

## Unreliable data and market uncertainties leave your business in the dark

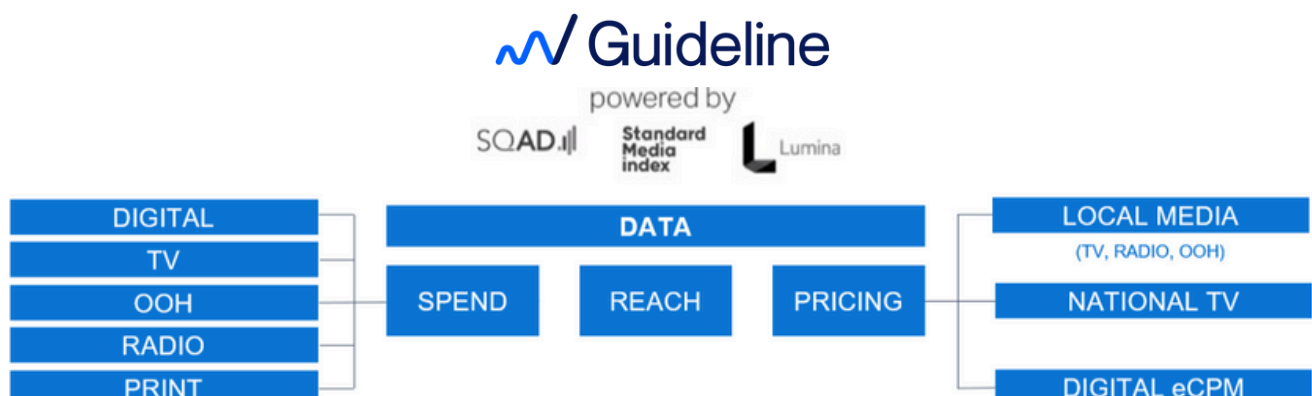
- Relying on incomplete or inaccurate market insights often leads to strategic missteps.
- Failing to understand market trajectory, shifting prices, and investment trends leads to missed opportunities.
- Lacking access to accurate, real-time data increases the risk of costly errors in a dynamic environment.
- Viewability and ad fraud concerns put increased pressure into ad intelligence products that rely on monitoring viewership.

## Unlock the power of precision data to confidently navigate the media landscape, built on actual billing data from major holding groups and independent agencies.

- Make decisions based on accuracy, not estimates
- Gain intelligence across both Spend + Pricing spectrums
- Access cross-platform intelligence across traditional + digital media
- Analyze buy-side product categories as well as highly granular sell side data (media types, ad types, media owners)
- Receive insights with superior timeliness (2-3 weeks after month's end)
- Develop a competitive and international outlook

**Master the media and advertising world with the necessary insights to view current trends, anticipate future shifts, fine-tune ad spend, and achieve strategic pricing.**

## Our Product Portfolio:



**Guideline's Core 2.0** captures actual ad spend from all six major agency holding groups and the largest US independents across all digital and traditional media. It enables a wide range of use cases for media owners, agencies, consulting companies, brands and financial investors as they optimize their media trading operations and drive new business.

**Single-sourced.** Real spend data (\$100B/Year) coming from the single source of the largest US agencies' systems.

**Incomparable accuracy.** No rate cards, no estimates, no panels – just buy side actual, granular spend data.

**Cross-platform.** The only true view of cross-platform media intelligence, capturing all digital & traditional media (TV, Radio, OOH, Print).

**Superior timeliness.** Our subscribers access data two weeks after a month's end, every month.

## Major Use Cases

- Understanding media spend trends
- Budgeting and market sizing
- Growing share of wallet
- Media allocation
- Client prospecting
- New business pitches
- Uncover acquisition targets

## Data Features

- 6 Major media types
- 31 Media sub-types
- 15K Publishers
- 13 Digital Placement Types
- Thousands of TV Programs
- 87 Product Sub-Categories
- 6 Years of Historical Data

## Media Agency Data Contributors (US \$100 Billion / Year)



## Select Customers



Introducing **AccuTV**: Your Ultimate Ad Sales Solution for Linear National Television. With over \$30 Billion/Year in actual buys and fueled by Nielsen Ad Intel's ad occurrences and Gracenote programming metadata, we provide the most advanced reporting on ad spend, unit rates, and unit counts. Gain a full market view across Broadcast, Cable, and Syndication, empowering media buyers and sellers to optimize trading operations and drive new business. Elevate your ad sales strategy with AccuTV today.

