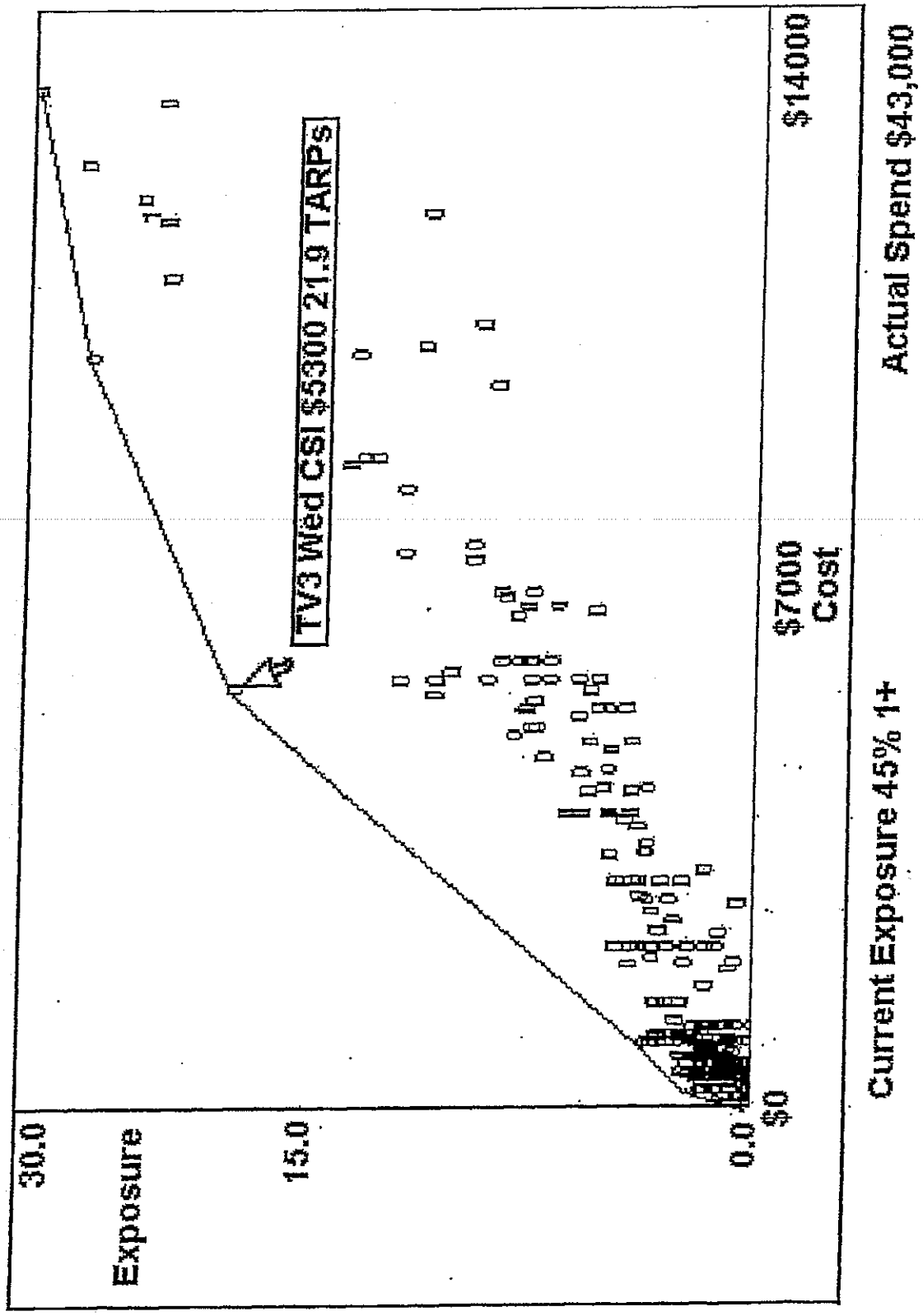

30.0
Exposure
15.0
0.0
$0
$7000
Cost
$14000
Actual Spend $43,000
Current Exposure 45% 1+
TV3 Wed CSI $5300 21.9 TARPs

Figure 1

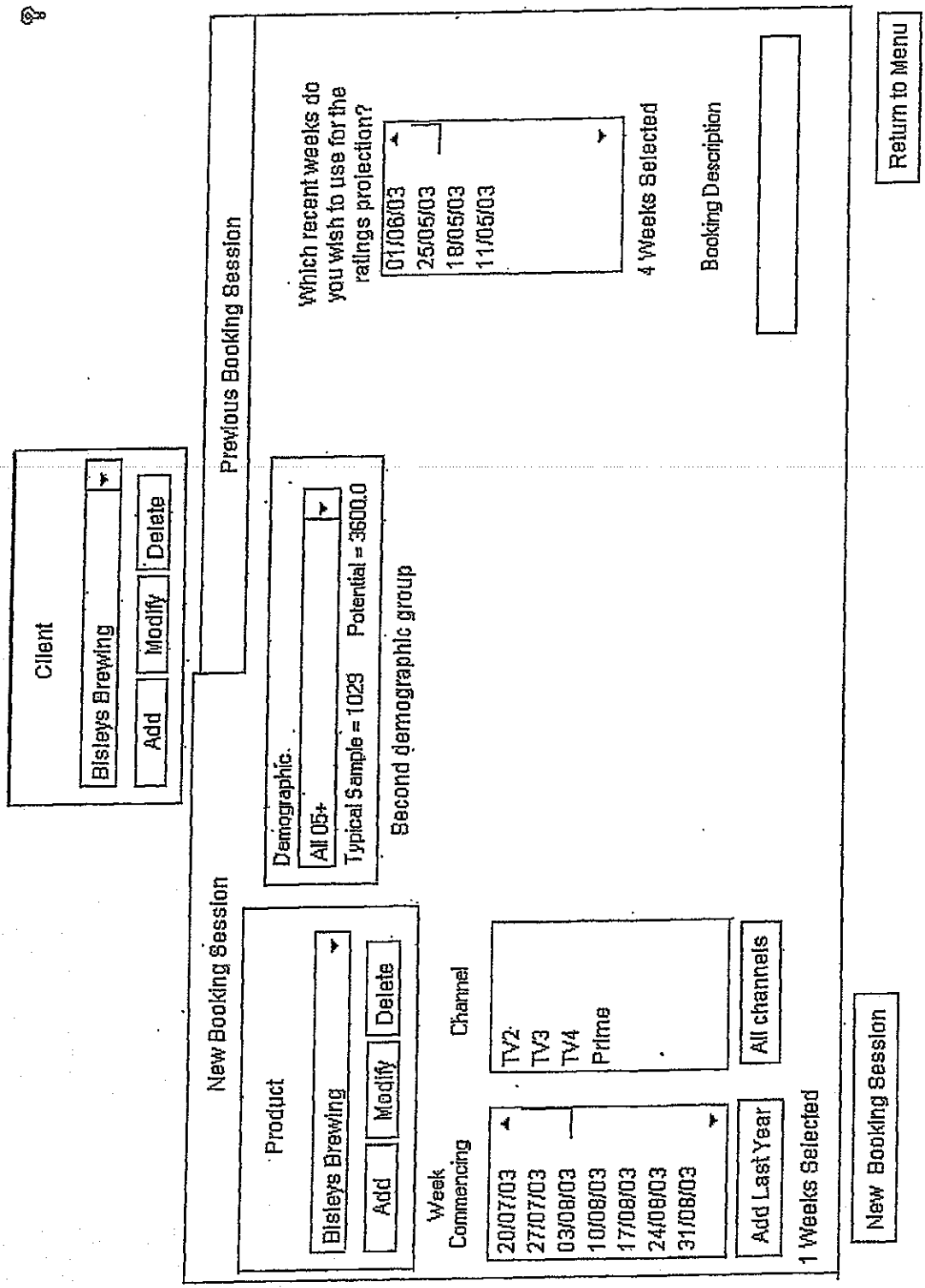

Client
Bisleys Brewing
Add
Modify
Delete
Previous Booking Session
New Booking Session
Product
Bisleys Brewing
Add
Modify
Delete
Demographic
All 05+
Typical Sample = 1029
Potential = 3600.0
Second demographic group
Which recent weeks do you wish to use for the ratings projection?
01/06/03
25/05/03
18/05/03
11/05/03
4 Weeks Selected
Booking Description
Return to Menu
Week Commencing
20/07/03
27/07/03
03/08/03
10/08/03
17/08/03
24/08/03
31/08/03
Channel
TV2
TV3
TV4
Prime
All channels
Add Last Year
1 Weeks Selected
New Booking Session

