



Understanding the GRP Model

What happens today?

Media Planning and Talent Payment

Today

Events Generating Data or Action	Party Creating or Retrieving Data or Taking Action
Media Planning	Media Buying Co.
Media Buying	Media Buying Co.
Session & Residual Estimates (based on media plan)	Creative Agency & Talent Payroll Co.
Casting & Production	Creative Agency & Production Co.
Editing	Creative Agency & Editing House
Trafficking	Creative Agency or Media Buying Co.
Use & Rotation Reports (based on schedule actually ran and as revised)	Media Buying Co., Creative Agency, & Talent Payroll Co. via various systems, e.g., Donovan
Review & Payment Approval	Creative Agency & Talent Payroll Co.
Check Sent	Talent Payroll Co.

Discrepancies

Today

Discrepancies	Party Creating or Retrieving Data
CMR	Union
P&H Report	Talent Payroll Co.
Compare CMR with P&H Report	Union
Inquiry to Creative Agency or Talent Payroll Co.	Union
Review of records, e.g., traffic reports, station affidavits, etc. and comparison with Union paperwork	Creative Agency & Talent Payroll Co.
Discussions and attempt to reconcile	Union, Creative Agency and Talent Payroll Co.
Exchange of additional data if unresolved	Union and Talent Payroll Co.
Agreement or formal claim	Creative Agency & Union

6 months to 1 year

GRP as the Currency

Households

115,000,000

Nielsen Calculates GRPs

A sample of the 115,000,000 households
(@ 20,000 households)

Diaries and People Meters

What are Gross Rating Points?

The sum of ratings achieved by a specific television program (“Program Ratings”)

If the advertisement appears more than once, the GRP figure represents the sum of each individual GRP

In the case of a TV advertisement that is aired 5 times reaching 50% of households (reach), it would have 250 GRPs, i.e., $5 \times 50\%$

GRPs = frequency x % reach of households

Household Rating Points within a Program

How can Household Rating Points within a Program be broken down?

Demographics

M and/or W Children 6-11

M and or W Teens 12 -17

M and/or W 18-24

M and/or W 25-34

M and/or W 35-49

etc.

The World Changed

The World Changed

DVR

The World Changed

DVR

Commercial Ratings

Welcome to C-3

What are C-3 Rating Points?

C-3 Rating Points are the average GRPs of all commercials within a program plus DVR playback of the commercials for up to three days after the original telecast. Skipped commercials in DVR playback are not counted in the average.

From whom?

Nielsen

Welcome to C-3

C-3	HH	M 6-11	W 6-11	M 12-17	W 12-17	M 18-24
GRP	6.7	6	4.2	4.9	3.1	2.0

Scenarios

National Buy
115 Million Households

Theory

100 Gross Rating Points equals the equivalent
of 100% of National Households aired 1 time
in each household

Reality

No one ever gets every household

Scenarios

National Buy
115 Million Households

Reality

Network airs commercial as many times as it
takes to get the equivalent of 115 million
households

Scenarios

National Buy
115 Million Households

What does that
look like?

Scenarios

National Buy 115 Million Households

50 Million Households 1x = 50 Million HH = 44 GRPs

15 Million Households 2x = 30 Million HH = 26 GRPs

5 Million Households 7x = 35 Million HH = 30 GRPs

Total Literal Households = 70 Million
GRP's Achieved = 100

115 Million Impressions

What is the Upfront?

A multi-quarter schedule for the upcoming broadcast year with GRP guarantees

Usually purchased in May for 4th quarter through next 3rd quarter
(September through August)
“Broadcast Year”

What is the Scatter Market?

A quarterly market where the networks sell everything they haven't sold in the Upfront

How does, e.g., ABC, know what ratings will be in the Upfront when the buying occurs before the programs air?

How can ABC be so sure its Upfront will be accurate when it can't predict the future?

	this week	7/6c	8/7c	:30	9/8c	:30	10/9c	:30	11/10c	:35	late night
wed	03/04			Lost	Lost		Life On Mars		local	Nightli...	Kimmel
thu	03/05			Ugly Betty	Grey's Anatomy		Private Practice		local	Nightli...	Kimmel
fri	03/06			Wife Swap	20/20		20/20		local	Nightli...	Kimmel
sat	03/07			AFV	Brothers & Siste...		Brothers & Siste...		local programming		
sun	03/08	AFV		EMHE	Desp Housewives		Brothers & Siste...		local programming		
mon	03/09			Dancing w/ Stars			Castle		local	Nightli...	Kimmel
tue	03/10			Homeland Securit...	Scrubs	Scrubs	What Would You D...		local	Nightli...	Kimmel

