



AdvantEdge

The world's most advanced TV analysis software

AdvantEdge is the most advanced and fast TV-analysis tool on the market today. It is distributed in over 50 markets worldwide, and is used by all major networks and TV-stations. AdvantEdge allow our clients to do flexible, fast TV research calculating all key data on spots, breaks, promos, programs and time bands.

Furthermore AdvantEdge can work as a standard reporting tool, creating standardized reports automatically when data becomes available.

AdvantEdge works on a proprietary, binary database of official raw data supplied by the local data providers. TechEdge converts these official raw TV datasets into a unique database format for fast access and calculations.

AdvantEdge is a full service TV analysis tool

- AdvantEdge is an international software distributed in 50+ countries throughout the world
- Fast, graphical, and user friendly
- Customized to each market and individual needs
- All modules integrated into a single system

General features

- Airbrowser
- General analysis modules incl. spots, breaks, programs, time bands, promo -, asrun logs and booking data integration
- Programme grid – graphical Programme analysis
- Advanced viewing behaviour modules: duplication, migration and switching
- Benchmarking
- Scenario optimization on empiric data

Other features include:

AdvantEdge

- Promo, air log and booking data integration: Integration of internal logs to match viewing data.
- Prog editor integration: Edit official logs using TechEdge's LogExtender software to harmonize titles and append in-house information to spot-/programme logs and see the results instantly in AdvantEdge.
- Customized reports: Overnight reports, top list reports, Programme reports, competitive reports, event tracker etc.
- Com object: Possibility for external programmer to use AdvantEdge as calculation engine through own developer structure.

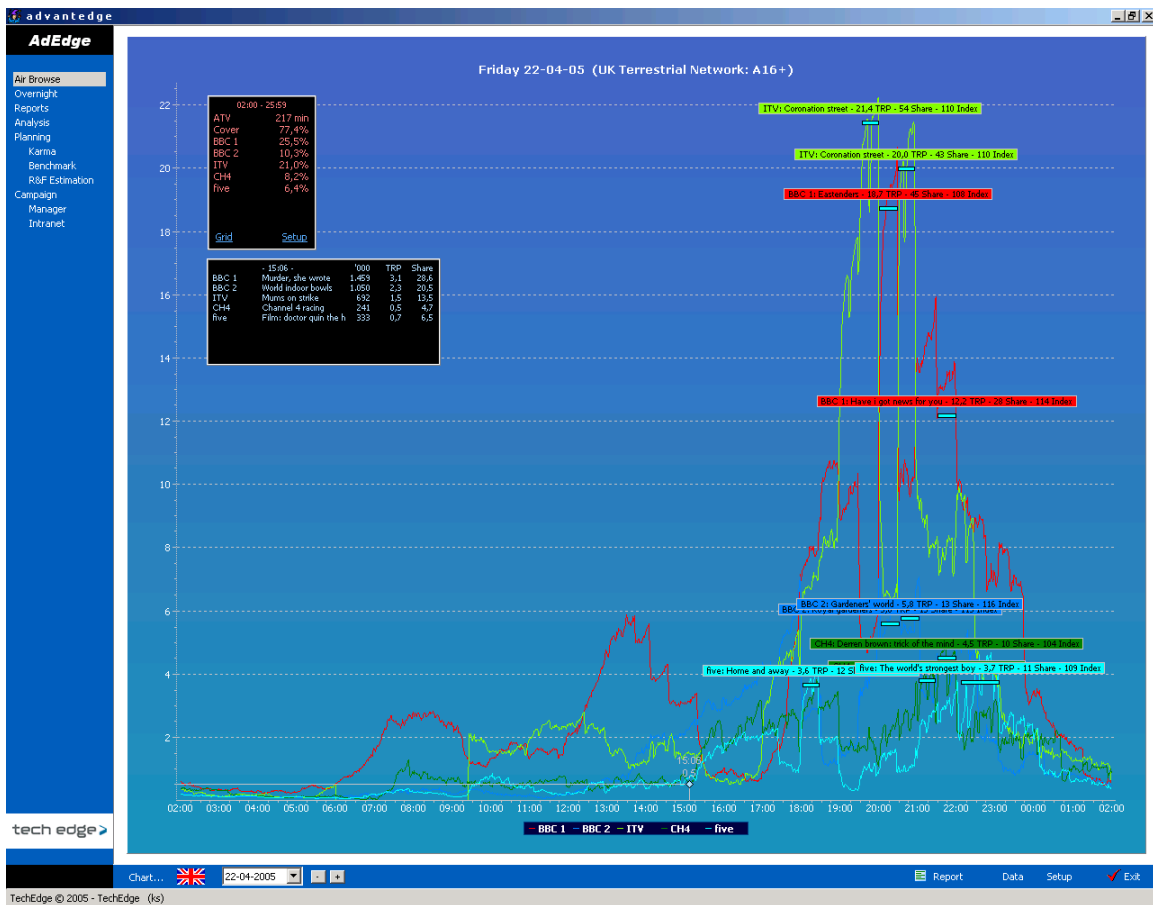
Logistics

- Hosted by TechEdge and accessed remote via a thin client
- Automatically generated reports at load time
- Automated distribution of logs, files and reports