Figure 2

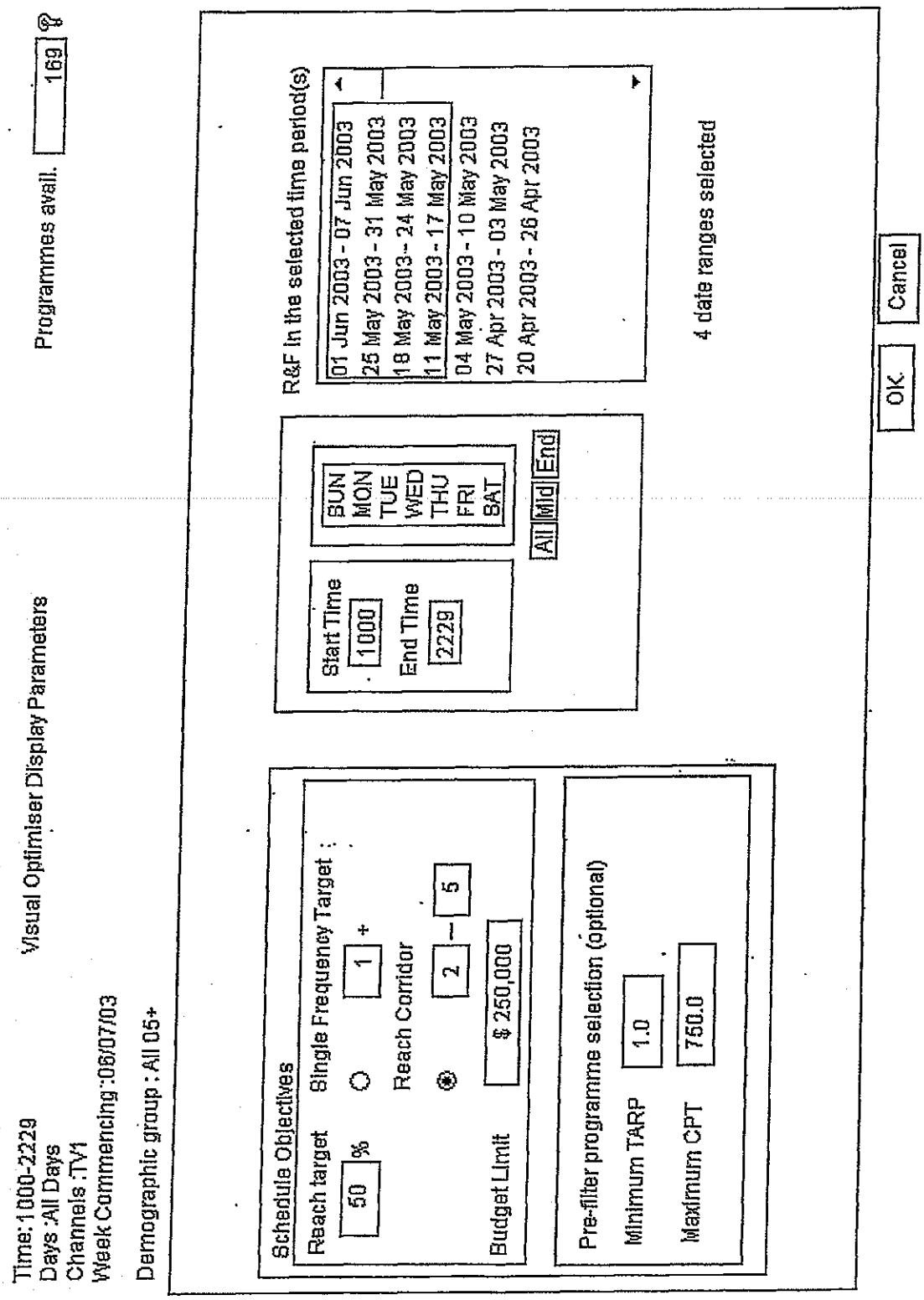

Visual Optimiser Display Parameters
Programmes avail. 169
Time: 1000-2229
Days :All Days
Channels :TV1
Week Commencing :06/07/03
Demographic group : All 05+
R&F In the selected time period(s)
01 Jun 2003 - 07 Jun 2003
25 May 2003 - 31 May 2003
18 May 2003 - 24 May 2003
11 May 2003 - 17 May 2003
04 May 2003 - 10 May 2003
27 Apr 2003 - 03 May 2003
20 Apr 2003 - 26 Apr 2003
4 date ranges selected
Start Time
1000
End Time
2229
SUN
MON
TUE
WED
THU
FRI
SAT
All
Mid
End
OK
Cancel
Schedule Objectives
Reach target
50
%
Single Frequency Target :
1
+
Reach Corridor
2
–
5
Budget Limit
$ 250,000
Pre-filter programme selection (optional)
Minimum TARP
1.0
Maximum CPT
750.0