- ABC establishes schedule

	this week	7/6c	8/7c	:30	9/8c	:30	10/9c	:30	11/10c	:35	late night
wed	03/04			Lost	Lost		Life On Mars		local	Nightli...	Kimmel
thu	03/05			Ugly Betty	Grey's Anatomy		Private Practice		local	Nightli...	Kimmel
fri	03/06			Wife Swap	20/20		20/20		local	Nightli...	Kimmel
sat	03/07			AFV	Brothers & Siste...		Brothers & Siste...		local programming		
sun	03/08	AFV		EMHE	Desp Housewives		Brothers & Siste...		local programming		
mon	03/09			Dancing w/ Stars			Castle		local	Nightli...	Kimmel
tue	03/10			Homeland Securit...	Scrubs	Scrubs	What Would You D...		local	Nightli...	Kimmel

- ABC establishes schedule
 - ABC estimates GRP

6.2

4.4

A screenshot of a TV schedule grid. The grid has columns for days of the week and specific times. Red circles highlight the following cells: 'Lost' at 8/7c, '20/20' at 9/8c, 'Scubs' at 10/9c, and 'Nightli...' at 11/10c. Arrows point from these circles to callout boxes labeled 6.2, 4.4, 3.2, and 5.3 respectively.

	this week	7/6c	8/7c	9/8c	10/9c	11/10c	late night	
wed 03/04			Lost	Lost	Life On Mars	local	Kimmel	
thu 03/05			Big Boy	Grey's Anatomy	Private Practice	local	Nightli... Kimmel	
fri 03/06			Wife Swap	20/20	20/20	local	Nightli... Kimmel	
sat 03/07			AFV	Brothers & Siste...	Brothers & Siste...	local programming		
sun 03/08		AFV	EMHE	D'esp Housewives	Brothers & Siste...	local programming		
mon 03/09			Dancing w/ Stars		Castle	local	Nightli... Kimmel	
tue 03/10			Homeland Securit...	Scubs	Scubs	What Would You D...	local	Nightli... Kimmel

Navigation buttons: this week, next week

3.2

5.3

Inventory to Sell

	this week	7/6c	8/7c	:30	9/8c	:30	10/9c	:30	11/10c	:35	late night
wed	03/04			Lost	Lost		Life On Mars		local	Nightli...	Kimmel
thu	03/05			Ugly Betty	Grey's Anatomy		Private Practice		local	Nightli...	Kimmel
fri	03/06			Wife Swap	20/20		20/20		local	Nightli...	Kimmel
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$$\boxed{6.2} + \boxed{3.2} + \boxed{4.4} + \boxed{5.3} + \boxed{++++++} = \boxed{10,000}$$

	this week	7/6c	8/7c	:30	9/8c	:30	10/9c	:30	11/10c	:35	late night
wed	03/04			Lost	Lost		Life On Mars		local	Nightli...	Kimmel
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sat	03/07			AFV	Brothers & Siste...		Brothers & Siste...		local programming		
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- ABC establishes schedule
 - ABC estimates GRP
- ABC calculates estimate inventory for entire network for a season

= 270,650 GRPs

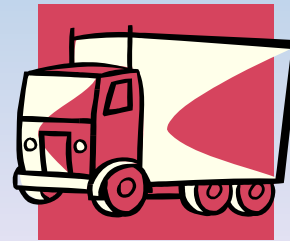
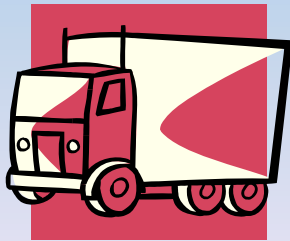
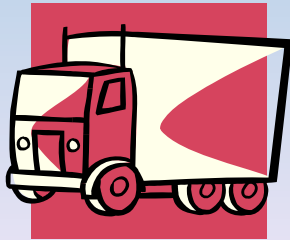
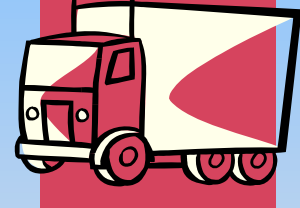
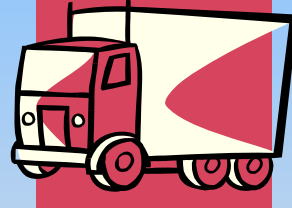
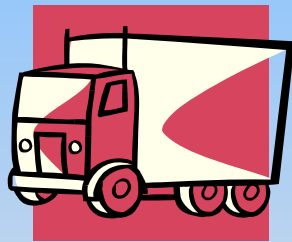
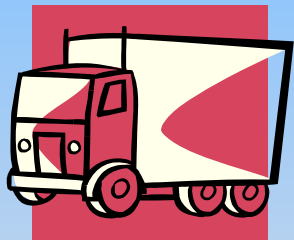
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tue	03/10			Homeland Securit...	Scrubs	Scrubs	What Would You D...		local	Nightli...	Kimmel

- ABC establishes schedule
 - ABC estimates GRP
- ABC calculates estimated inventory for entire network for a season
- ABC splits between Upfront (85%) and Scatter (15%)

