



Analyze market breaks across Broadcast Network, Syndication, and Cable Network data sources at the daily level

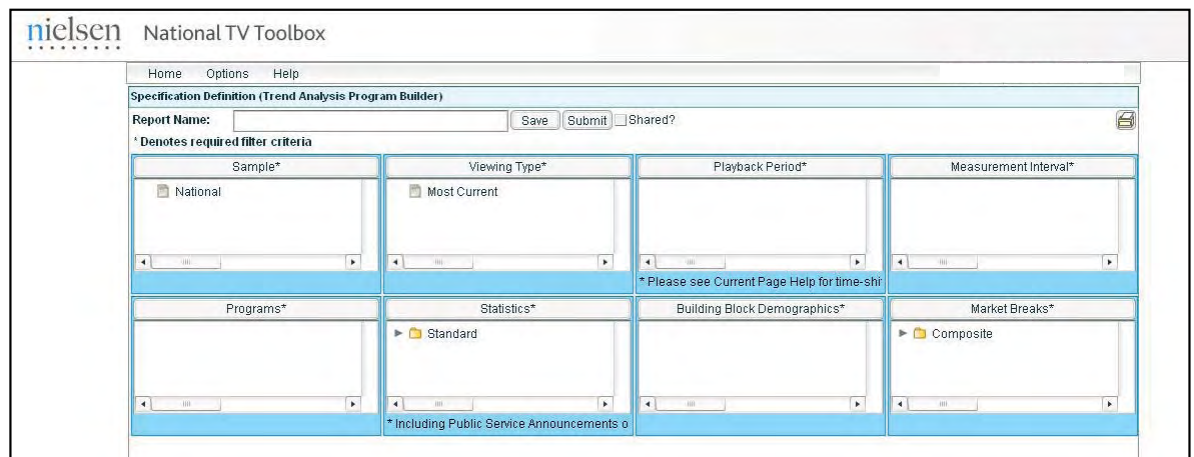
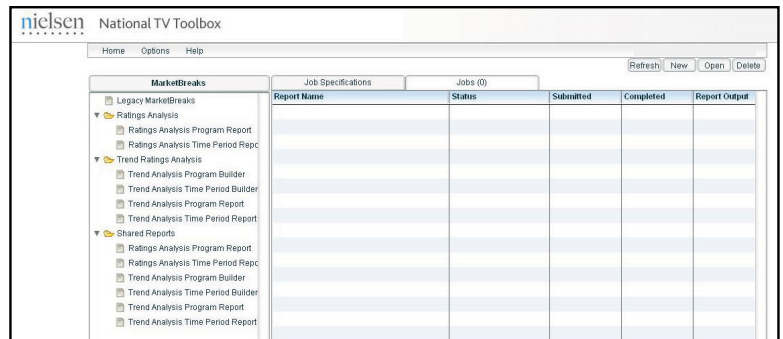
with Nielsen MarketBreaks

Some of the key features that will enhance your research tool kit:

- Easy to use, web-based product
- New and enhanced usability
- Next, Next day data availability
- Most Current and Live+7 Viewing Types available
- Live+X data available
- Commercial Statistics
- Extensive list of market breaks and building-block demographics available
- Boolean logic (AND, OR, NOT logic) available for market breaks and time period viewing sources

Reports Available in MarketBreaks:

- Ratings Analysis
- Trend Ratings Analysis: a two-phased approach to building and analyzing large volume program and time period data requests.
- Universe Estimate



For more information, contact your Nielsen representative at 800-988-4226 or visit www.nielsen.com

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