



# AUDIENCE MEASUREMENT 7.0

THE WORLD'S LARGEST AUDIENCE MEASUREMENT CONFERENCE

June 11–12, 2012  
Marriott Marquis, New York City

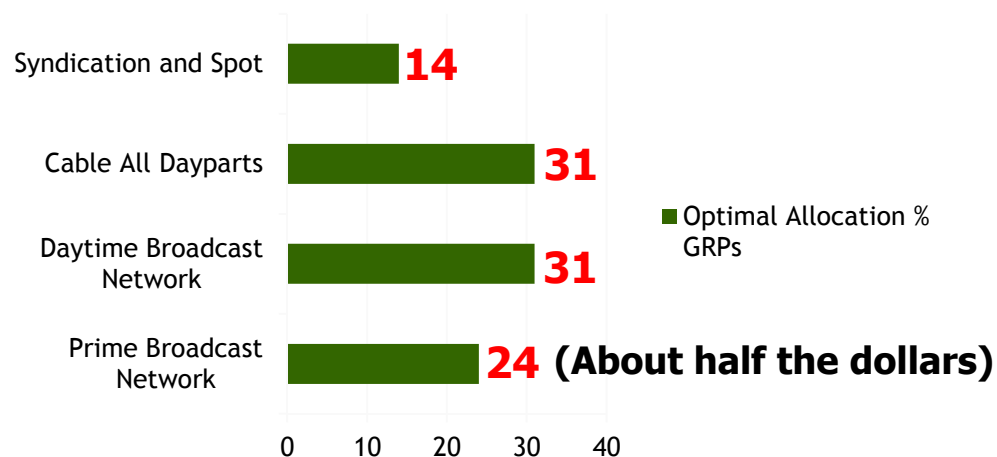


**ADVERTISING  
RESEARCH**  
FOUNDATION

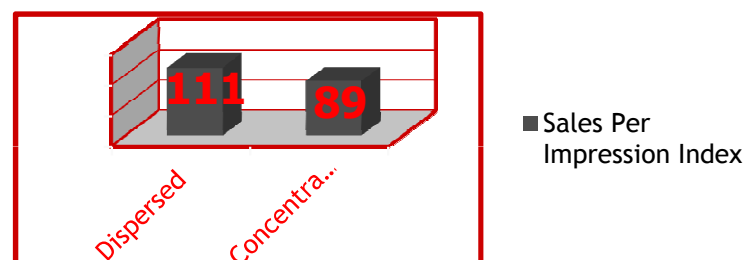
# ARF Adworks Findings re TV ROI

## Dispersed schedules outsell schedules concentrated in one daypart

### Optimal Allocation % GRPs

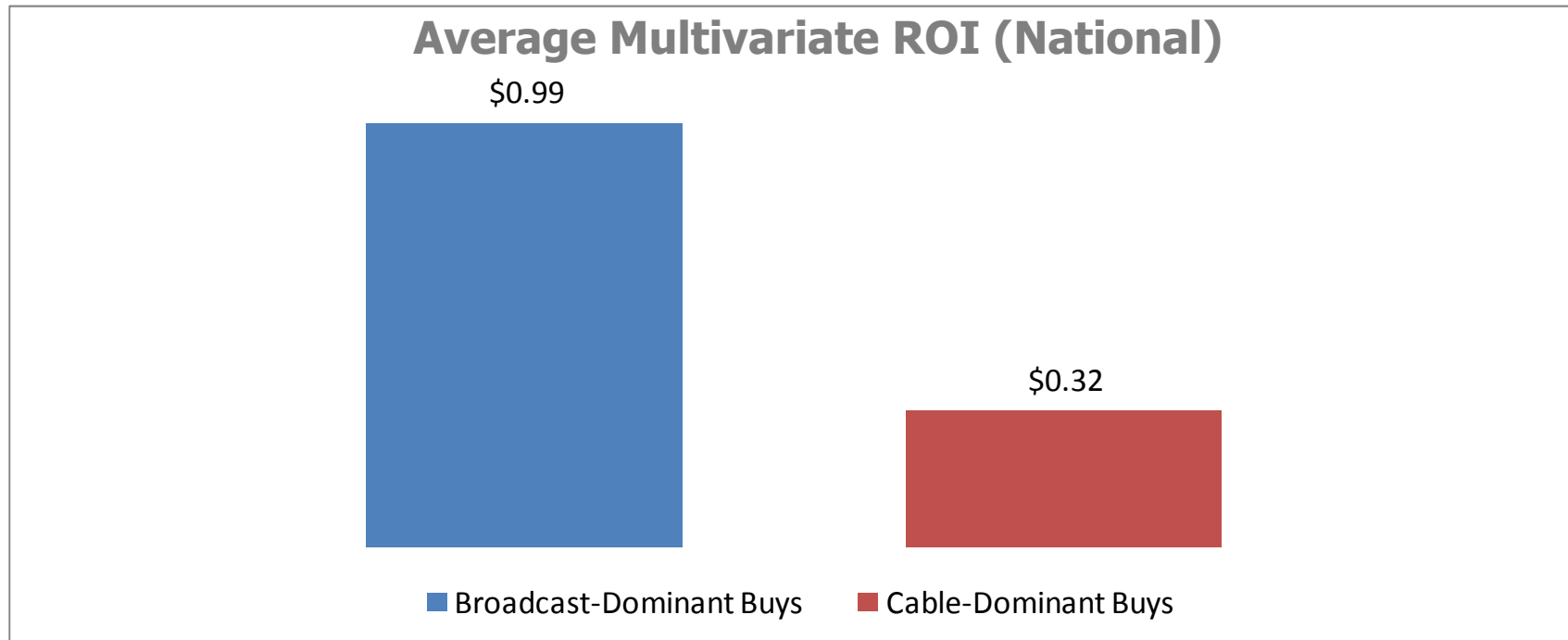


### Sales Per Impression Index



**Based on CPG brands – over 400 Behaviorscan Tests**

# Broadcast-Dominant Buys Delivered ROI 3X Greater than Cable-Dominant Buys

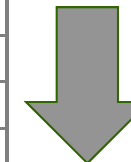
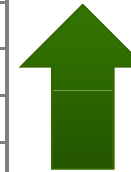


Source: TRA; eight multivariate studies conducted between 2008 and 2011.