Global

- One system, one database for all countries
- Pan area ratings (Nordic, Benelux, European etc.)
- Possibility to measure terrestrial overspill between countries

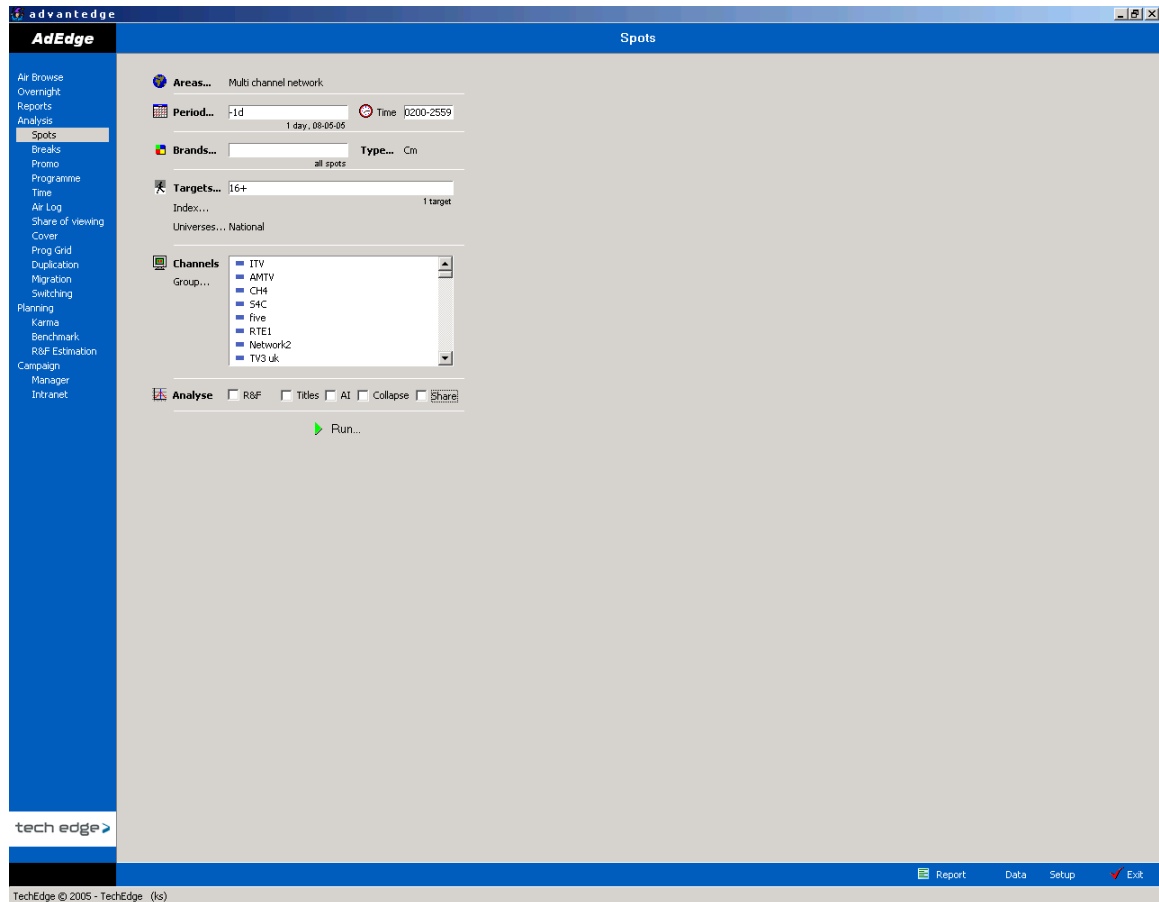
Airbrowser



Functionality:

- Front end of the system.
- The Airbrowser displays overnight information in a digestible and graphical output.
- Easy for management level to get an overview without running an analysis
- Setup is customized by the user.

General analysis module



Functionality:

- A navigation bar allows you to choose from several modules:
- Spot, breaks, promo, programme, time, air log, share of viewing, cover, programme grid, duplication, migration & switching analysis.
- Identical input windows regardless of the type of analysis makes the system easy to use.

The system has 3 different outputs for the spot analysis:

Cross tab

The screenshot displays the AdvantEdge software interface. At the top, the window title is 'Browse Spots - 19-04-05 -> 02-05-05 - UK Full Network'. Below the title bar, there are tabs for 'Spot List', 'CrossTab', and 'R&F Chart'. The main area shows a data table with columns for 'Target', 'Channel', 'Prime / off prime', 'Net TRP', 'AvgFreq', and 'Units' (1+, 2+, 3+, 4+, 5+, 6+, 7+, 8+, 9+, 10+). The data is organized by 'Target' (A16+, CH4, Five) and 'Channel' (ITV, CH4, Five). A 'Define Table...' dialog box is open in the center, showing a list of dimensions on the left and a grid for defining rows and columns. The 'Rows' section includes 'Target' and 'Channel / Prime / off prime'. The 'Columns' section includes 'Universe' and 'Units'. The 'Units' list on the right includes 'RichFig', 'RichFig Custom...', 'AvgFreq', 'TRP', 'TRP30', 'TRPin', 'TRP (avgW)', and 'TRP (avgU)'. The dialog box has 'Options...', 'Pick!', and 'Cancel' buttons.

