

DTV Consumer Campaign Overview

Television Elements	Impressions (18+)	Reach	Average Frequency	Approximate Value
DTV Action Spots	30,073,407,000	91.9%	151.6	\$604,810,300
Crawls, Snipes and/or Newstickers	9,580,262,000	72.5%	61.2	\$35,016,200
30-Minute Educational Programs	192,412,000	12.7%	7	\$4,191,700
100-Day News Countdown	88,749,728,000	83.5%	492.5	\$350,272,700
Newspaper Coverage	1,768,727,000	58.3%	14.1	\$2,651,600
Online Newspaper Coverage	486,697,000	13.7%	16.4	\$1,062,400
DTV Road Show	1,780,598,000	42.9%	19.2	\$7,321,800
DTV Speakers Bureau	1,000,000	1%	1	\$2,000,000
Banner Ads on Station Web sites	225,542,000	11.2%	9.3	\$457,700
TOTAL	132,858,372,000	95.8%	642.7	\$1,007,784,300
Public Television Commitment			+	\$50,000,000
TOTAL COMMITMENT = \$1,057,784,300				

About Tardiis: Tardiis is a state-of-the-art television optimizer exclusively developed for Starcom MediaVest Group. It harnesses the power of viewing at the program level to provide optimized schedules for individual brands, as well as allocating programs across multiple products. The reach-based, multi-brand optimization and corporate allocation include inventory management and the ability to routinely include qualitative as well as quantitative variables.