# Comparison of ROI of Eight Brands: Heavy Broadcast v. Heavy Cable Schedules

## Brands That Use More Broadcast Achieve Higher ROIs

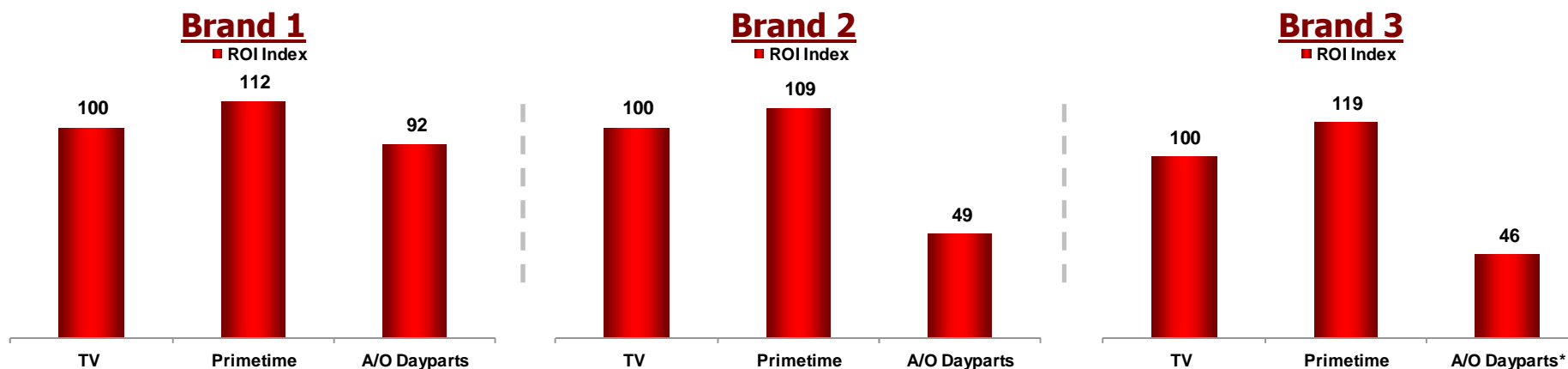
	% Broadcast	% Cable	ROI
Food Brand	55.5	45.5	1.49
Food Brand	57.9	42.1	0.87
Beverage Brand	56.2	43.8	1.10
Beverage Brand	95.8	4.2	0.49
Personal Care Brand	38.8	61.2	0.31
Personal Care Brand	32.5	67.5	0.31
Personal Care Brand	30.5	69.5	0.17
Household Brand	43.2	56.8	0.47



Source: TRA; eight multivariate studies conducted between 2008 and 2011.

# Primetime ROI was higher for the brands tested so far

However, we see a lot of variance in ROI scores across brands



Confidence level = 95%  
Source: TRA, Inc. Custom Analytics

Confidence Level = 95%

Confidence level = 98%  
\*A.O Dayparts confidence level = 70%