Figure 3

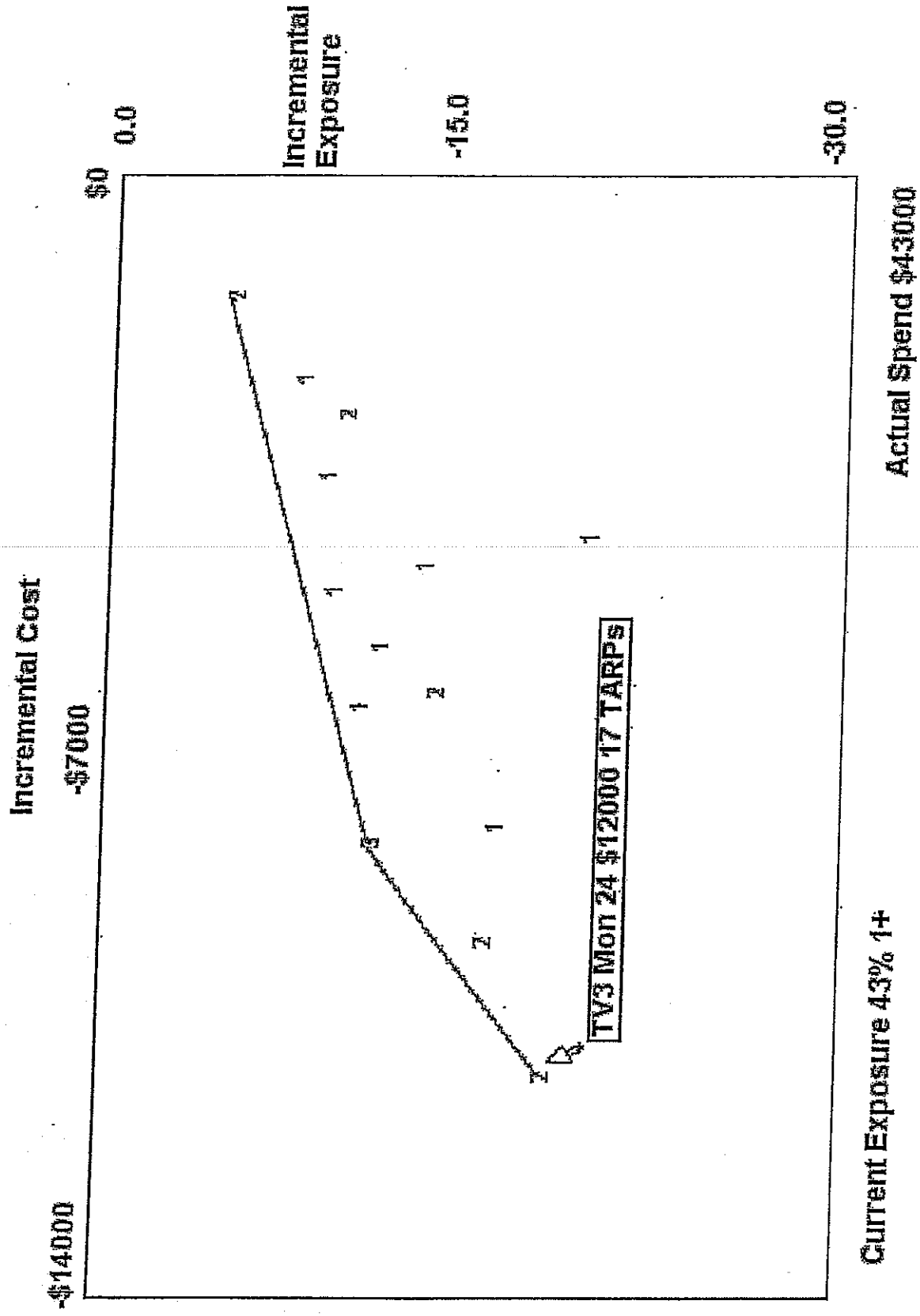

Incremental Exposure
0.0
-15.0
-30.0
$0
-$7000
-$14000
Incremental Cost
Actual Spend $43000
Current Exposure 43% 1+
TV3 Mon 24 $12000 17 TARPs

