1/7

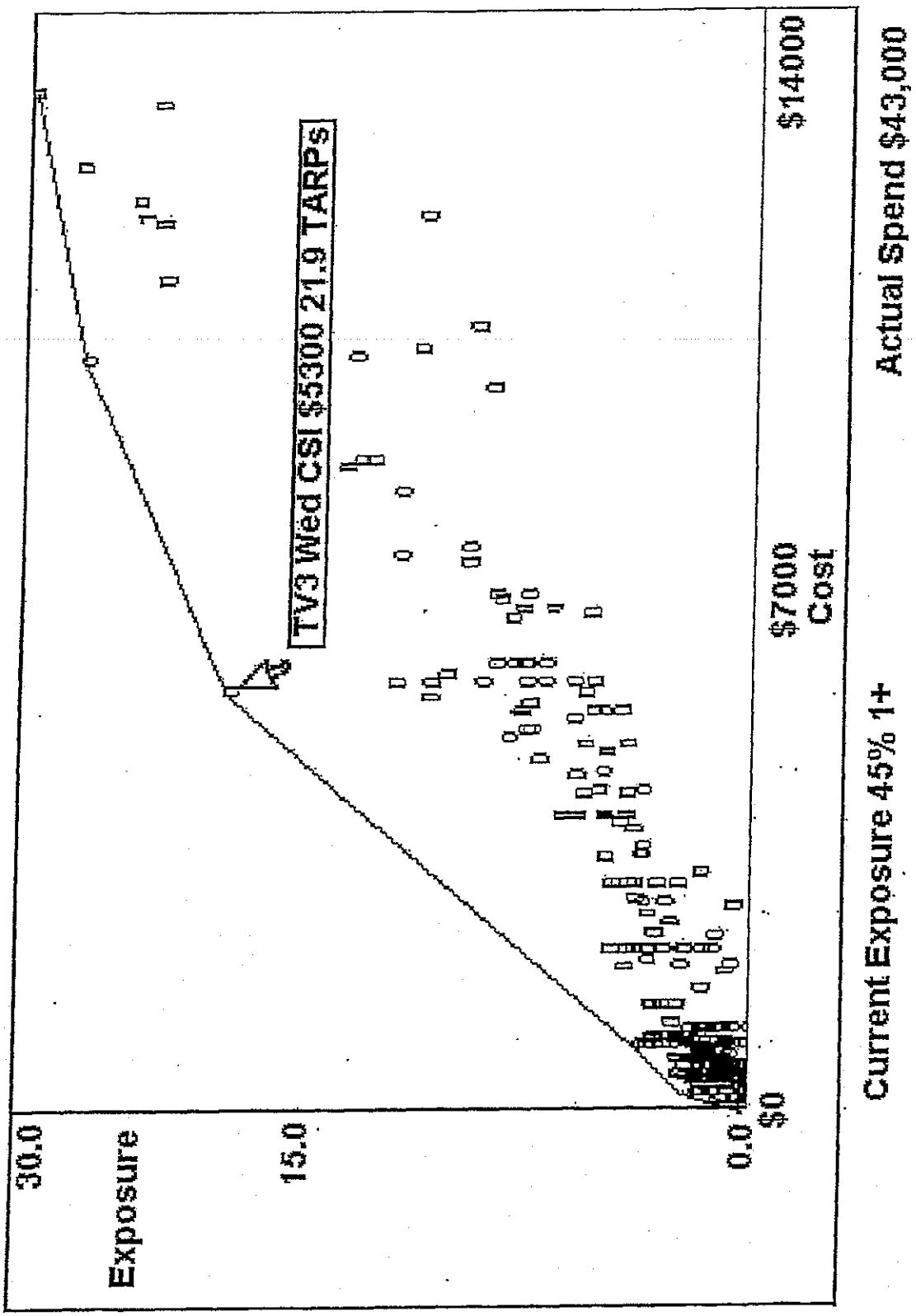

TV3 Wed CSI $5300 21.9 TARPs
30.0
15.0
0.0
Exposure
$0
$7000
Cost
$14000
Actual Spend $43,000
Current Exposure 45% 1+

