

TAPSCAN WEB 11 BENCHMARK REPORT

Select Research

Home	Research	Schedules	Proposals	Orders	Accounts
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The Spot Based Table is in the Benchmark/Tables column in the middle.

Create New Reports

Rankers <input type="checkbox"/> Ranker <input type="checkbox"/> Outside <input type="checkbox"/> Excl Audience <input type="checkbox"/> Hour By Hour	Listening Composition <input type="checkbox"/> Age <input type="checkbox"/> County <input type="checkbox"/> Ethnic <input type="checkbox"/> Language <input type="checkbox"/> Listening Location <input type="checkbox"/> Loyalty <input type="checkbox"/> Working Persons	Comparison <input type="checkbox"/> Trender <input type="checkbox"/> Duplication Grid <input type="checkbox"/> Median Ag	Benchmark/Tables <input type="checkbox"/> Benchmark <input type="checkbox"/> CPP <input type="checkbox"/> CPM <input checked="" type="checkbox"/> Spot Based	RSP Reports <input type="checkbox"/> Category Profile <input type="checkbox"/> Demo Profile <input type="checkbox"/> Monthly Factors <input type="checkbox"/> Station Bonus Spending	Qualitative Reports <input type="checkbox"/> IQP <input type="checkbox"/> Target Profile <input type="checkbox"/> Radio Ranker
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Click "Generate Report"

Generate Report	Clear All Reports
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Select your parameters for the report by clicking on the blue links. To select the spot range, click on the "Spots" link and adjust the starting point, spot increase, and number of columns. Click "Apply Changes".

Select Parameters				Hide	
Survey:	HOL14	Market:	DALLAS-FT. WORTH	Geo:	Metro
Demo:	P 12+	Estimates:	Estimates	Spots:	5 - 45 Spots
Daypart:	M-Su 6a-12m	Station:	All Stations		
Click the links above to set report specs					

Apply Changes

Select Spot Range

1 Select a Favorite (Optional)

2 Edit Selection

Start at commercials

Increase each column by commercials

Show me columns

3 Save as Favorite (Optional)

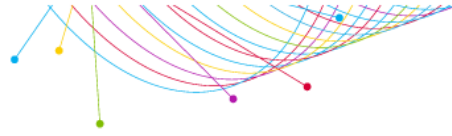
Name: Save

Note: All columns will appear on the screen. If you select more columns than will fit the width of the printed page, some columns may not appear on the report.

Ok Cancel

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nielsen AN UNCOMMON SENSE OF THE CONSUMER™



[edit](#)

Reach & Frequency Comparison [edit](#)

Each cell shows the reach and frequency of a one week schedule using the commercials at the top of the column. [edit](#)

Station ▼	25 Spots		30 Spots		35 Spots		40 Spots		45 Spots	
	Frequency	Net Reach	Frequency	Net Reach	Frequency	Net Reach	Frequency	Net Reach	Frequency	Net Reach
*KAAA-FM	1.5	120,100	1.6	135,000	1.7	148,200	1.8	159,900	1.9	170,400
*KBBB-FM	1.7	108,500	1.9	119,800	2.0	129,400	2.2	137,600	2.3	144,800
*KCCC-FM	1.4	75,200	1.4	85,400	1.5	94,600	1.6	102,900	1.7	110,500

The Spot-Based Table shows reach and frequency results for different stations based on running different levels of commercials. Instead of having to run multiple sample schedules for multiple stations, you can see the reach and frequency results for multiple stations and multiple spot combinations in this one-page report.

To Read: Each station grows Reach and Frequency as spots are added in this daypart. Whereas KAAA-FM reaches more people, KBBB-FM increases frequency at a faster rate.

Tip: Use this report to show efficiency in competitive situations, to demonstrate the importance of running a sufficient spot load for an effective campaign, or strategize a schedule.