

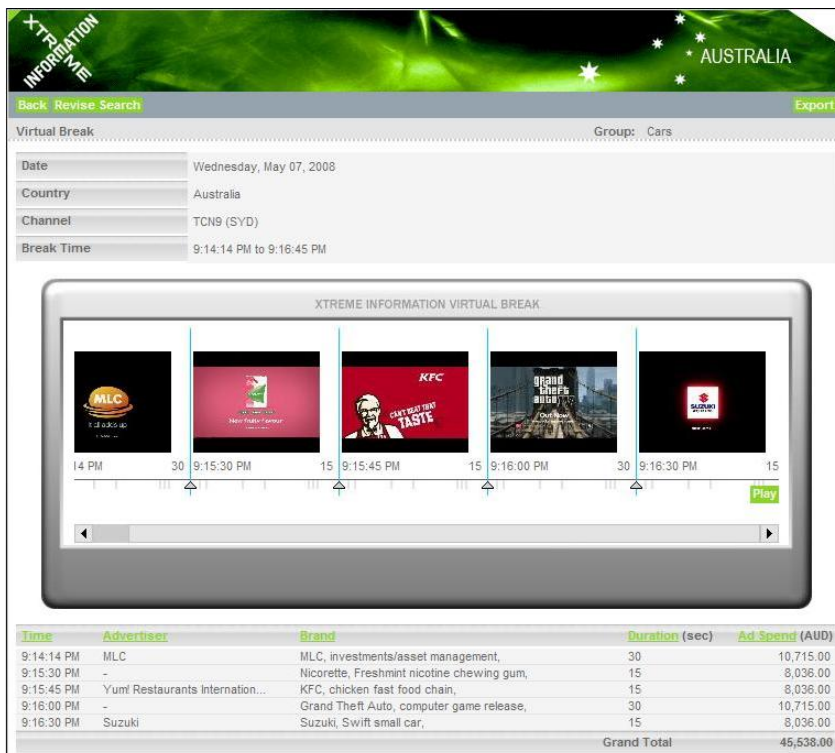
XTREME ADX

TRACKING AND SPEND DATA



XTREME ADX IS YOUR SOLUTION TO LINKING TELEVISION & PRESS CREATIVE WITH AD EXPENDITURE ACROSS AUSTRALIA

Xtreme independently monitors ad placement and frequency detail across Australia and calculates gross spend for every appearance. All ads are displayed within their precise TV break running order or press position and Xtreme ADX gives you the unique advantage of linking individual pieces of creative from various media with advertising expenditure data.



The Xtreme ADX solution offers two key user features: **Virtual Breaks** and **Media Schedules**. Virtual breaks instantly display the positional information for each ad revealing your competitors media planning as well as confirming that your ad ran as booked. The Media Schedule function tracks every monitored occurrence of a particular ad, revealing competitor media use and buying strategies.

All media is available on one secure website, built according to your specifications. Advanced search and reporting tools provide flexible and detailed analysis of your competitive environment. And because Xtreme ADX links ad spend directly to creative campaigns it easily reveals competitors' planning strategies and pinpoints ads crucial to their success.

For further Information on Xtreme ADX contact:
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KEY FEATURES

Easy to search

Our easy to use search facility enables simple or complex queries to be answered in seconds.

- TV, radio, press, outdoor and internet media available
- Ability to search by brand, category, country, date, media, publication and channel
- Search for new creative only or all the creative that ran within a particular date range
- Order search results by advertiser, brand, date or media
- Inclusion of a keyword feature enabling labelling of individual pieces of creative and ability to search by assigned keywords
- Optional e-mail alert of new material

Instant view

We do all the background work so you can view the spots you need in the way you want.

- View standard resolution TV spots/press ads directly on the site
- Download TV spots direct to your desktop as standard quality or full MPEG 1
- Download press ads (JPEG or PDF) directly from the site or by e-mail

Access spend data

Our combined solution makes analysing spend figures easier than ever before.

- Track every appearance of a piece of creative and see media spend
- View and print/export full media schedule
- View advertising expenditure summary reports
- View ad spend as share of voice
- Create charts and graphs for data analysis and presentations
- Manipulate ad spend data by category, advertiser, brand, date range, media owner, media and channel or publication.
- Create your own customized reports
- View ad in print or broadcast position and alongside its competitors via Xtreme's virtual publication and virtual break

Safe, secure and flexible

Need to add extra users? No problem. Want the site to have your own branding? Just ask.

- Individual access details issued to each authorized user
- Additional passwords available – share the information

METHODOLOGY

TV

TV is collected from each market's key commercial channels.

Expenditure details are based on the published rate cards for each channel.

Press

Press advertising is collected from an extensive list of metro and regional newspapers, magazines and trade titles.

Expenditure details are produced using the published rate cards for each publication, applying all relevant surcharges to position, size, and technical specifications.

Internet

Xtreme's bespoke in-house system visits specified web sites and pages using "spider grab" technology 4 times per day and captures the advertising displayed on those pages. New creative executions are identified and logged. Creative executions (ad masters) that have been captured previously are automatically recognized

TECHNICAL SPECIFICATION

Minimum requirements

Each confirmed end-user of Xtreme ADX should meet the following minimum requirements:

- Pentium class PC 1Ghz suggested minimum with 128Mb Ram for windows 2000 and 256 Mb Ram for Windows XP. 50 Mb free disk space
- Internet Explorer 5.5, Netscape 6.0, Mozilla Firefox, Safari
- Site can be constructed in Windows Media player or Real Player Real One (free player is sufficient)
- Soundcard and speakers or headphones
- Some sites require MS Excel for exported data

Hosting and Access

Access to the website is by unique access code and password; the material is held on a server hosted by Xtreme Information in Sydney

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