Figure 1

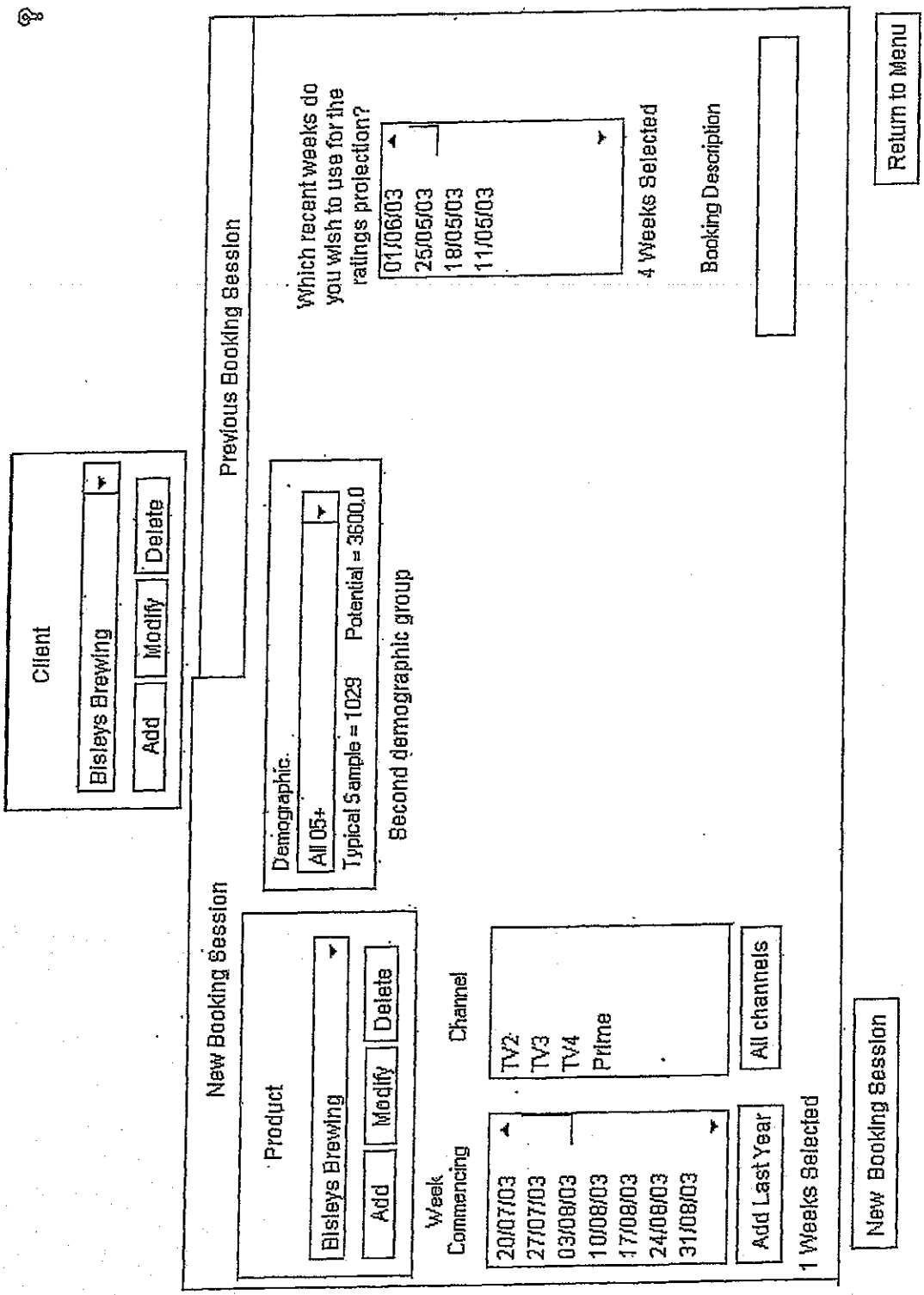

Client
Bisleys Brewing
Add
Modify
Delete
Previous Booking Session
Which recent weeks do you wish to use for the ratings projection?
01/06/03
25/05/03
18/05/03
11/05/03
4 Weeks Selected
Booking Description
Return to Menu
Demographic
All 05+
Typical Sample = 1023
Potential = 3600.0
Second demographic group
New Booking Session
Product
Bisleys Brewing
Add
Modify
Delete
Week Commencing
20/07/03
27/07/03
03/08/03
10/08/03
17/08/03
24/08/03
31/08/03
Add Last Year
Channel
TV2
TV3
TV4
Prime
All channels
1 Weeks Selected
New Booking Session