Figure 4

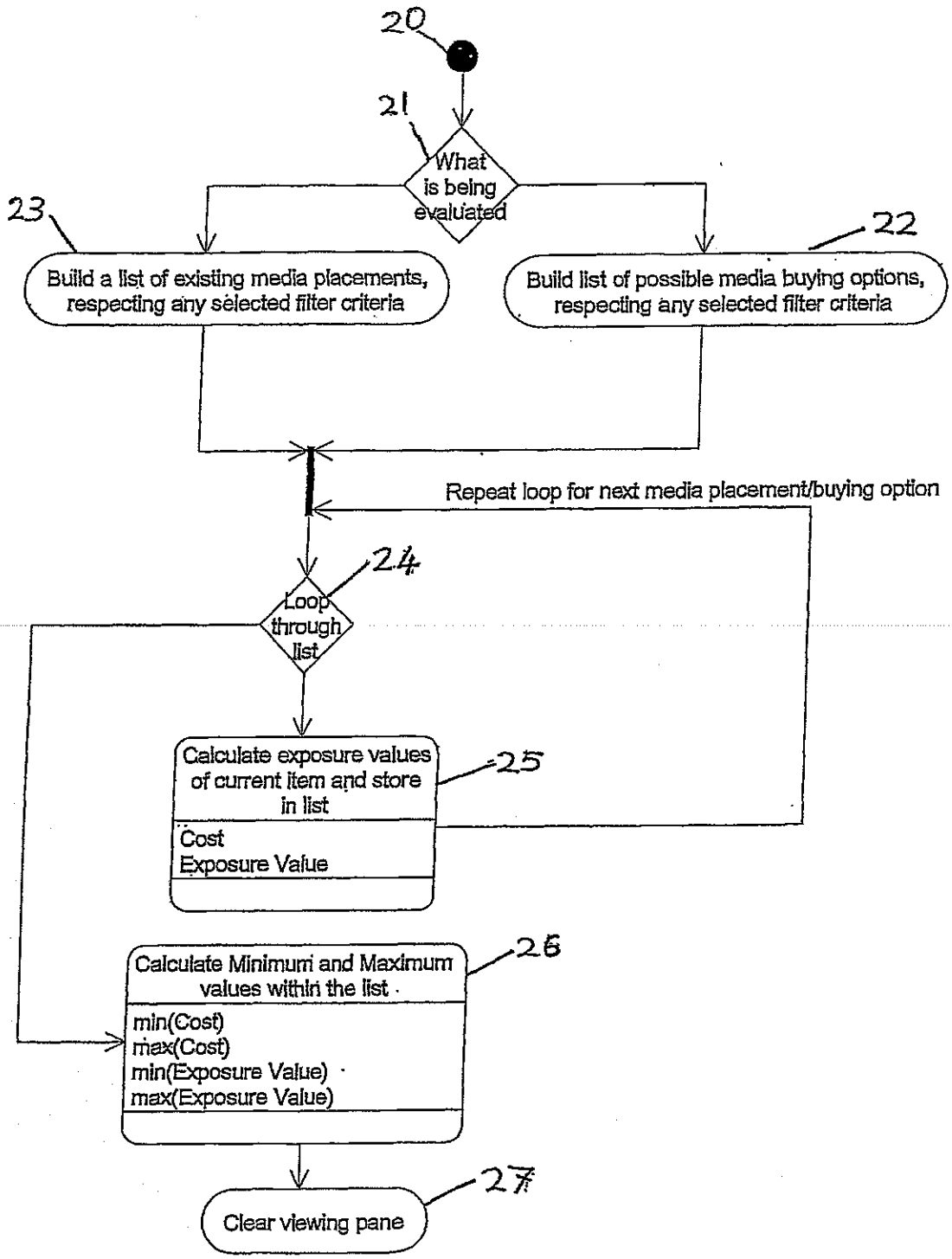

20
21
What is being evaluated
23
22
Build a list of existing media placements, respecting any selected filter criteria
Build list of possible media buying options, respecting any selected filter criteria
Repeat loop for next media placement/buying option
24
Loop through list
Calculate exposure values of current item and store in list
25
Cost
Exposure Value
Calculate Minimum and Maximum values within the list
26
min(Cost)
max(Cost)
min(Exposure Value)
max(Exposure Value)
27
Clear viewing pane

