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## TRA Adds TV Viewing, Shopping Measure

Feb 12, 2008

-By Katy Bachman

Media research company TRA, Inc. Tuesday unveiled a new research service that correlates TV viewing with shopping behavior from a single panel.

Under development for two years, the service combines second-by-second TV viewing data from digital set-top boxes with shopping behavior provided by frequent shopper cards for seven grocery store chains.

The Manhattan-based research firm currently has a panel of more than 300,000 TV households with plans to expand to more than 1 million by the end of the year.

"TRA's platform is an important step in the industry's migration to the use of anonymous census level data that is cross tabulated with purchase and behavior characteristics," said Irwin Gotlieb, CEO of GroupM, a division of WPP, an investor in TRA. "This data is crucial if the industry is going to exploit the tremendous potential of addressability, which allows individual consumers to view specifically targeted, relevant advertising based on their propensity to purchase, not just their program choice."

Clients access TRA reports via an online platform, allowing for custom break-outs.

"The most promising aspect of TRA's database is the marrying of television viewing data with product consumption data. This will allow us to provide a direct ROI measure to advertisers, a measure that some might argue is more relevant than the age/sex surrogate measures that serve as the television medium's currency today," said David Poltrack, chief research officer for CBS and president of CBS Vision, a subscriber to TRA.

Founded by Mark Lieberman, chairman and CEO, and Bill Harvey, president, TRA is backed by investments made in 2007 from Kodiak Ventures, WPP/Kantar Media Research, among others.



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### Solid Week One for Lopez Tonight

2009-11-16

TBS' Lopez Tonight, the new Monday to Thursday 11 p.m. hour of talk hosted by comedian and former sitcom star George Lopez, is off to a strong start. Based on final national ratings for the week of Nov. 9, Lopez Tonight built over the comparable year-ago week by as much 61 percent among adults 18-34.

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