Figure 2

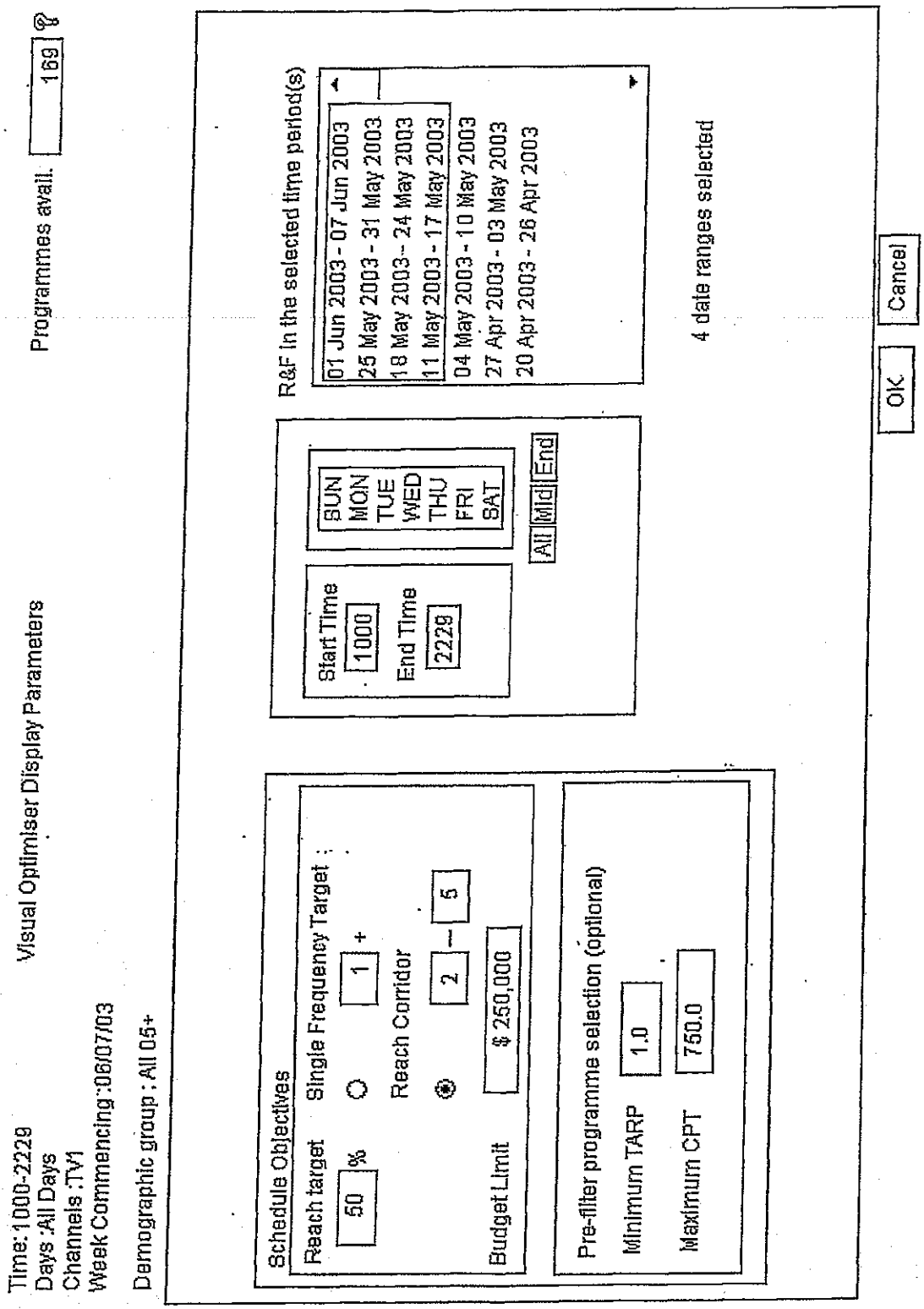

Visual Optimiser Display Parameters
Time: 1000-2229
Days :All Days
Channels :TV1
Week Commencing :06/07/03
Demographic group : All 05+
Programmes avail. 169
Schedule Objectives
Reach target
50 %
Single Frequency Target :
1 +
Reach Corridor
2 – 5
Budget Limit
$ 250,000
Pre-filter programme selection (optional)
Minimum TARP 1.0
Maximum CPT 750.0
Start Time 1000
End Time 2229
SUN MON TUE WED THU FRI SAT
All Mid End
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
OK
Cancel