Upfront = 230,053 GRPs

Scatter = 40,597 GRPs

Upfront



Scatter

GRPs in Action

The Perfect World

ABC Upfront Perfect Case									
Product Demographic GRP Guarantee		AXE M 18-49 1000		HH 1400		Tide W 25-54 1000		HH 1200	
Date	Show								
02-Oct	Lost	4	6	3	6				
15-Oct	Ugly Betty	6	7	3	7				
18-Apr	20/20	2	6	4	6				
15-May	Castle			4	6				
22-Jun	Life on Mars	7	8	7	8				
30-Jun	Dancing with Stars	3	4						
12-Aug	Nightline	2	5	4	5				
10-Sep	Scrubs	5	7	5	7				
End of Season									
GRP Guarantee Used		1000	1400	1000	1200				
Over Delivery		0	0	0	0				
ADU		0	0	0	0				

The Perfect World

ABC Upfront Perfect Case					
Product Demographic GRP Guarantee		AXE M 18-49 HH 1000 1400		Tide W 25-54 HH 1000 1200	
Date	Show				
02-Oct	Lost	4	6	3	6
15-Oct	Ugly Betty	6	7	3	7
18-Apr	20/20	2	6	4	6
15-May	Castle			4	6
22-Jun	Life on Mars	7	8	7	8
30-Jun	Dancing with Stars	3	4		
12-Aug	Nightline	2	5	4	5
10-Sep	Scrubs	5	7	5	7
End of Season					
GRP Guarantee Used		1000	1400	1000	1200
Over Delivery		0	0	0	0
ADU		0	0	0	0

Who generates the Guarantee?

The Perfect World

ABC Upfront Perfect Case					
Product Demographic GRP Guarantee		AXE M 18-49 1000		Tide W 25-54 1200	
Date	Show	HH	HH	HH	HH
02-Oct	Lost	4	6	3	6
15-Oct	Ugly Betty	6	7	3	7
18-Apr	20/20	2	6	4	6
15-May	Castle			4	6
22-Jun	Life on Mars	7	8	7	8
30-Jun	Dancing with Stars	3	4		
12-Aug	Nightline	2	5	4	5
10-Sep	Scrubs	5	7	5	7
End of Season					
GRP Guarantee Used		1000	1400	1000	1200
Over Delivery		0	0	0	0
ADU		0	0	0	0

Who generates the Guarantee?

ABC

The Perfect World

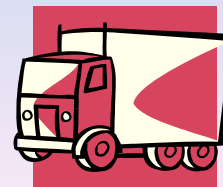
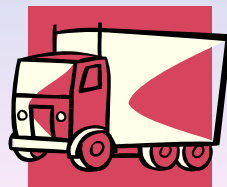
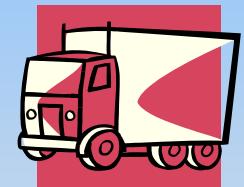
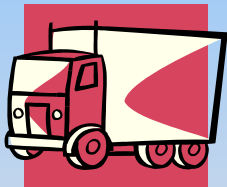
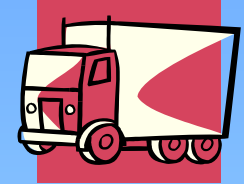
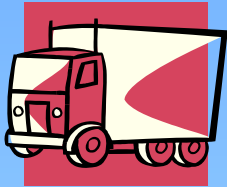
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End of Season					
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The Perfect World

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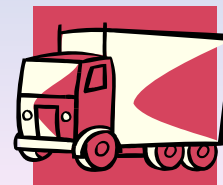
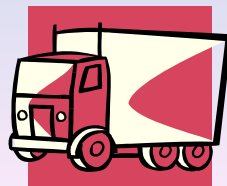
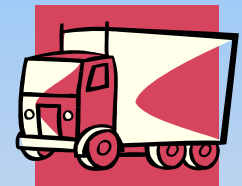
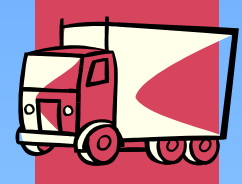
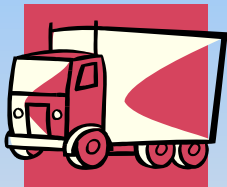
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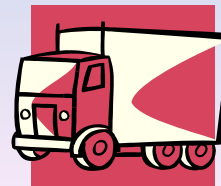
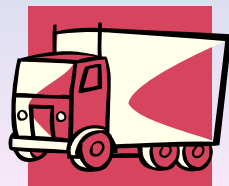
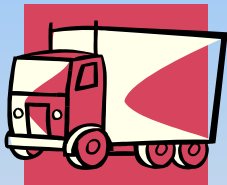
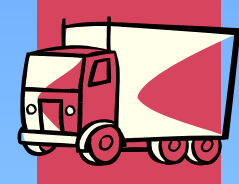
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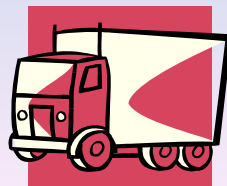
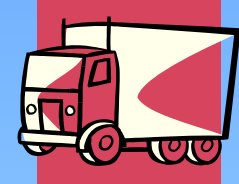
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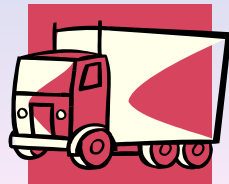
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The Perfect World

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Where do we get the GRPs we've used up?

