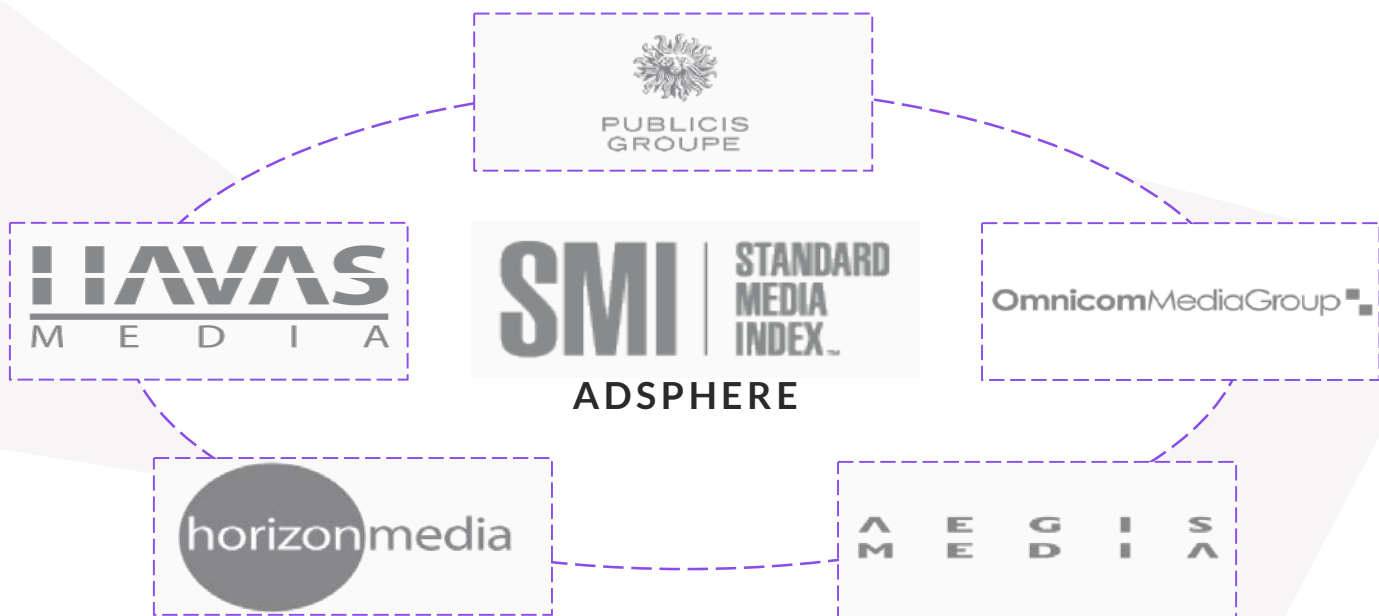


Real Cross-Platform Ad Intelligence.

Our Core product provides a cross-platform view of ad spend data by tracking the flow of advertising dollars across 6 media types and 40 subtypes. It's the largest pool of real advertising spend, enabling the ability to make important decisions based on real market trends.



The magic is in our method - actual media spend.



Why SMI Core?



Granularity

Combine 24+ dimensions with 6 media types and 40 media subtypes.



Digital trends

From social to search to video, to the next Facebook, real ad spend all in one place.



Historical analysis

SMI datasets date back to 2009 offering accurate, historical trends



Cross-Platform

Monitor media mix ad spend trends on 65K+ individual platforms.



Competitive intelligence

View competitor spend across all dimensions for a complete picture.



Categories

Follow where 35 advertiser categories are spending money, and at what frequency.



Real Time

Ad Spend across all media is cleansed and aggregated two weeks after every month.



Data Coverage

SMI Captures 70% of totally national agency revenue.

Understand who is spending.



Travel



**Food,
Produce &
Dairy**



**Financial
Services**



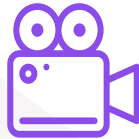
Telecom



Pharma



Retail



Entertainment



**Quick
Service
Restaurants**



**Consumer
Electronics**



Automotive

And, on what platform.



Television

BROADCAST TV
SPOT TV
CABLE TV
SYNDICATION
LOCAL/MSO
AD SALES
HOUSE



Digital

PURE PLAY –
CONTENT/SEARCH
PURE PLAY –
INTERNET RADIO
PURE PLAY – SOCIAL
PURE PLAY – VIDEO
TV NETWORK –
DIGITAL
PRINT – DIGITAL
AD NETWORK/ AD
EXCHANGES



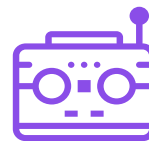
Newspapers

DAILIES
COMMUNITY
BUSINESS
JOURNALS
AD SALES
HOUSE



Magazines

CONSUMER
TRADE
NEWSPAPER
INSERT
AD SALES
HOUSE



Radio

NETWORK
RADIO
SPOT RADIO
AD SALES
HOUSE



Out of Home

CINEMA
BILLBOARDS
STADIUMS &
ARENAS
TRANSIT
STREET
FURNITURE/RETAIL
EVENTS
AD SALES HOUSE