Figure 3

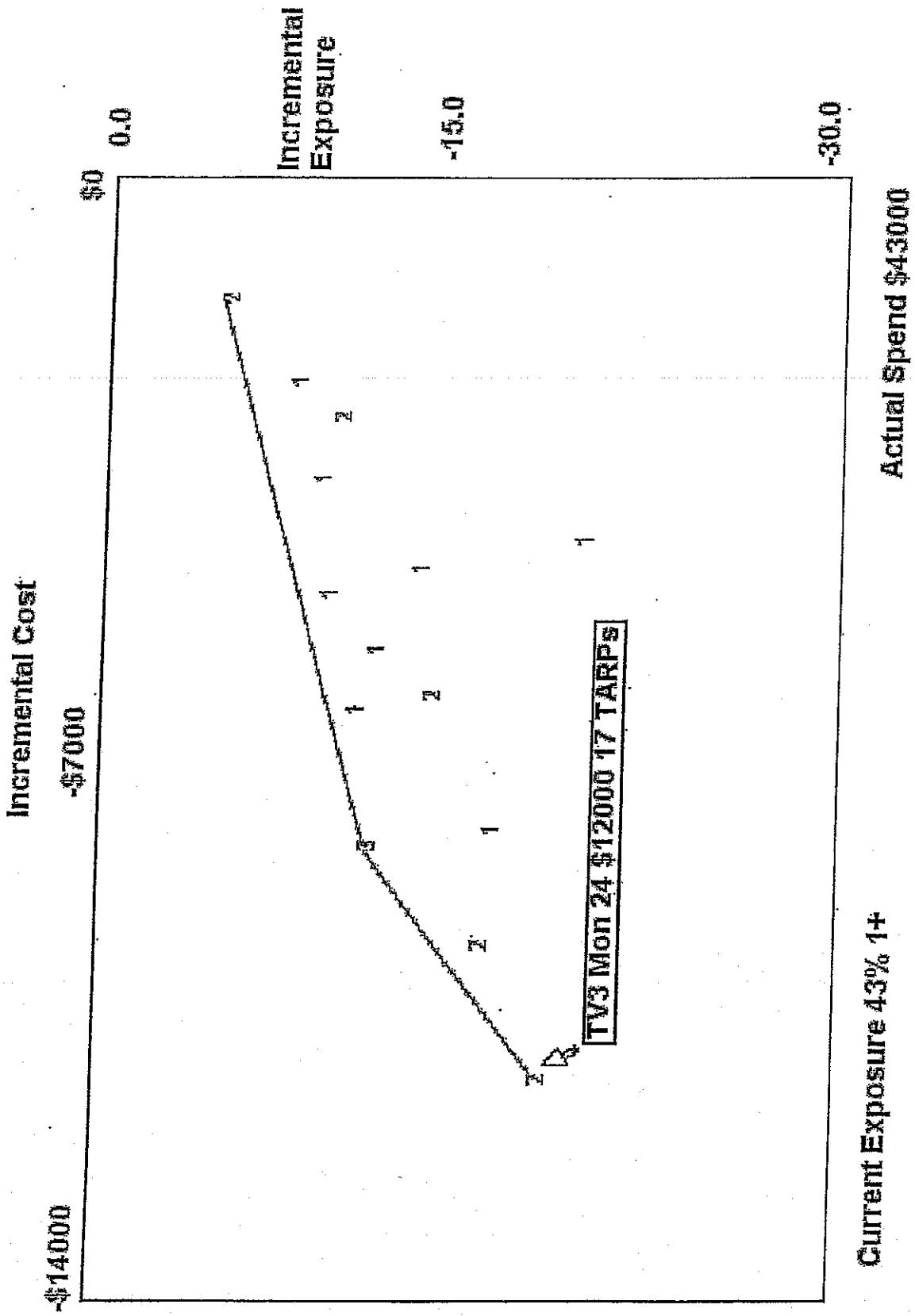

Incremental Exposure
0.0
-15.0
-30.0
$0
-$7000
-$14000
Incremental Cost
Actual Spend $43000
Current Exposure 43% 1+
TV3 Mon 24 $12000 17 TARPs