The Perfect World

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End of Season					
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Over Delivery		0	0	0	0
ADU		0	0	0	0

Where do we get the GRPs we've used up?

Nielsen

The Realistic World

ABC Upfront Realistic Case							
Date	Product Demographic GRP Guarantee	AXE			Tide		
		M 18-49 1000	HH 1400	Event/ Change	M 18-49 1000	HH 1200	Event/ Change
				AXE			Tide
02-Oct	Lost	4	6	None	3	6	None
15-Oct	Ugly Betty	6	7	None	3	7	None
				None			None
18-Apr	20/20	2	6	None	4	6	Ivory
15-May	Castle			None	4	6	None
22-Jun	Life on Mars	7	8	Signal	7	8	None
				None			None
30-Jun	Dancing with Stars	3	4	None			None
12-Aug	Nightline	2	5	None	4	5	Gain
10-Sep	Scrubs	5	7	Lifeboy	5	7	None
End of Season							
	GRP Guarantee Used	1000	1400		1000	1200	
	Over Delivery	0	0		0	0	
	ADU	0	0		0	0	

Under-Delivery (ADU)

ABC Upfront ADU Example		AXE		Tide			
	Product	M 18-49	HH	Event/ Change	M 18-49	HH	Event/ Change
	Demographic	1000	1400		1000	1200	
	GRP Guarantee	1000	1400		1000	1200	
Date	Show			AXE			Tide
02-Oct	Lost	4	6	None	3	6	None
15-Oct	Ugly Betty	6	7	None	3	7	None
				None			None
18-Apr	20/20	2	6	None	4	6	Ivory
15-May	Castle			None	4	6	None
22-Jun	Life on Mars	7	8	Signal	7	8	None
				None			None
30-Jun	Dancing with Stars	3	4	None			None
12-Aug	Nightline	2	5	None	4	5	Gain
10-Sep	Scrubs	5	7	Lifeboy	5	7	None
End of Season							
	GRP Guarantee Used	985	1400		1000	1200	
	Over Delivery	0	0		0	0	
	ADU	15	16		0	0	
10-Aug	Dancing with Stars	3	4	AXE			
11-Aug	Nightline	2	4	Signal			
				None			
25-Aug	Scrubs	5	7	Lifeboy			
ADU		15	16				
	Total GRP Paid ABC	1000	1400				
	Total GRP Paid Actor	1015	1416				

Under-Delivery (ADU)

ABC Upfront ADU Example		AXE		Tide			
	Product	M 18-49	HH	Event/ Change	M 18-49	HH	Event/ Change
	Demographic	1000	1400		1000	1200	
	GRP Guarantee						
Date	Show			AXE			Tide
02-Oct	Lost	4	6	None	3	6	None
15-Oct	Ugly Betty	6	7	None	3	7	None
				None			None
18-Apr	20/20	2	6	None	4	6	Ivory
15-May	Castle			None	4	6	None
22-Jun	Life on Mars	7	8	Signal	7	8	None
				None			None
30-Jun	Dancing with Stars	3	4	None			None
12-Aug	Nightline	2	5	None	4	5	Gain
10-Sep	Scrubs	5	7	Lifeboy	5	7	None
End of Season							
	GRP Guarantee Used	985	1400		1000	1200	
	Over Delivery	0	0		0	0	
	ADU	15	16		0	0	
10-Aug	Dancing with Stars	3	4	AXE			
11-Aug	Nightline	2	4	Signal			
				None			
25-Aug	Scrubs	5	7	Lifeboy			
ADU		15	16				
	Total GRP Paid ABC	1000	1400				
	Total GRP Paid Actor	1015	1416				

Under-Delivery (ADU)

ABC Upfront ADU Example		AXE		Tide			
	Product	M 18-49	HH	Event/ Change	M 18-49	HH	Event/ Change
	Demographic	1000	1400		1000	1200	
	GRP Guarantee	1000	1400		1000	1200	
Date	Show			AXE			Tide
02-Oct	Lost	4	6	None	3	6	None
15-Oct	Ugly Betty	6	7	None	3	7	None
				None			None
18-Apr	20/20	2	6	None	4	6	Ivory
15-May	Castle			None	4	6	None
22-Jun	Life on Mars	7	8	Signal	7	8	None
				None			None
30-Jun	Dancing with Stars	3	4	None			None
12-Aug	Nightline	2	5	None	4	5	Gain
10-Sep	Scrubs	5	7	Lifeboy	5	7	None
End of Season							
	GRP Guarantee Used	985	1400		1000	1200	
	Over Delivery	0	0		0	0	
	ADU	15	16		0	0	
10-Aug	Dancing with Stars	3	4	AXE			
11-Aug	Nightline	2	4	Signal			
				None			
25-Aug	Scrubs	5	7	Lifeboy			
ADU		15	16				
	Total GRP Paid ABC	1000	1400				
	Total GRP Paid Actor	1015	1416				