### Key Dimensions

- 130 Networks
- 9 Dayparts
- 20 Program genres
- Program characteristics
- Thousands of program names
- 3 Buy Types – Upfront, Scatter, + DR
- 4 Unit Types – Paid, Unpaid, Promo, + Mirror
- 87 Product categories

### Metrics

- Media Spend
- Unit Cost
- Unit Count

### Major Use Cases

- Understanding National TV spend trends
- Budgeting and market sizing
- Growing share of wallet
- Media allocation and share shifting
- Inventory management
- Prospecting new business pitching

### Data Features

- Full Market reporting
- Incomparable accuracy
- Deep granularity
- Superior Timeliness
- Upfront, scatter, + DR
- ADU + makegood impact

## Media Agency Data Contributors (US \$100 Billion / Year)



## Select Subscribers to AccuTV



Introducing **Digital Pricing**: Your industry-first solution for single-sourced CPM data across publishers and ad formats. Say goodbye to pricing challenges in the opaque digital market —embrace transparency on your digital buys.

## Key Dimensions

- Publisher (400+)
- 8 Digital Media Subtypes
- 3 Digital Ad Types - Video, Display, + Audio
- 12 Product Category Groups
- Buy Type: Direct vs. Third Party
- Target Audience Weighting
- Ad Tech Layers Measurement

## Major Use Cases

- Understand CPM Pricing Trends
- Competitive Pricing Analysis
- Yield Optimization
- Inventory Management
- Increase RFP Close Rates
- Pricing New Ad Products
- New Business Pitching

## Differentiators

- Publisher-Level Detail
- YoY + QoQ Pricing Inflation
- Quarterly Reporting Updates
- Average Monthly Campaign Impression Size by Publisher
- Incomparable Accuracy

## Media Agency Data Contributors (\$55 billion/year)

Guideline's Digital Pricing solution comes from the same pool of major holding company agencies and leading independents as a deterministic source of effective CPMs.

## Select Subscribers to Digital Pricing



Introducing **Linear eCPM**: Your solution for accurate CPM data across National Linear TV networks and media owners. Say goodbye to pricing and yield challenges by relying on inaccurate benchmarks. Price and benchmark Upfront and Scatter inventory across networks and program genres on a like-for-like basis with confidence of driving greater revenues.

## Key Dimensions

- 140 Cable, Broadcast and Syndication Networks
- 27 Program Genre and Subgenre
- Upfront and Scatter Buy Types
- 12 Product Category Groups
- Key Age and Gender Buying Targets
- Historical data from January 2019
- Program, Genre, Daypart, DOW, Spot Type, Air Type + Run Type granularity

## Differentiators

- Upfront and Scatter Buy Type CPM
- Network and Program Level Detail
- MoM, QoQ + YoY Pricing trends
- Incomparable Accuracy

## Major Use Cases (Sell Side)

- Understand CPM Pricing Trends
- Competitive Pricing Analysis
- Yield Optimization
- Inventory Management
- Increase RFP Close Rates
- Planning Upfront and Scatter Pricing
- New Business Pitching

## Major Use Cases (Buy Side)

- Benchmark pricing and stewardship
- New business pricing proposals
- Debunk auditor reports
- Vendor research and negotiations
- Campaign planning and projections
- Buy optimizations
- Source of inflation

## Media Agency Data Contributors (\$30 billion/year)



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IPG MEDIABRANDS

groupm

OMG

Omnicom MediaGroup

STAGWELL

havas media

horizon media

rpa

EMPOWER

ICON MEDIA DIRECT

## Select Subscribers to Linear eCPM

WARNER BROS. DISCOVERY

FOX

Disney

AMC NETWORKS

NBCUniversal

**MediaCosts National** is the most trusted pricing intelligence tool for negotiated CPMs in the National Television space. Gain a competitive advantage by drilling down to the real media price from network, genre and program details. MediaCosts National brings transparency through comparative analysis of your negotiated rates based on real market costs.