Target	Channel	Prime / off prime	Net TRP	AvgFreq	1+	2+	3+	4+	5+	6+	7+	8+	9+	10+
A16+	ITV	prime	13.179,75	167,9	78,5	77,4	76,3	75,3	74,5	73,8	73,0	72,2	71,0	70,2
		off prime	8.830,81	97,9	67,8	66,3	64,8	63,7	62,6	61,8	60,8	59,5	57,9	56,6
CH4	CH4	prime	4.931,50	66,8	73,8	72,5	71,2	69,9	68,9	68,2	67,6	66,4	64,9	63,7
		off prime	4.295,06	64,7	66,3	64,4	62,5	61,2	59,7	58,6	57,5	56,0	54,5	52,6
Five	Five	prime	3.581,93	66,0	54,3	52,8	51,4	50,4	49,4	48,6	47,9	47,1	45,6	44,3
		off prime	2.923,29	62,9	46,5	44,2	42,3	40,8	39,5	38,8	37,8	36,8	35,2	33,9

Functionality:

The Cross tab works as a pivot table known from Excel. It gives you the opportunity to sort and rank your data any which way you like.

Another feature is that units can be applied afterwards, as all key figures are calculated automatically upfront.

List view

The screenshot displays the AdvantEdge software interface in 'List view' mode. The main window shows a table of advertising spots with columns for Channel, Date, Time, Dur sec, Advertiser, Product, PIB rel, PIB count, TRP A16+, '000 A16+, Unique A16+, AvgFreq A16+, 1+ diff A16+, 1+ A16+, 2+ A16+, 3+ A16+, and 4+. A 'Fields...' dialog box is open, allowing users to customize the columns. The dialog box has two sections: 'Attributes' and 'Units'. The 'Attributes' section lists various data points like Channel Origin, To, Duration, Quarter, Time, Month, Week, Week sun-sat, Weekday, Agency, and Units. The 'Units' section lists metrics like TRP30, TRP1in, AcCTRP, Date, '000 (30), '000 lin, CPP, CPP30, Book: CPP30 net, User Markup, Channel, Date, Time, Dur sec, Advertiser, Product, PIB rel, PIB count, TRP, '000, Unique, AvgFreq, 1+ diff, and R&F. The main window also shows a taskbar at the bottom with the Start button, AdvantEdge logo, and the current window title 'Browse Spots - 19-04-05...'. The system tray shows the time as 15:19.

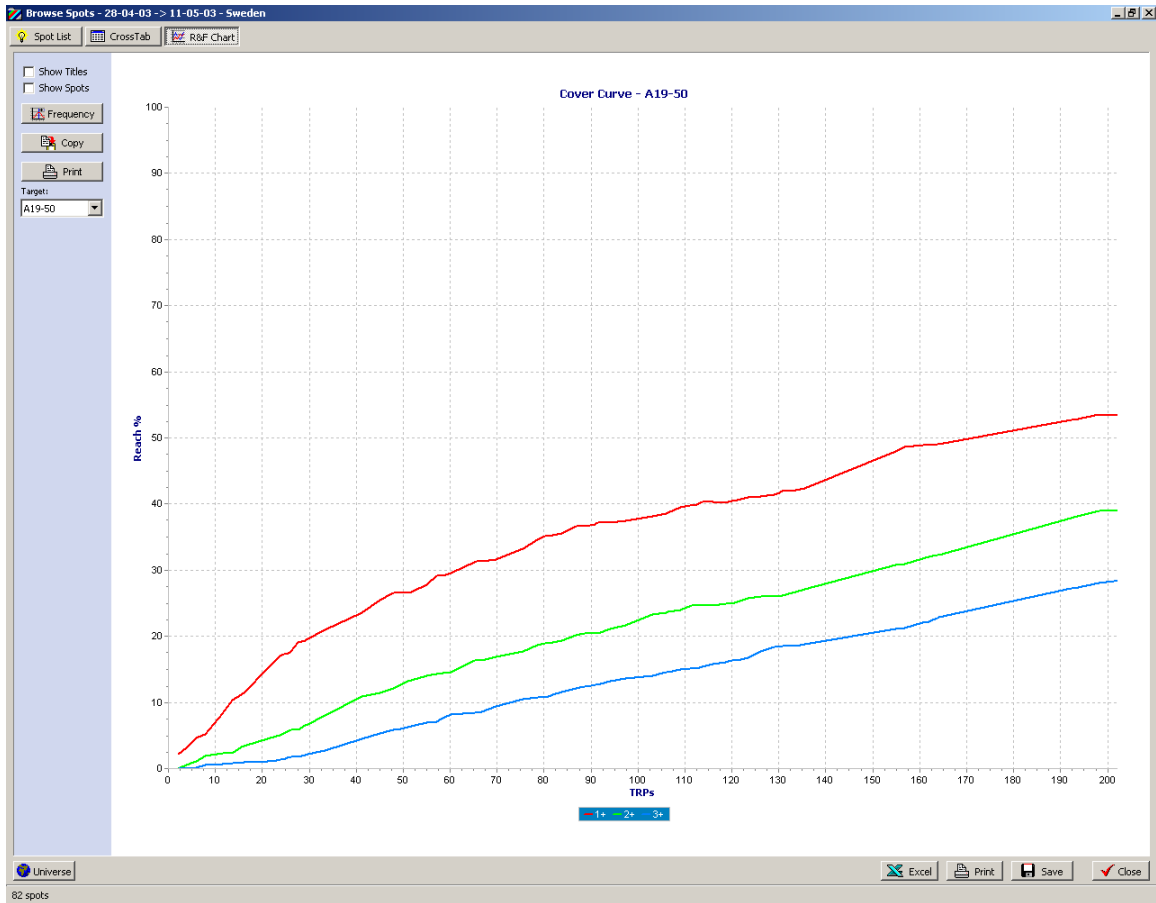
Functionality:

