

How to Use SMI Data – US

Standard Media Index (SMI), is the advertising intelligence company bringing transparency to the ad industry.

SMI Data Sets:

- **National TV ad spend and cost** - Unless otherwise stated, all National TV ad spend and unit costs come from SMI AccuTV. This product combines true ad spend from the SMI pool, which captures 70% of total national agency spend, with occurrence level data to model the remaining 30%.
- **All Other Ad Spend** - Ad spend from local television and other media including Digital, Print, Radio and Out-of- Home, is sourced from SMI Core. SMI Core tracks the flow of advertising dollars across six major media types and 40 media subtypes, and is sourced directly from the booking systems of the world’s largest media agencies.
- All spend figures are gross, unless otherwise noted

Key SMI Dimension Definitions:

- **Dayparts** – Unless otherwise stated, SMI defines dayparts as the below in the below timeframes:

<u>Daypart</u>	<u>Day/Time</u>
Late Fringe	M-Sun 11:30p-1:59a
Overnight	M-Sun 2a-4:59a
Early Morning	M-Sun 5a-9:59a
Daytime	M-Sun 10a-3:59p
Early Fringe	M-Sun 3p-4:59p
Early News	M-Sun 5p-6:59p
Prime Access	M-Sat 7p-7:59p
Prime Time	M-Sat 8p-10:59p; Sun 7p-10:59p
Late News	M-Sun 11p-11:29p

- **Upfront** – Unless otherwise noted, SMI defines the Upfront buy type as any agency media buy that has been purchased on an annual basis in the Upfront marketplace, which typically runs on a Broadcast Calendar Year (Q4-Q3).
- **Scatter/Other** - Unless otherwise noted, SMI defines the Scatter buy type as any agency media buy that is not purchased in the Upfront marketplace and includes, but is not limited to, scatter and opportunistic buys.
- **Unit Costs** – Unless otherwise stated, SMI Unit Costs refer to an average :30s spot within a given program.

Get in touch for more information about SMI, or to submit a data inquiry.

