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America's Largest Single Source Database of 370,000 Households lets Advertisers Match TV Viewing to Actual Purchases

TRA's Media TRAnalytics™ Enables Media Buying Based on Sales, Not Just Impressions

New York, New York, November 10, 2008 – In February 2008, [TRA](http://www.traglobal.com) (<http://www.traglobal.com>) introduced the only technology, Media TRAnalytics™, that lets advertisers, networks and agencies match second-by-second television viewing to actual product purchases at the household level. Today, TRA announced another first – a 370,000 household nationwide anonymous [single source database](#), by far the largest resource for U.S. [television audience measurement](#) against purchase measurement in history – over 70 times larger than the landmark Project Apollo.

It's an immense "sweet spot" that emerged when TRA overlaid television viewership data from 1.5 million cable and TiVo (http://www.traglobal.com/press/TRA_TiVo_FINAL_06242008.pdf) households nationally, consumer package goods purchase data from more than 55 million households, and anonymous demographic data from more than 100 million households. The result is a database both unprecedented in size and relevance to advertisers, networks and agencies.

TRA's sample includes both live and timeshifted (aka DVR) anonymous tuning data which is critical to establishing a true representation of today's evolving television behavioral landscape. TRA also has the ability to use other forms of anonymous household purchase data (e.g., auto, pharma, consumer electronics, financial services) to make advertising accountable. TRA has rigorously applied stringent criteria to ensure the highest quality data match and will continue to grow the size of its database with the acquisition of additional TV and purchase data.

TRA's national database is in alignment with the advertising industry's "flight to accountability" which calls for a new de facto currency compared to previous unaccountable small databases for media measurement. With advertisers scrutinizing marketing options and allocating their media spend as a result of behavioral responses to media -- made even more critical by the current economic climate -- TRA clients using Media TRAnalytics™ can learn which advertising is actually working and which isn't -- in time to do something about it. Clients can:

- (1) Measure large samples of second-by-second audience live and timeshifted exposure in 1.5 million households;
- (2) Choose which TV programs most efficiently reach the types of purchasers (e.g., "swing purchasers") most likely to be responsive to a specific brand's current campaign;
- (3) Validate media plans with Media TRAnalytics™ return on investment (ROI) analytics, spotlighting the types of media vehicles which delivered the highest ROI so that the media schedule can be reallocated for increased ROI.

The outcome is that [advertisers](#), [agencies](#), and [cable and broadcast companies](#) can use detailed and actionable data to support media and creative investment decisions for an overall accountable media plan.

TRA also announced that Discovery Communications, the world's number one non-fiction media company joined TRA's growing client roster (including a major broadcast network, consumer packaged goods company and media agency) to take advantage of greater advertising effectiveness and accountability through Media TRAnalytics™.



“Over the past 40 years, advertisers have used the sex/age metric to choose TV shows and dayparts as a surrogate for the more relevant purchase behavior of that household,” said Mark Lieberman, Chairman and CEO of TRA. “For the first time in history, hard data of recent purchase behavior – which is the best predictor of future purchase behavior – can now be matched to actual TV measures of program and commercial exposure in Media TRAnalytics™ to choose which programs most efficiently deliver real purchasers and ultimately create the best return on advertising investment.”

TRA recently became one of only 65 companies in the U.S. to obtain [ISO 27001](#) certification, the information security management system standard published by the International Organization for Standardization (ISO) designed to ensure security controls to protect information assets. TRA is the only media measurement company in the United States to achieve this standard. Along with TRA’s patent pending privacy solution, which ensures all data received by TRA has been fully anonymized, this certification highlights the company’s dedication to privacy and information security.

About TRA, Inc.

TRA, Inc. (True ROI Accountability for Media -- <http://www.traglobal.com>) is a media and marketing research company whose proprietary patent pending platform, Media TRAnalytics™, cost effectively matches the ads that people actually receive with the products people actually buy; giving advertisers, agencies, and media transparency, accountable measurement, media planning and improved return-on-investment for their advertising spend. Founded by Chairman and Chief Executive Officer Mark Lieberman, an experienced entrepreneur, and advertising industry measurement pioneer Bill Harvey, President and Co-Founder, TRA employs proprietary measurement technologies and proven algorithms developed and refined over a 10-year period with 30,000 man-hours invested into developing TRA’s Media TRAnalytics™ platform over the past year. Investors include Kodiak Venture Partners and WPP/Kantar Media Research and angels. MediaVest, a subsidiary of Paris-based Publicis Groupe, is TRA’s first agency to be using Media TRAnalytics™. TRA is ISO 27001 certified, the information security management system standard published by the International Organization for Standardization (ISO) designed to ensure security controls to protect information assets.

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