The list view displays all spots with detailed information. In the list view the information can also be sorted and ranked, and units can be added or removed.

Access to chart view, dynamic targets and profiler from both the list view and the cross tab.

The list view and crosstab output is similar in the other general modules such as breaks, programme, daypart etc.

R&F chart



Functionality:

The R&F chart displays the build up of the reach and Frequency for Spot campaigns. All charts and graphs can be exported directly to Windows such as PowerPoint or Word.

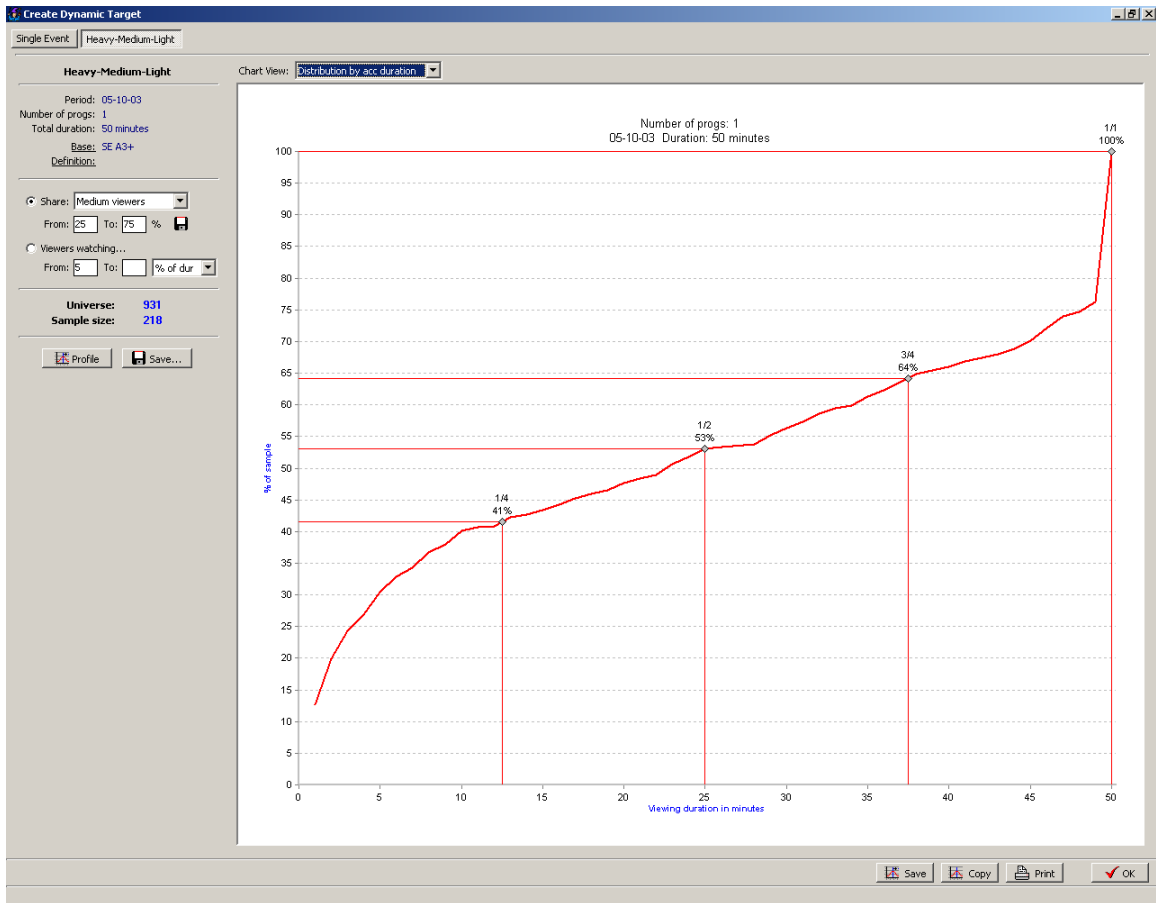
Event Chart view



Functionality:

The chart view displays the minute by minute viewing on the programme or any other event, as well as the universe and sample size to the dynamic target group.

