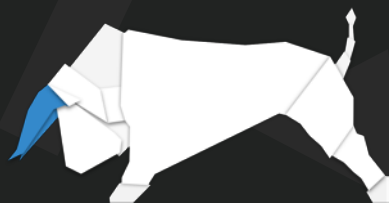
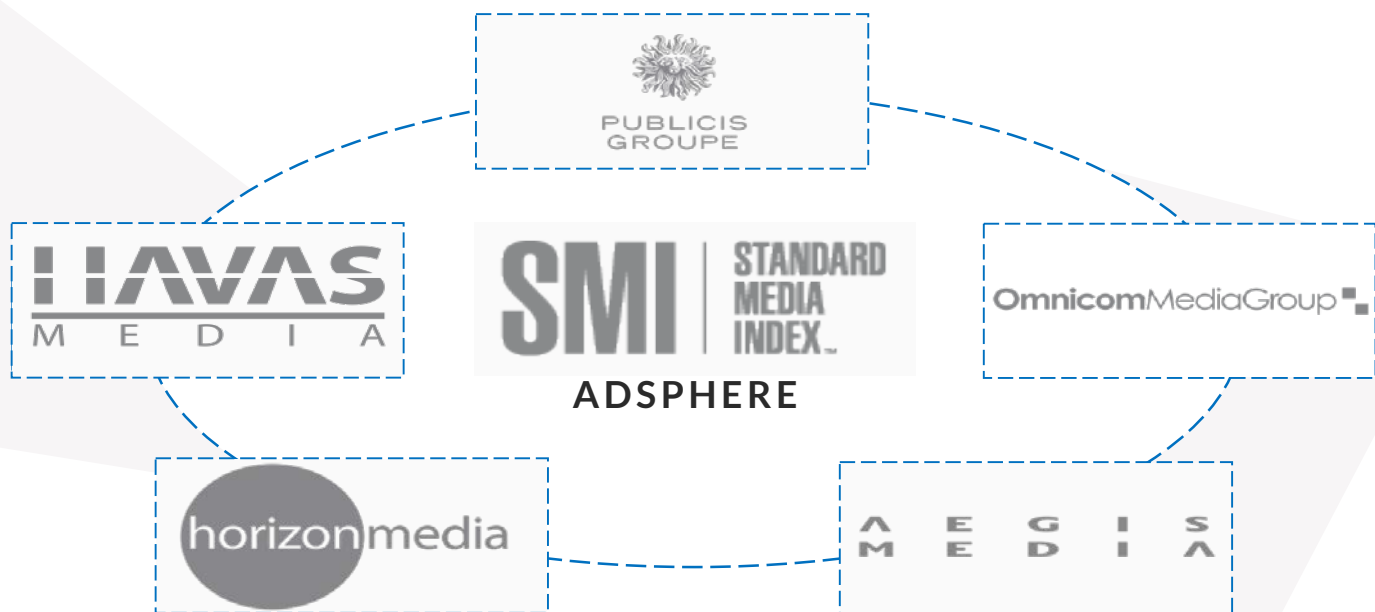


TV Ad Intel At Your Fingertips.

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. Follow events and trends affecting your portfolio so you can make informed investment decisions and beat the market.



The magic is in our method - actual ad spend.



Why SMI AccuTV?



Ad Subcategories

38 product categories and 108 product subcategories (like wine and spirits, or beer)



Real Time

Ad spend cleansed and aggregated monthly, to get ahead of earnings reports



Market Share

Easily view share of ad spend by categories, network and TV owners



Makegoods

The ability to see a network's performance based on their commercial load



Growth Drivers

Visibility into new programs and special events influencing market changes



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



Cost Trends

Actual spots across genres and networks to monitor potential areas of investment