Over Delivery

ABC Upfront							
GRP Over Delivery Example							
	Product Demographic GRP Guarantee	AXE			Tide		
		M 18-49 1000	HH 1400	Event/ Change	M 18-49 1000	HH 1200	Event/ Change
Date	Show						
02-Oct	Lost	4	6	None	3	6	None
15-Oct	Ugly Betty	6	7	None	3	7	None
				None			None
18-Apr	20/20	2	6	None	4	6	Ivory
15-May	Castle			None	4	6	None
22-Jun	Life on Mars	7	8	Signal	7	8	None
				None			None
30-Jun	Dancing with Stars	3	4	None			None
12-Aug	Nightline	2	5	None	4	5	Gain
10-Sep	Scrubs	5	7	Lifeboy	5	7	None
End of Season							
	GRP Guarantee Used	1000	1400		1011	1213	
	Over Delivery	0	0		11	13	
	ADU	15	16		0	0	
10-Aug	Dancing with Stars	3	4	AXE			
11-Aug	Nightline	2	4	Signal			
				None			
25-Aug	Scrubs	5	7	Lifeboy			
ADU		15	16				
	Total GRP Paid ABC	1000	1400		1000	1200	
	Total GRP Paid Actor	1015	1416		1000	1200	

Over Delivery

ABC Upfront							
GRP Over Delivery Example							
	Product Demographic GRP Guarantee	AXE			Tide		
		M 18-49 1000	HH 1400	Event/ Change	M 18-49 1000	HH 1200	Event/ Change
Date	Show						
02-Oct	Lost	4	6	None	3	6	None
15-Oct	Ugly Betty	6	7	None	3	7	None
				None			None
18-Apr	20/20	2	6	None	4	6	Ivory
15-May	Castle			None	4	6	None
22-Jun	Life on Mars	7	8	Signal	7	8	None
				None			None
30-Jun	Dancing with Stars	3	4	None			None
12-Aug	Nightline	2	5	None	4	5	Gain
10-Sep	Scrubs	5	7	Lifeboy	5	7	None
End of Season							
	GRP Guarantee Used	1000	1400		1011	1213	
	Over Delivery	0	0		11	13	
	ADU	15	16		0	0	
10-Aug	Dancing with Stars	3	4	AXE			
11-Aug	Nightline	2	4	Signal			
				None			
25-Aug	Scrubs	5	7	Lifeboy			
ADU		15	16				
	Total GRP Paid ABC	1000	1400		1000	1200	
	Total GRP Paid Actor	1015	1416		1000	1200	

How does this process work?

ABC Upfront
GRP Over Delivery Example

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Date	Product Demographic GRP Guarantee	AXE			Tide		
		M 18-49 1000	HH 1400	Event/ Change	M 18-49 1000	HH 1200	Event/ Change
02-Oct	Lost	4	6	None	3	6	None
15-Oct	Ugly Betty	6	7	None	3	7	None
18-Apr	20/20	2	6	None	4	6	Ivory
15-May	Castle	4	6	None	4	6	None
22-Jun	Life on Mars	7	8	Signal	7	8	None
30-Jun	Dancing with Stars	3	4	None	4	5	None
12-Aug	Nightline	2	5	None	4	5	None
10-Sep	Scrubs	5	7	Lifeboy	5	7	None
End of Season							
	GRP Guarantee Used	1000	1400		1011	1213	
	Over Delivery	0	0		11	13	
	ADU	15	16		0	0	
10-Aug	Dancing with Stars	3	4	AXE			
11-Aug	Nightline	2	4	Signal			
				None			
25-Aug	Scrubs	5	7	Lifeboy			
	ADU	15	16				
	Total GRP Paid ABC	1000	1400		1000	1200	
	Total GRP Paid Actor	1015	1416		1000	1200	