Dynamic targets

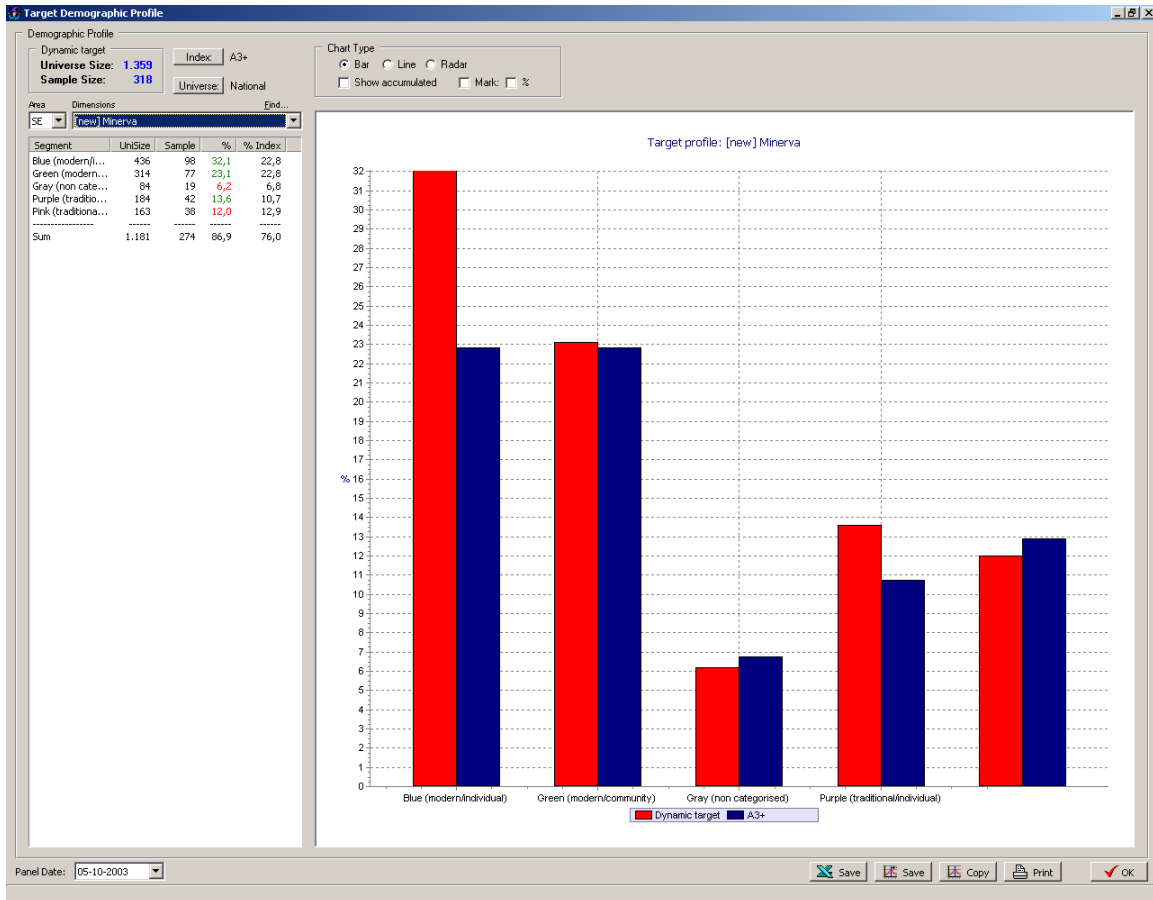


Functionality:

The dynamic target chart view allows you to define your dynamic target groups in terms of viewing criteria's.

The chart displays sample size distribution as well as static information on the events

Profiler



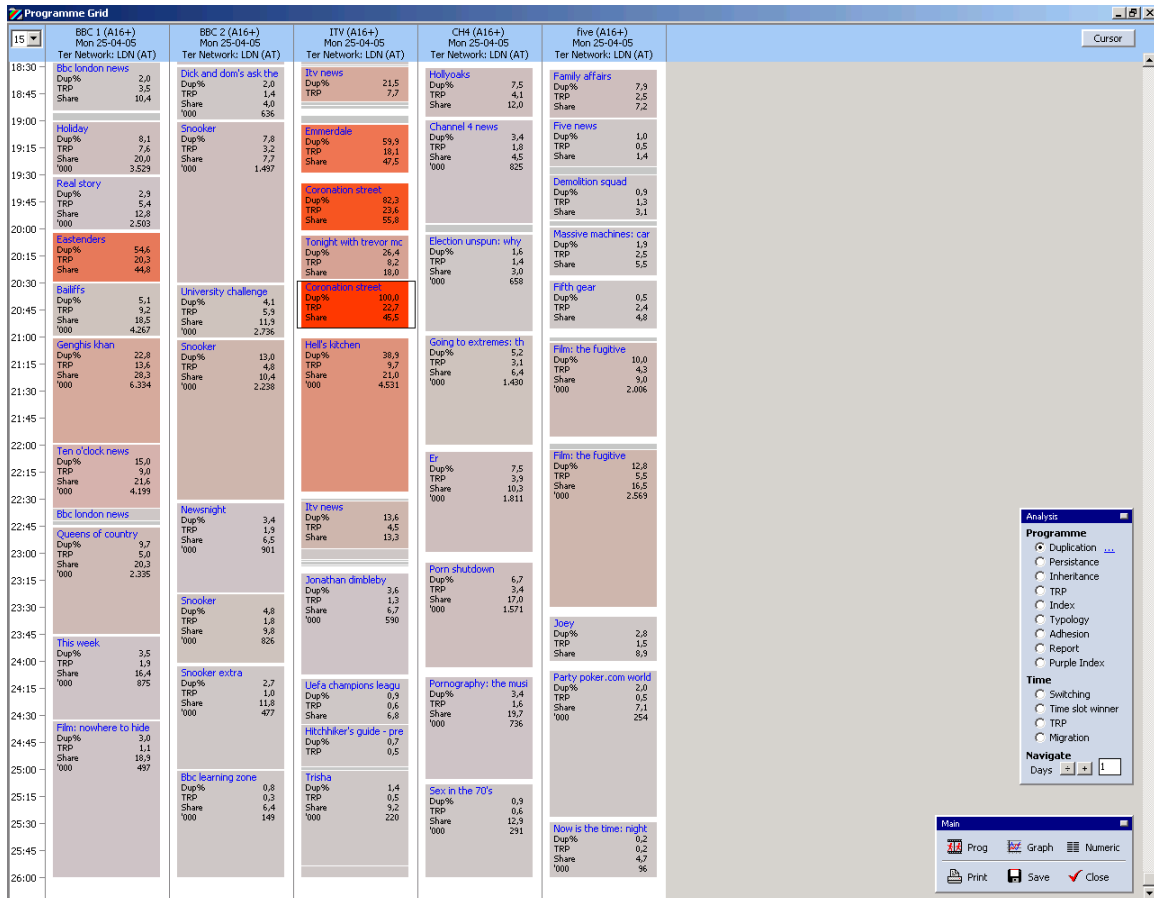
Functionality:

