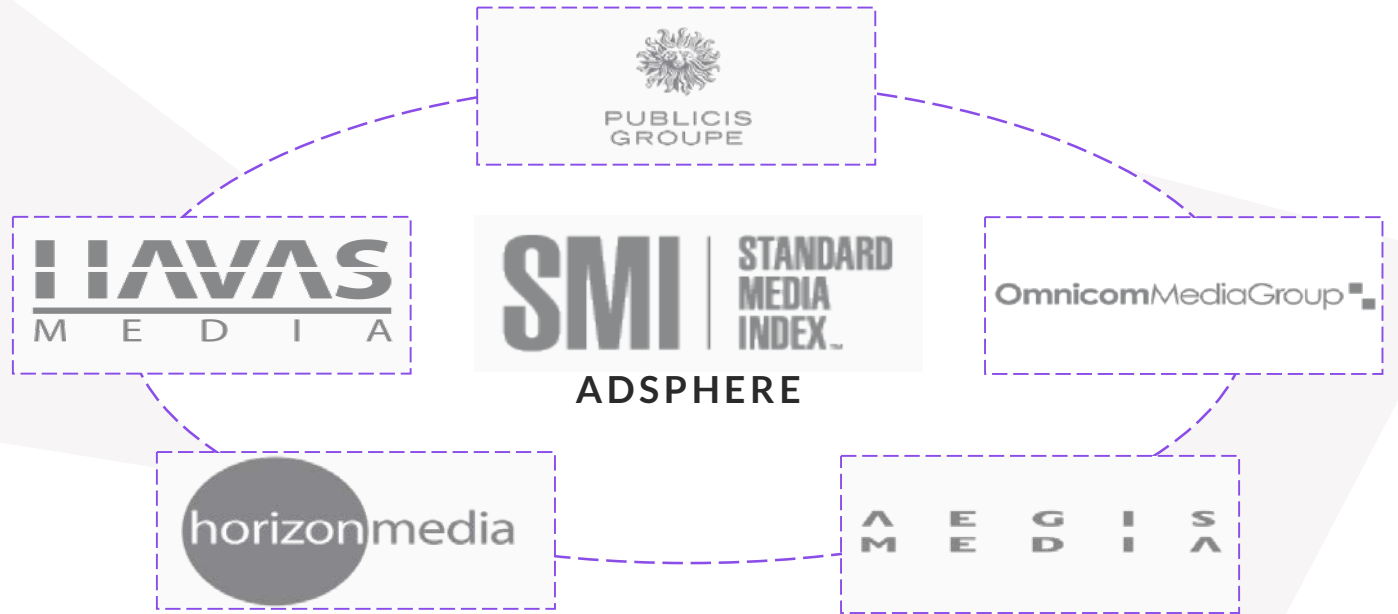


TV Ad Intel At Your Fingertips.

