

# 2010 TRA Fact Sheet



	TODAY	FUTURE
<b>Company Information</b>	<ul style="list-style-type: none"> <li>• Operations launched in 2007</li> <li>• Based in New York City</li> <li>• Management: Industry experts</li> <li>• Investors: Financial and corporate</li> </ul>	
<b>TRA's Business Intelligence Platform Functionality</b>	<p>Media TRAnalytics® provides our clients access to the following reports so they can improve their business results:</p> <ul style="list-style-type: none"> <li>• Audience Measurement: Advertising Media Exposure Report (AME), Reach and Frequency Report (RF), Audience Retention Report (AR)</li> <li>• Media Planning: True Target Index Report (TTI), Optimizer</li> <li>• Return on Investment Report (ROI)</li> <li>• US Patent No. 7,729,940</li> </ul>	Additional media touch points and marketing causals beyond TV added
<b>DVR Time Shifted Analytics</b>	Near Live, Live plus 3 days, and Live plus 14 days	Near Live, Live plus 3 days, and Live plus 14 days
<b>Sample Size for Overall TV Audience Measurement</b>	1,500,000+ households	2,000,000+ households
<b>Sample Size for Measurement of CPG/TV</b>	National sample of 300,000+ households— Matched TV + purchase + demographic data	Continually expanding up to 1,000,000 households
<b>Markets</b>	77 top media markets; national sample projected to U.S. demographics/geography	Increasing markets beyond top 77, sample sizes and added media touch points and marketing causals
<b>Purchase Data Sources</b>	5 supermarket chains - >100+ million frequent shopper cards in 54+ million households	Continuing ability to integrate any category with HH level purchase data (auto, financial services, consumer electronics, Rx, etc.)
<b>Demographic Data Sources</b>	Demographics/psychographics covering large number of attributes matched to TV and purchase data at household level	Additional data types to be determined
<b>TRA Client Access</b>	TV, Demographic Data, plus Purchase Data for specified categories purchased by TRA clients	
<b>How Clients Access Media TRAnalytics®</b>	Internet access, standard Internet browser, unique user ID & password	Internet access, standard Internet browser, unique user ID & password
<b>Status of TRA Platform</b>	<b>Media TRAnalytics® 2.5 operational</b>	Product roadmap adding new features defined by customers
<b>Status and Types of Media TRAnalytics® Algorithms</b>	Set top data hygiene, false positives, multi-set edit, geographic and demographic weighting, surfing/outages, and qualifications for intab	Continual improvement of methodology in concert with customers, industry bodies, and academic advisors
<b>Privacy Solution</b>	Third party blind matching; names and addresses not part of TRA data. ISO 27001 Certified.	