The profiler graphically displays over- or under representation in comparison to a base target.

It displays demographics from the respondent level data set as well as APC data if available.

All charts can be displayed as bars, lines or radar, as well as accumulated.

Programme grid



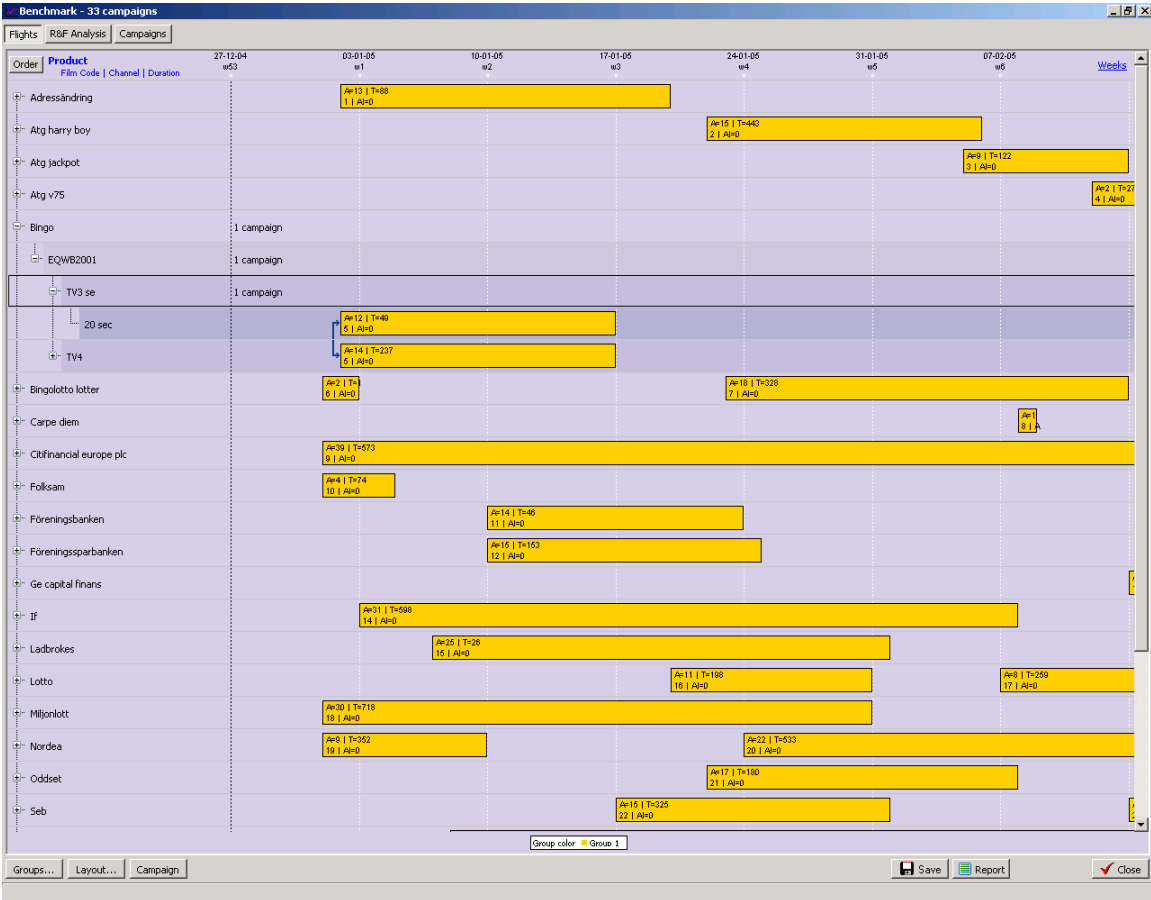
Functionality:

The Programme grid offers a “TV-guide” output which makes it easy to analyse viewing behaviour such as duplication, persistence, inheritance, adhesion, switching migration etc.

