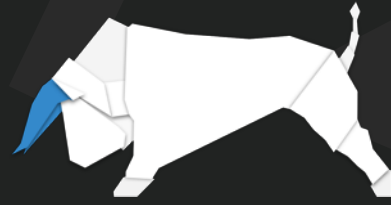


SMI | for Financial Investors

Harness data to master the market.

SMI has the most accurate data to help you maximize returns. Using SMI's actual ad spend, fully understand how events and trends are affecting your portfolio, before everyone else, so you can make informed investment decisions and beat the market.



Why SMI?



Ad Categories

Analyze data by category and subcategories to easily create a balanced portfolio



Real Time

Ad spend cleansed and aggregated monthly, for near real-time accuracy



Custom Reports

Request in-depth, actionable research for specific industries or companies



Upfront Analysis

Follow TV investments during the Upfront season to determine health of the market



Forecasting

Mitigate the risk of future events and changing economies with forecasted data



Real Spend

We source actual ad spend from 5 of the 7 major media buying holding companies.



Trend Spotting

Track companies to identify opportunities worth more research, and the media receiving greater interest.



Market Insights

Key trends highlighted in a syndicated, monthly report around leading listed media stocks

SMI's Quarterly Forecasting – almost a crystal ball.

By combining our real ad spend with key market triggers, we have developed a proprietary model that forecasts quarterly earnings for major media companies. SMI's Quarterly Forecast, which is updated monthly, gives a highly accurate predictive view of the advertising market, enabling investment decisions before your competitors, and well in advance of reported earnings.

Putting SMI's Accuracy to the Test:
Google Ad Revenue