AXE3872873

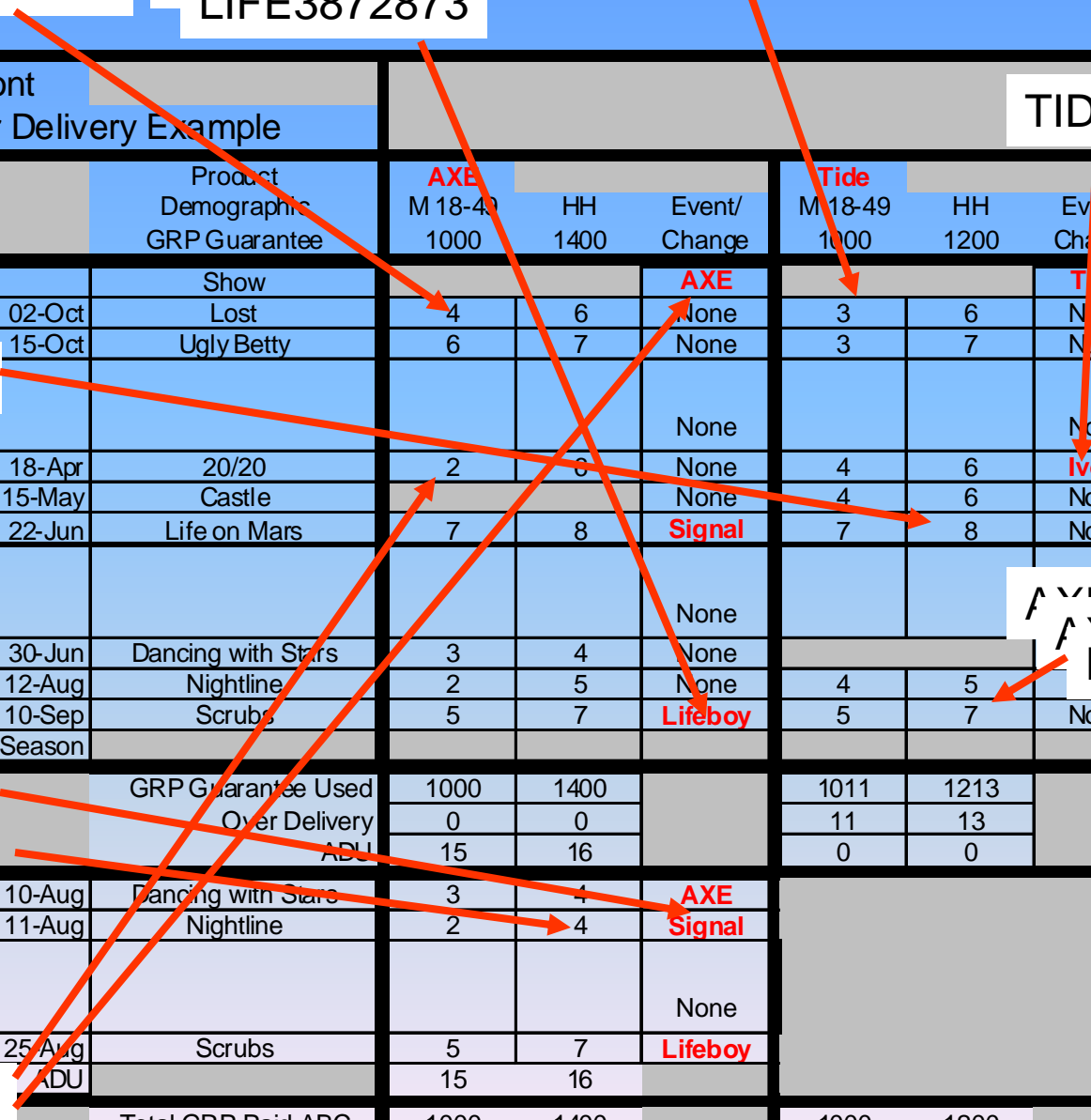
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IVOr3872873

SIG3872873

AXE3872873



Today

Events Generating Data or Action	Party Creating or Retrieving Data or Taking Action
Media Planning	Media Buying Co.
Media Buying	Media Buying Co.
Session & Residual Estimates (based on media plan)	Creative Agency & Talent Payroll Co.
Casting & Production	Creative Agency & Production Co.
Editing	Creative Agency & Editing House
Trafficking	Creative Agency or Media Buying Co.
Use & Rotation Reports (based on schedule actually ran and as revised)	Media Buying Co., Creative Agency, & Talent Payroll via various systems, e.g., Donovan
Review & Payment Approval	Creative Agency & Talent Payroll Co.
Check Sent	Talent Payroll Co.

Today

Events Generating Data or Action	Party Creating or Retrieving Data or Taking Action
Media Planning	Media Buying Co.
Media Buying	Media Buying Co.
Session & Residual Estimates (based on media plan)	Creative Agency & Talent Payroll Co.
Casting & Production	Creative Agency & Production Co.
Editing	Creative Agency & Editing House
Trafficking	Creative Agency or Media Buying Co.
Use & Rotation Reports (based on schedule actually ran and as revised)	Media Buying Co., Creative Agency, & Talent Payroll via various systems, e.g., Donovan
Review & Payment Approval	Creative Agency & Talent Payroll Co.
Check Sent	Talent Payroll Co.