The programme grid contains an array of different analysis set ups and can easily be used to pinpoint strengths and weaknesses in a schedule.

Stand-alone modules for duplication, migration and switching are available for more in depth analysis.

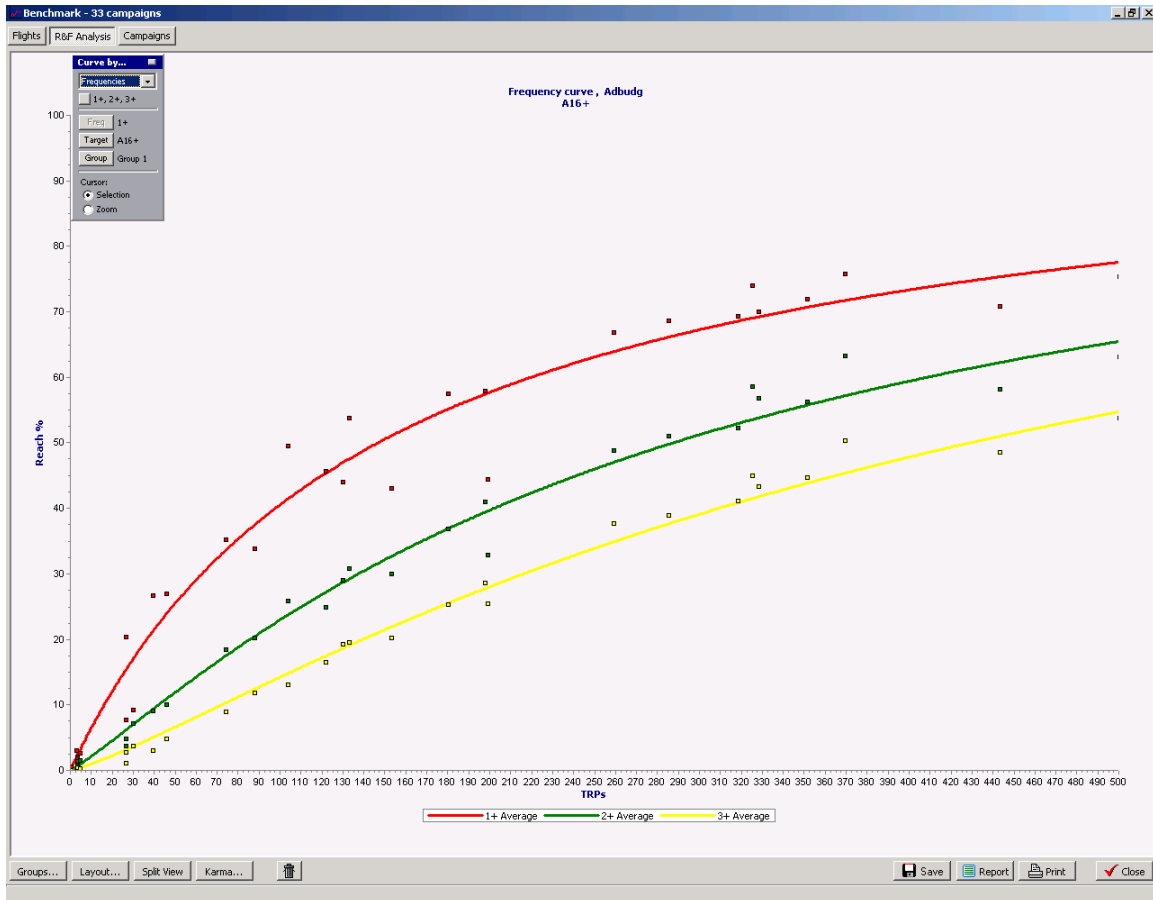
The Benchmark module



Functionality:

The Benchmark module allows you to compare advertiser strategies and trp/Reach levels. The information is displayed in a flight schedule and can be sorted by advertiser and product etc. in order to define campaigns.

Benchmark output - R&F analysis



Functionality:

After defining the campaigns, all spots are recalculated including R&F.

Each campaign is marked as a dot and it is now possible to compare trp's and reach levels by product or advertiser.

In order to do an in depth analysis it is possible to filter on channels, day parts, targets etc.