Figure 4

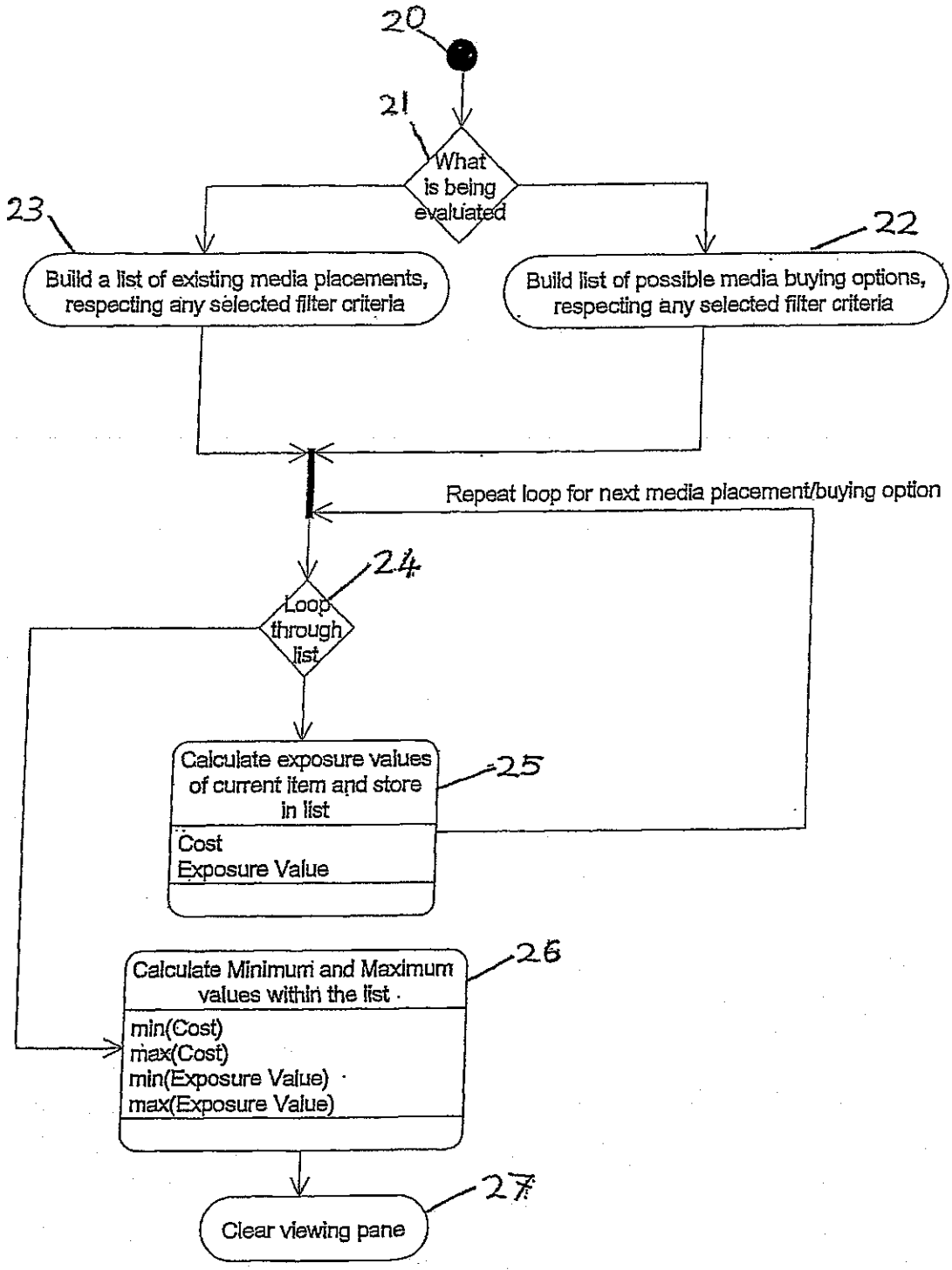

20
21
What is being evaluated
23
22
Build a list of existing media placements, respecting any selected filter criteria
Build list of possible media buying options, respecting any selected filter criteria
Repeat loop for next media placement/buying option
24
Loop through list
Calculate exposure values 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