Figure 5

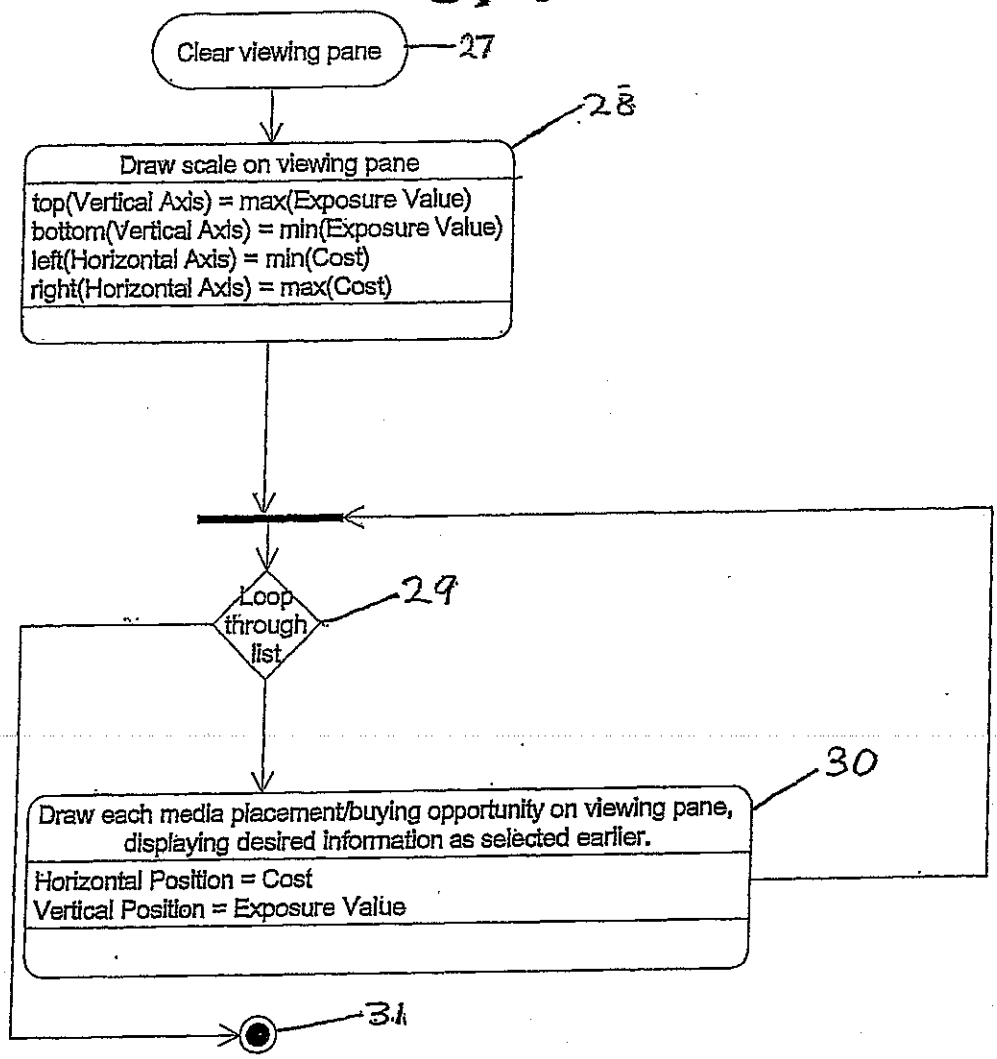


Figure 5 cont

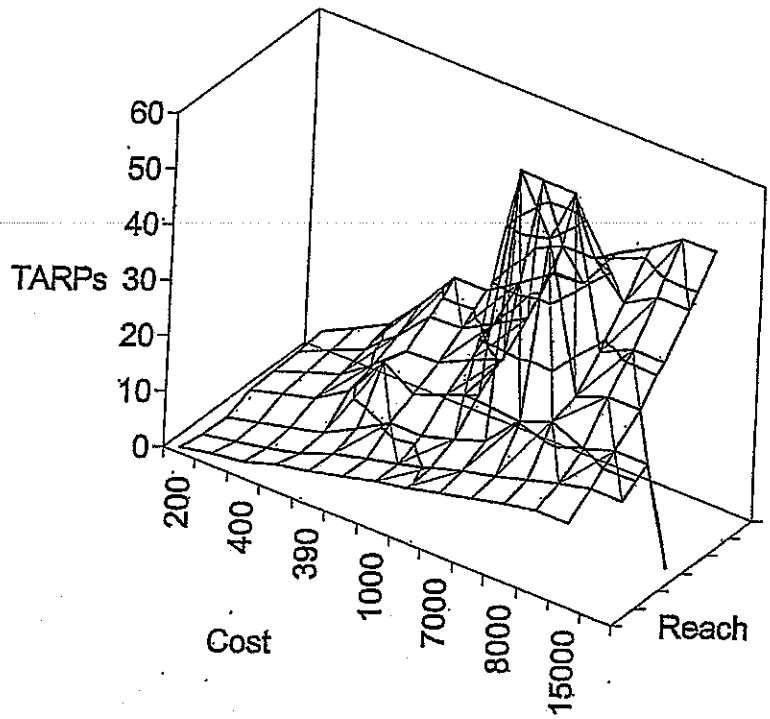

60
50
40
TARPs 30
20
10
0
200
400
390
1000
7000
8000
15000
Cost
Reach

Figure 6