Benchmark output – Campaign details

Benchmark - 33 campaigns										
Campaigns										
Campaign title	Campaign duration	Channels	Advertiser	Product	Top Category	TRP A16+ [SE]	'000 A16+ [SE]	1+ A16+ [SE] (any)	2+ A16+ [SE]	3+ A16+ [SE]
Adressändring	18	TV3 se, Kan 5, ...	Svensk adres...	Adressändring	Finansiell reklam	87,9	6.351,8	33,8	20,2	11,9
Atg harry boy	15	TV4, TV4+	Atg ab trav o...	Atg harry boy	Finansiell reklam	443,1	32.095,6	70,8	58,1	48,6
Atg jackpot	9	TV4, Eurosport ...	Atg ab trav o...	Atg jackpot	Finansiell reklam	121,8	8.829,6	45,7	24,8	16,5
Atg v75	3	TV4, TV4+	Atg ab trav o...	Atg v75	Finansiell reklam	26,6	1.931,6	20,4	4,9	1,1
Bingo	15	TV3 se, TV4	Svenska spel ab	Bingo	Finansiell reklam	285,2	20.622,5	68,7	51,1	39,0
Bingolotto lotter	2	TV4	Svensk tv bin...	Bingolotto lotter	Finansiell reklam	130,0	9.373,9	44,0	29,0	19,3
Bingolotto lotter	22	TV4	Svensk tv bin...	Bingolotto lotter	Finansiell reklam	328,4	23.790,9	70,0	56,7	43,3
Carpe diem	1	TV4	Carpe diem	Carpe diem	Finansiell reklam	0,6	43,6	0,6	0,0	0,0
Citifinancial eur...	45	TV4, Kan 5, Dis...	Citifinancial e...	Citifinancial e...	Finansiell reklam	573,5	41.508,4	80,1	67,9	57,6
Folksam	4	TV4, Kan 5, Dis...	Folksam	Folksam	Finansiell reklam	74,1	5.348,2	35,2	18,5	9,0
Föreningsbanken	14	TV3 se, Kan 5, ...	Föreningsspa...	Föreningsban...	Finansiell reklam	45,7	3.308,6	26,9	10,1	4,8
Föreningsparb...	15	TV3 se, Kan 5, ...	Föreningsspa...	Föreningsspa...	Finansiell reklam	153,1	11.079,6	43,0	29,9	20,2
Ge capital finans	1	TV3 se, TV4, TV...	Ge capital	Ge capital finans	Finansiell reklam	3,1	224,0	3,1	0,0	0,0
IF	36	TV3 se, TV4, Ka...	IF skadeförsä...	IF	Finansiell reklam	598,1	43.291,9	81,2	69,4	57,4
Ladbrokas	25	MTV se	Ladbrokas	Ladbrokas	Finansiell reklam	25,5	1.915,8	7,7	3,7	2,7
Lotto	11	TV3 se, TV4	Svenska spel ab	Lotto	Finansiell reklam	198,0	14.331,5	57,9	41,0	28,7
Lotto	8	TV3 se, TV4	Svenska spel ab	Lotto	Finansiell reklam	259,0	18.785,7	66,8	48,8	37,6
Mjörnlott	30	TV4, TV4+	Iogh-nto	M Fields...						
Nordea	9	TV3 se, TV4, Ka...	Nordea	N						
Nordea	22	TV3 se, TV4, Ka...	Nordea	N						
Oddsset	17	TV3 se, TV4, Ka...	Svenska spel ab	O						
Seb	15	TV3 se, TV4, Di...	Se banken	S						
Seb	1	TV3 se, TV4, Di...	Se banken	S						
Spons unibet	38	TV4+	Unibet	Sj						
Strykspet	14	TV4, Kan 5, Eur...	Svenska spel ab	Si						
Svenska spel	9	TV3 se, Kan 5, ...	Svenska spel ab	S						
Tia skraplotter	14	TV3 se, TV4, Ka...	Svenska spel ab	Ti						
Tia skraplotter	8	TV3 se, TV4	Svenska spel ab	Ti						
Triss skraplotter	14	TV3 se, TV4, Eu...	Svenska spel ab	Ti						
Unibet	2	TV4+	Unibet	U						
Unibet	2	TV4+	Unibet	U						
Unibet	2	TV4+	Unibet	U						
V 75 harry boy	22	TV4, TV4+	Atg, Atg ab t...	V						

Functionality:

List view of all campaigns where attributes can be added in the same manner as a spot analysis.

Detailed reports of all campaigns can be generated

AdvantEdge

Additional features:

- **Automatic loading of data.** In order to minimize daily routines AdvantEdge can be setup to load data automatically, and generate and distribute reports. All reports are customized to each individual client's needs.
- **Campaign management.** Booking system for standardized pre- & post reporting and order confirmations. Automated monitoring and evaluation of campaign goal. Estimation and Spot selection decision tools. Net cost module integrated with Karma optimizer, Benchmark and spot module
- **Programme editor.** Integration with Log Extender programme editor makes it possible to add in-house information to the official data set. This allows you to analyse, sort and rank on in-house attributes in connection with official viewing, spot or Programme data.
- **Connect.dll:** A COM-object makes it possible for an in-hose programmer to access the AdvantEdge engine through VB, VBA or VB-script, and fetch ratings in order to create in house reports.

Technical information

AdvantEdge is a highly self maintained piece of software. AdvantEdge is hosted by TechEdge and accessed remote via a thin client. There is no maintenance on the client side.

AdvantEdge use a proprietary custom database driver and everything is compiled statically into the binary executables. No DLL's or installation scripts are required. It will not be affected by any additional software installations, and will not affect any existing software.

TechEdge is a certified Windows partner.

AdvantEdge runs on all windows platforms- and will be updated to support future versions of Windows. AdvantEdge can also be used by Macs via a special version of the 2X thin client.

AdvantEdge

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