Tomorrow

Events Generating Data or Action	Party Creating or Retrieving Data or Taking Action
Media Planning	Media Buying Co.
Media Buying	Media Buying Co.
Session & Residual Estimates (based on guaranteed GRPs)	Creative Agency & Talent Payroll Co.
Casting & Production	Creative Agency & Production Co.
Editing	Creative Agency & Editing House
Trafficking	Creative Agency or Media Buying Co.
Use & Rotation Reports (based on guaranteed GRPs used up tied to ADiD)	Media Buying Co., Creative Agency, & Talent Payroll via various systems, e.g., Donovan
Review & Payment Approval	Creative Agency & Talent Payroll Co.
Check Sent	Talent Payroll Co.

What about alleged discrepancies?

Today

Discrepancies	Party Creating or Retrieving Data
CMR	Union
P&H Report	Talent Payroll Co.
Compare CMR with P&H Report	Union
Inquiry to Creative Agency or Talent Payroll Co.	Union
Review of records, e.g., traffic reports, station affidavits, etc. and comparison with Union paperwork	Creative Agency & Talent Payroll Co.
Discussions and attempt to reconcile	Union, Creative Agency and Talent Payroll Co.
Exchange of additional data if unresolved	Union and Talent Payroll Co.
Agreement or formal claim	Creative Agency & Union

6 months to 1 year

Today

Discrepancies	Party Creating or Retrieving Data
CMR	Union
P&H Report	Talent Payroll Co.
Compare CMR with P&H Report	Union
Inquiry to Creative Agency or Talent Payroll Co	Union
Review of records, e.g., traffic reports, station affidavits, etc. and comparison with Union paperwork	Creative Agency & Talent Payroll Co.
Discussions and attempt to reconcile	Union, Creative Agency and Talent Payroll Co.
Exchange of additional data if unresolved	Union and Talent Payroll Co.
Agreement or formal claim	Creative Agency & Union

6 months to 1 year

Tomorrow

Discrepancies	Party Creating or Retrieving Data
CRM	Union
P&H Report	Talent Payroll Co.
Compare CRM with P&H Report	Union
Inquiry to Creative Agency or Talent Payroll Co.	Union
Review of records, i.e., media plan data and GRPs used – Forward to Union (Confidential)	Creative Agency, Talent Payroll Co., Unions
Discussions and attempt to reconcile	Unions, Creative Agency and Talent Payroll Co.
Exchange of additional data if unresolved	Unions and Talent Payroll Co.
Agreement or formal claim	Creative Agency & Unions.

Should be better than current time frame

Show Me the Money!

Show Me the Money!

Pilot

Pilot

Develop benchmarks and goals	By March 31, 2009
Interview and hire independent consultant, e.g., Booz & Co.	April 1 through no later than May 15, 2009
Development of pilot plan by independent consultant	May 16 through June 30, 2009
Commence Pilot	July 1, 2009
End Pilot	June 30, 2010
Evaluate Results	July 1 through September 30, 2010
Consultant certifies attainment of benchmarks and goals	At end of evaluation
Launch New System	October 1, 2010

ABC Upfront GRP Over Delivery Example								
	Product Demographic GRP Guarantee	AXE			Tide			
		M 18-49 1000	HH 1400	Event/ Change	M 18-49 1000	HH 1200	Event/ Change	
Date	Show				AXE			Tide
02-Oct	Lost	4	6	None	3	6	None	
15-Oct	Ugly Betty	6	7	None	3	7	None	
				None			None	
18-Apr	20/20	2	6	None	4	6	Ivory	
15-May	Castle				4	6	None	
22-Jun	Life on Mars	7	8	Signal	7	8	None	
				None			None	
30-Jun	Dancing with Stars	3	4	None			None	
12-Aug	Nightline	2	5	None	4	5	Gain	
10-Sep	Scrubs	5	7	Lifeboy	5	7	None	
End of Season								
	GRP Guarantee Used	1000	1400		1011	1213		
	Over Delivery	0	0		11	13		
	ADU	15	16		0	0		
10-Aug	Dancing with Stars	3	4	AXE				
11-Aug	Nightline	2	4	Signal				
				None				
25-Aug	Scrubs	5	7	Lifeboy				
ADU		15	16					
	Total GRP Paid ABC	1000	1400		1000	1200		
	Total GRP Paid Actor	1015	1416		1000	1200		

ABC Upfront
GRP Over Delivery Example

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Date	Product Demographic GRP Guarantee	AXE			Tide		
		M 18-49 1000	HH 1400	Event/ Change	M 18-49 1000	HH 1200	Event/ Change
02-Oct	Lost	4	6	None	3	6	None
15-Oct	Ugly Betty	6	7	None	3	7	None
18-Apr	20/20	2	6	None	4	6	Ivory
15-May	Castle	4	6	None	4	6	None
22-Jun	Life on Mars	7	8	Signal	7	8	None
30-Jun	Dancing with Stars	3	4	None	4	5	None
12-Aug	Nightline	2	5	None	4	5	None
10-Sep	Scrubs	5	7	Lifeboy	5	7	None
End of Season							
	GRP Guarantee Used	1000	1400		1011	1213	
	Over Delivery	0	0		11	13	
	ADU	15	16		0	0	
10-Aug	Dancing with Stars	3	4	AXE			
11-Aug	Nightline	2	4	Signal			
				None			
25-Aug	Scrubs	5	7	Lifeboy			
	ADU	15	16				
	Total GRP Paid ABC	1000	1400		1000	1200	
	Total GRP Paid Actor	1015	1416		1000	1200	