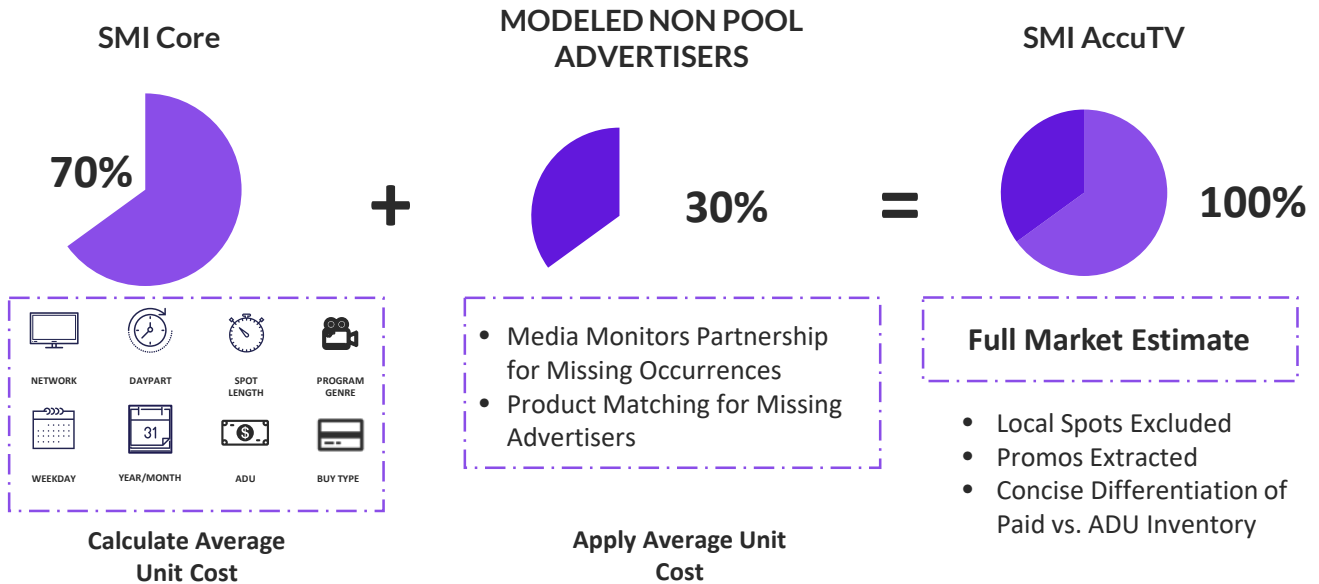
SMI's AccuTV gives the only clear, 360-degree picture of US National TV ad spend, offering industry trends, benchmarking and pricing data all in one place. With AccuTV, you can see everything from real unit costs for any program, on any network, on any date, to Scatter premiums compared to Upfront, and those charged in Premieres and Finales.



The magic is in our method - actual media spend.



AccuTV methodology.



Why SMI AccuTV?



In-depth Pricing

Real unit costs for any program, on any network, on any date.



Premiums

Follow Scatter premiums compared to Upfront, and those charged in Premieres or Finales.



Market Share

Understand your competitive set's revenue throughout different product 38 categories and 108 subcategories.



Inventory Analysis

Monitor makegoods across the market to best price and allocate your inventory.



Competitive Benchmarking

Arm your research teams with truth, so they can be tactical.



Brand Level

Get highly accurate ad spend estimates for all non-SMI pool advertisers



Genres & Subgenres

NFL, NCAA, MLB, NBA, news, entertainment, and specials, just to name a few



80K+ Unit Costs

90 Networks, 9 Dayparts, 7 Weekdays, 8 Spot Lengths, and 3 Buy Types

Putting Our Accuracy to the Test.

SMI Unit Costs vs. Actuals: A 9-Month, Dayparted, Unit Cost Stress Test – Verified By A Major Cable Group for Jan-Sep 2016

ACCURACY MAP		01/2016	02/2016	03/2016	04/2016	05/2016	06/2016	07/2016	08/2016	09/2016
Network Name	Daypart Name									
Network 1	Prime	103.9%	92.5%	97.8%	94.2%	92.2%	90.9%	94.9%	99.9%	96.5%
	Prime Access	111.5%	91.4%	87.0%	91.0%	93.5%	92.8%	93.8%	92.2%	94.5%
	Weekend	109.5%	93.9%	97.4%	90.5%	102.2%	98.8%	94.9%	98.2%	102.7%
	Day	101.6%	99.2%	95.5%	103.6%	104.4%	109.1%	107.3%	111.4%	104.1%
Network 2	Prime	101.2%	99.1%	96.3%	99.2%	93.5%	90.3%	91.4%	97.9%	94.4%
	Prime Access	103.2%	101.7%	94.3%	98.0%	107.6%	104.4%	87.4%	97.2%	101.5%
	Weekend	95.6%	99.7%	98.7%	94.9%	103.1%	102.4%	94.8%	101.2%	93.3%
	Day	102.4%	114.2%	107.4%	101.3%	106.3%	102.6%	97.0%	91.8%	88.9%
Network 3	Prime	91.9%	91.1%	93.2%	96.1%	109.4%	93.5%	97.6%	98.1%	95.1%
	Prime Access	94.6%	96.7%	94.9%	99.8%	106.0%	97.3%	102.5%	111.7%	103.4%
	Weekend	105.0%	113.0%	105.4%	107.0%	111.5%	104.0%	110.9%	108.9%	103.7%
	Day	103.8%	102.7%	101.5%	104.5%	103.1%	96.4%	99.3%	102.5%	99.0%