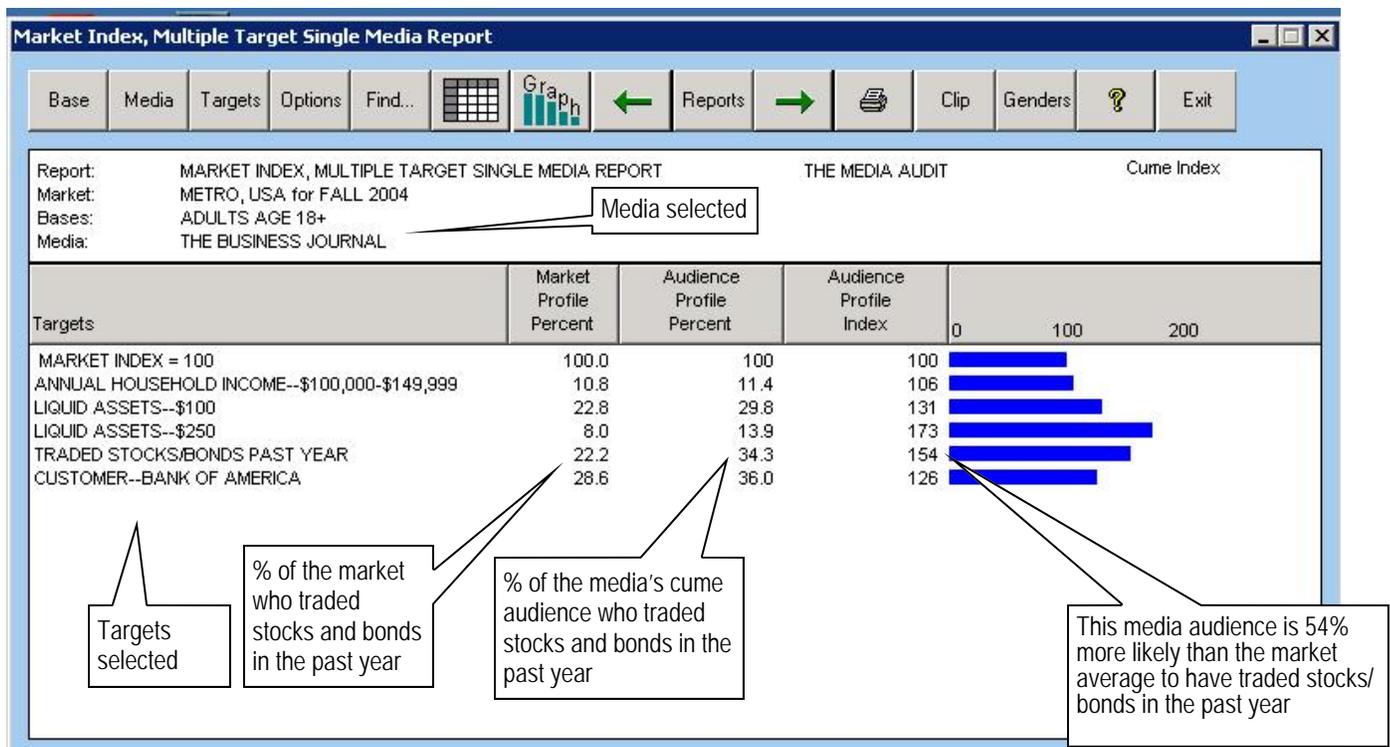
Market Index Report—how to create a multiple target/single media report

How to Create a Multiple Target/Single Media Report

1. Click on Market Index from the main menu.
2. Select "Multiple Target/Single Media" from the sub-menu.
3. At the Media Selection screen, select a single media from the list and click OK to confirm.
4. At the Target Selection screen, select your targets while holding the CTRL key down at the same time. You can select an unlimited number of targets in this report.
5. Click OK to confirm your target selections.
6. Click on "Report" or use the arrow buttons to move from the cume to most often index.
7. To change the order, click on the heading of the column you wish to sort.

How to Read a Multiple Target/Single Media Report

Below is an example of how to read a Multiple Target/Single Media Index Report:



How Indices are Calculated

Usually, indices are calculated by dividing the media % by the market % and then X 100. Using the example of trading stocks/bonds, we divide 34.3% by 22.2% X 100 = 154.