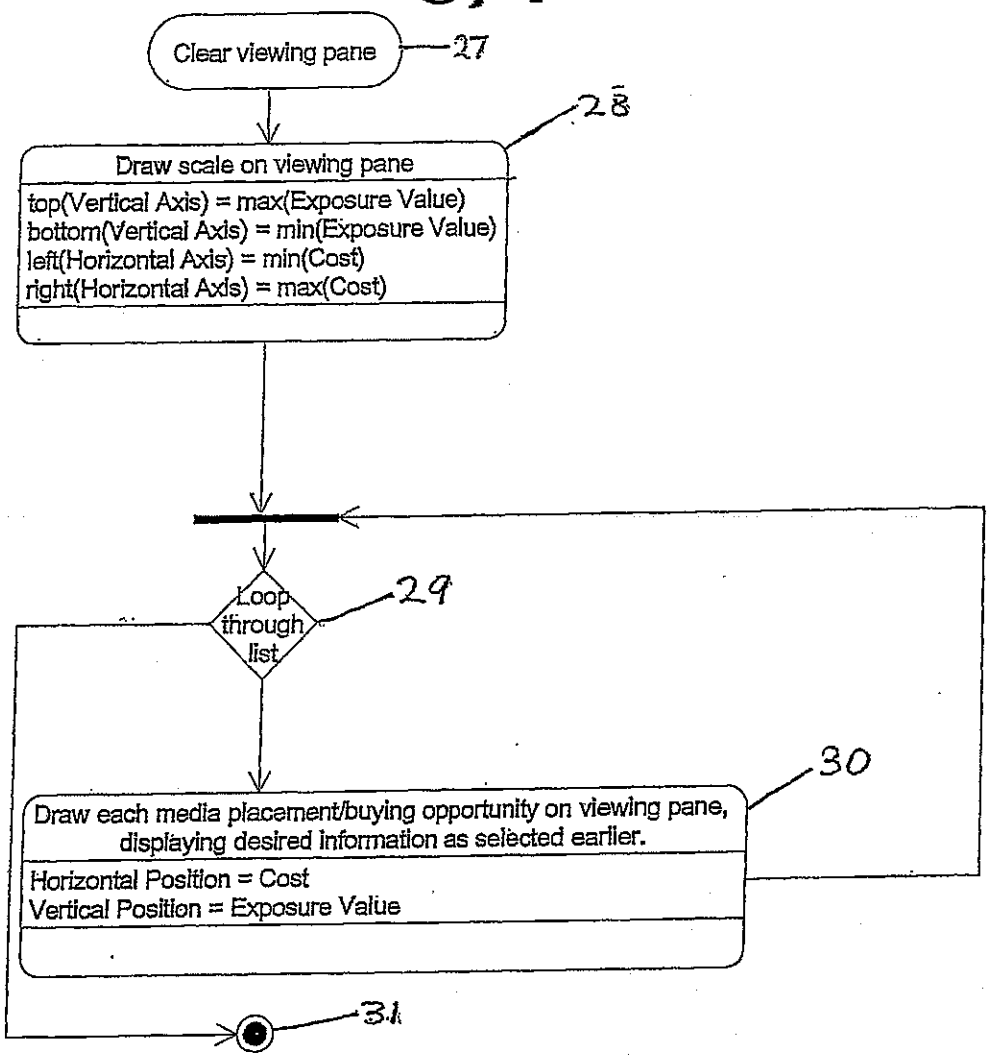


Figure 5 cont

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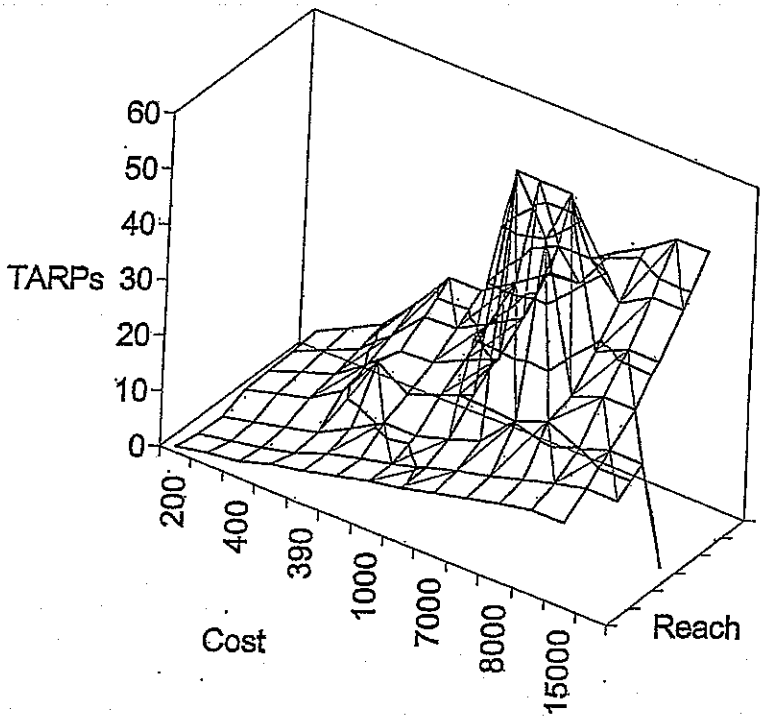

TARPs
60
50
40
30
20
10
0
200
400
390
1000
7000
8000
15000
Cost
Reach

Figure 6