**Key Dimensions**

- Over 130 Cable, Broadcast, Syndication and Hispanic Networks
- Sports, News + Entertainment genres
- Upfront, Scatter + Combination Buy Types
- Paid vs Unpaid buys
- 17 Age-Gender demographics

**Major Use Cases**

- Network Performance
- CPM Analysis
- Program Performance
- NetVue Forecast Calculator
- Time Period Schedule Report
- Genre Report
- Schedule Planner
- Schedule Analysis
- Revenue + Market

**Differentiators**

- Actual data coming from buying systems, leading to strong accuracy
- Diverse agency pool of contributors
- Only source of Negotiated pricing available in market
- Program Level Data

**Major Use Cases (Buy Side)**

- Benchmark pricing and stewardship
- New business pricing proposals
- Debunk auditor reports
- Vendor research and negotiations
- Campaign planning and projections
- Buy optimizations

**Major Use Cases (Sell Side)**

- Understand CPM Pricing Trends
- Competitive Pricing Analysis
- Yield Optimization
- Inventory Management
- Increase RFP Close Rates
- Planning Upfront and Scatter Pricing
- New Business Pitching

**MediaCosts Local** is the most complete pricing intelligence local media solution in market. Local subscribers are connected to the largest real cost benchmarking data set for comprehensive CPP and CPM insight, giving users effective leverage for negotiations and actionable market intelligence.

### Key Dimensions

- **Local Broadcast TV, Hispanic TV, & Cable:** Nielsen-based CPP & CPM reported by Market, Daypart, & Demo (negotiated)
- **Comscore Broadcast TV:** Comscore-based CPP, CPM, & Unit Rate reported by Market, Station, Daypart & Demo (actuals)
- **Radio:** Nielsen-based CPP & CPM reported by Market, Daypart, & Demo (negotiated)
- **Out of Home:** CPP & CPM reported by Market, Media Format and Demo (actuals)

### Differentiators

- Actual data coming from confidential contributors buying systems
- Incomparable accuracy
- Forecasting
- Cross-Channel Local Intelligence: Spot TV, Cable TV, Hispanic TV, Radio, and OOH
- Multiple audience sources

### Ultimate Report Flexibility

- Create Custom Trend Reports
- Compare Historical Rates
- Display Multiple Measures
- Create custom factors for CPP/CPM
- Custom Buying Strategy builder
- Ability to evaluate multiple costs scenarios while on the platform
- Export to Excel & CSV

### Major Use Cases

- Set optimal budgets
- Maximize audience reach
- Plan/Project future quarter CPPs, CPMs (Media Agency)
- Negotiate current marketplace CPPs, CPMs (Media Agency)
- Benchmark internal investment against market (Media Agency)
- Marketplace intelligence & competitive insights (Media Owner, Media Agency)
- Generate buying strategies through market mix scenarios
- Optimize yield (Media Owner)
- Ingest SQAD cost metrics to help inform pricing models for their own applications & products (3rd Party Data Provider)
- Use flat file outputs for non-competitive integration into their own applications + product (3rd Party Processor)

**MediaLogic** is the premier application for data analysis of Nielsen audience viewership data. MediaLogic is trusted by the major networks, broadcast stations across the country, program syndicators and television representation firms. These clients use MediaLogic to strategize, forecast and negotiate in the ever-changing industry.

### **Key Dimensions**

- MediaLogic: Overnights:
- 56 Metered markets
- 11 single market reports
- 13 multi-market reports
- MediaLogic: Sweeps:
- 208 measured markets
- 8 multi-market reports
- All Nielsen demographics
- Custom Dayparts
- Auto-Scheduler

### **Differentiators**

- Nielsen Local Dailies
- Nielsen Local Monthlies
- Time Period and Program Average
- Three decimal accuracy
- Fastest application in industry

### **Major Use Cases**

- Program performance analysis
- Sales strategy
- Budget planning and forecasting
- Sales negotiation
- Station performance reviews
- Syndication program planning
- Broadcast schedule analysis

### **Ultimate Report Flexibility**

- Several formats for Grid reports comparing market performance
- Create Custom SM and MM Trend reports
- Program reports show history, competition, and quarter-hour breakdowns for a full season
- Sport and Special programming tracking reports