

2010 SPECIAL TOPIC E-REPORTS FROM MEDIA DYNAMICS, INC.

MDI released four special e-reports in 2010, each on a specific topic of interest outside the parameters of our Dimensions series:

NATIONAL TV ACES 2010-11: UPFRONT CPM-CPP ESTIMATES

Media Dynamics, Inc. has confidentially surveyed a number of sources familiar with the upfront negotiations and added our own inputs to produce the latest **ACES (Ad Cost Efficiency Service)** report, which contains our independent estimates of CPMs and CPPs for the 2010-11 season. ACES provides network-type standard age/sex cost efficiency estimates for key dayparts by broadcast networks (all network average), syndication and cable. ACES also provides month-by-month, as well as quarterly and annual projections, thus presenting a more detailed picture than is usually available.

(29 pages) \$495

CPMTRACK: MULTI-MEDIA CPM TRENDING 1960-2009

CPMTrack provides considerable detail for national TV (network types, dayparts and, from 1994-95 on, demographics). Significant changes in magazine publishing genres over the years preclude this degree of differentiation, but CPMs by demographics for a number of editorial categories over the last eight years are included, in addition to more general adult CPMs for the top 150 publications. For radio, national spot and network adult CPM estimates on an all-daypart basis are provided.

(38 pages) \$425

MEDIA USAGE TRENDS OF THE ADULT POPULATION

In response to many client requests, we have revisited the popular "Media Time Spent" tables that appear annually in our *Dimensions* series, and created a special report, **Media Usage Trends of the Adult Population**, that trends U.S. adult media usage of the five major commercial media (TV, magazines, radio, newspapers and the Internet). An in-depth analysis of the factors affecting media consumption trending is included, covering changing consumer lifestyles, media availability and competition and, perhaps most importantly, shifts in research methodology. Based on these factors, MDI has produced new media time spent estimates as follows: Daily Hours Of Usage Of Five Media Per U.S. Adult: 1945-2010; Daily Hours Of Usage Of Five Media Per U.S. Adult By Location: 1950-2010; and Daily Hours Of Usage Of Five Media Per U.S. Adult By Sex, Age, HHI & Occupation: 2010. Because of the drastic changes in research methodology over time, **Media Usage Trends** does not attempt to revise media time spent trends by demographics. However, as a service to our subscribers, this report includes an appendix with time spent demographics as they originally appeared in our *Dimensions* research annuals for 1985-2005.

(24 pages) \$300

INTERNET ADVERTISING 3.0

Explains why advertisers weaned on traditional media have hesitated to commit fully to the Internet, limiting their explorations to mere dabbling or testing for so long. It also suggests steps that the Internet, as well as advertisers and agencies, can take to rectify this situation.

Drawing upon data from many sources, including MRI, Experian and Dynamic Logic, as well as Media Dynamics, Inc.'s own projections, this provocative report provides an up-to-date analysis of the Internet's performance relative to traditional media in terms anyone can understand: ad spending, reach, CPMs and audience profiles, and relevant indicators of advertising impact.

(73 pages) \$425

VISIT WWW.MEDIADYNAMICSINC.COM FOR MORE INFORMATION OR TO ORDER.