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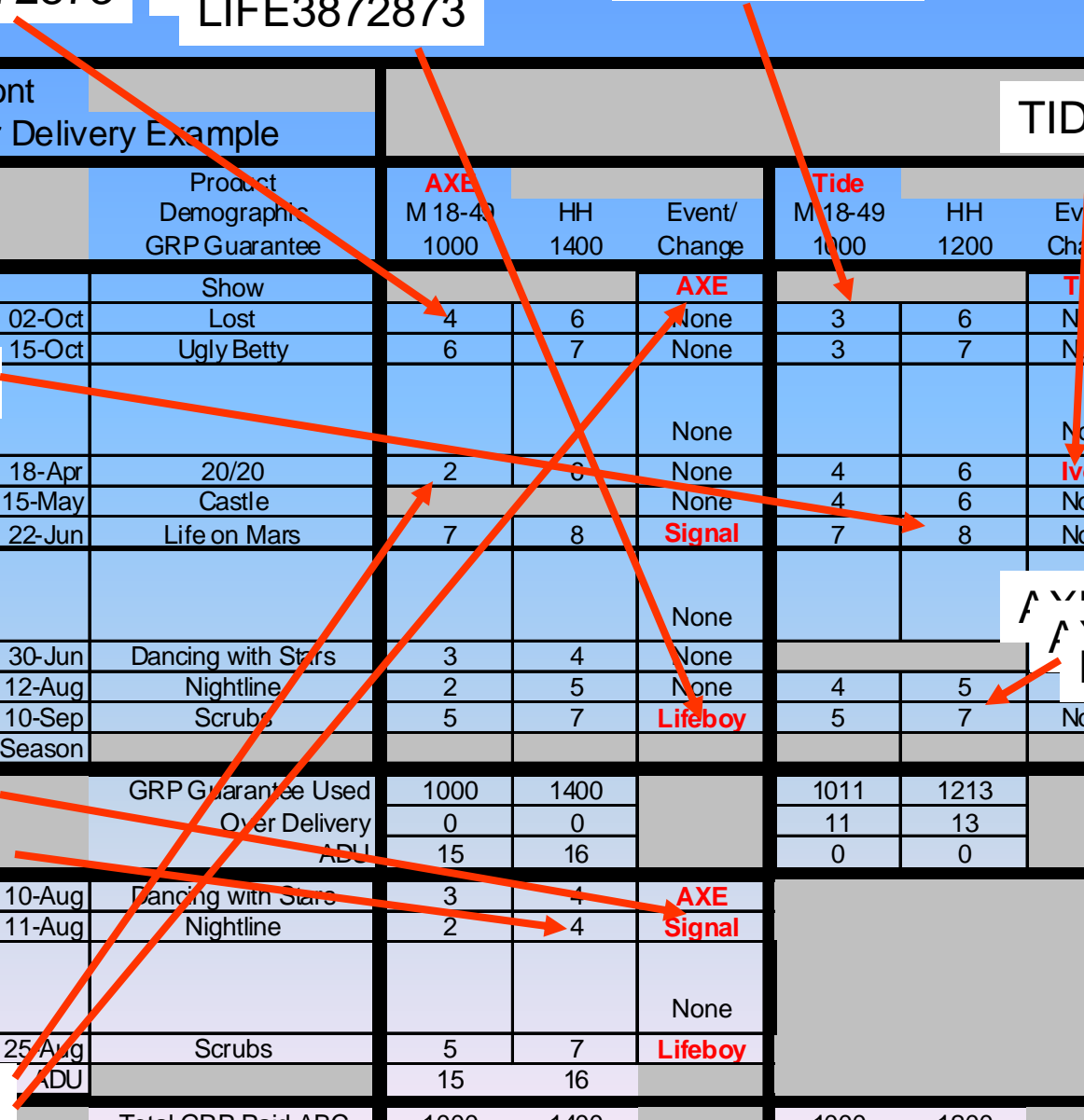
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SIG3872873

AXE3872873



Pilot

Fair Compensation based
on Exposure

Measurable ROI

GRP Model

- Actor's value measured by a currency Advertisers understand
 - GRP = Pay for Play
- Compensation proportionate to Media Growth
 - Better Transparency

Pilot Costs

AICF/IACF

Operate
under current
system
during Pilot

Questions?