

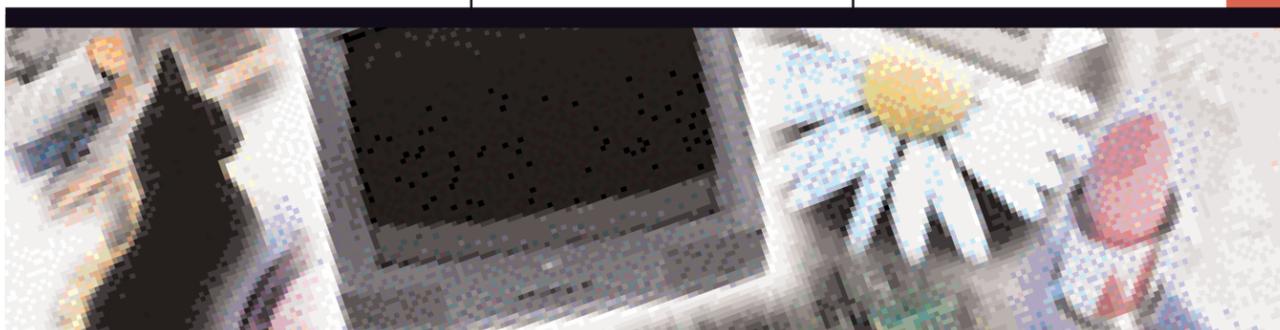
Executive Summary

There is a long-standing debate in the TV advertising business as to the relative commercial effectiveness of shows airing on broadcast versus those on cable—which is similar to [if not synonymous with] the debate over the relative value of rating size. The issue of broadcast versus cable has intensified over the past several years given the dramatic shift in viewing, leading advertising agencies to search for qualitative values to assign individual media elements.

During the first week of February, 2000 [January 31st - February 6th,] the Cabletelevision Advertising Bureau addressed this issue by commissioning Nielsen Media Research to conduct a nationwide telephone coincidental survey during primetime.

Nearly 5,800 adults 18+ were contacted at home. Based on estimates compiled by Nielsen, here are the top line findings:

- There is no significant difference between broadcast and cable network television on the basis of claimed commercial exposure [63.1% v 62.2%.]
- There is no significant difference between broadcast and cable network television on the basis of unaided recall [13.4% v 12.9%.] The slight statistical difference between the two recall estimates vanishes when broadcast and cable viewing occurs exclusively on cable TV sets.
- Amongst viewing on cable-only television sets, the unaided recall rates are virtually identical [12.8% for broadcast, 12.9% for cable.]
- There is no significant difference between broadcast and cable network television on the basis of the total number of ads recalled correctly per respondent [1.175 v 1.111.]
- The attentiveness levels for broadcast and cable viewers are very similar. 89.9% of all broadcast viewers were paying full/some attention to the program; 90.7% for cable viewers.
- Attentiveness levels are a strong predictor of unaided recall. For those viewers paying full attention to the program, their unaided recall rate is 14.8%. For those paying little/or no attention, the recall rate falls to 7.1%.



Background

What is the relative commercial effectiveness of broadcast network and ad-supported cable television?

This long-standing question has been addressed over the past two years through broadcast-supported [if not sponsored] studies such as AdWorks I & II and the syndicated Nielsen Quad Study.

In particular, the broadcast industry segmented **repeat viewing** and **long duration viewing** in their Quad Study, and created a hypothetical link between audience stability and commercial recall. In contrast, there is no such link in the CAB study. Commercial recall, on an unaided basis, is explicitly captured through a nationwide telephone coincidental survey.

There is another obvious difference between past broadcast studies and the CAB study. The former

studies were based on the reprocessing of syndicated data already in existence. The current study is based on new information generated from a telephone coincidental **designed to measure unaided recall.**

It should be noted that commercial recall is not the only way to assess "effectiveness", but it is a core measure utilized by advertisers and agencies to gauge commercial executions, as well as to make inter- [and intra-] media comparisons.



Methodology— Telephone Survey

Approximately 28,500 nationwide random digit dial phone calls were placed during primetime, which yielded a total response of 5,792 adults 18+.

The telephone survey was structured in order to ensure that Nielsen spoke with a randomly selected household member 18 years and older. In order to do so, Nielsen asked to speak with the person watching television with the most recent birthday.

A number of questions were asked of in-home TV viewers—the most important of which were:

- 1) What network or station were you watching or listening to when the phone rang?
- 2) What is the name of the television program you were watching or listening to?
- 3) Were you watching or listening to this program when the last commercial break aired?

If respondents answered, “Yes” to question 3 above, they were then asked:

Excluding advertisements for networks or programs, please tell me the name of any products or services you saw or heard advertised during the last commercial break?

It should be noted that we reviewed this methodology with several top level agency research executives. Their expert advice was invaluable in shaping our overall approach and questionnaire design.

VERIFICATION OF RECALL RESPONSES

Approximately two to three weeks after completion of the phone survey, Nielsen verified responses through their Monitor Plus commercial logs.

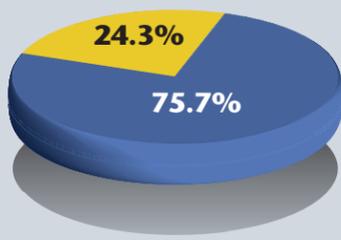
Importantly, since Nielsen Monitor Plus captures national commercials exclusively, this study was confined to the verification of national commercials airing on broadcast and cable **[see appendix 1 for list of Monitor Plus networks.]** In other words, respondents may have correctly identified local commercials, but these responses were excluded from the final tabulations. So, too, were any tune-in promotional spots.

When a respondent claimed that he or she was watching a television program at the last commercial break, it was critical for Nielsen to identify this break in order to assess the accuracy of recall responses. By time stamping when the phone call took place [and matching network and program information provided by the respondent] Nielsen was able to identify which commercial pod the respondent was referring to.



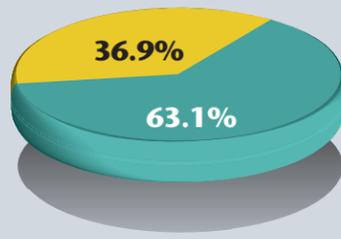
Primary Findings & Discussion

[A] VIEWING STATUS AT TIME OF CALL



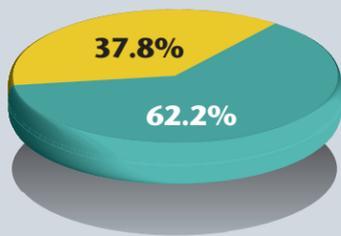
VIEWING STATUS	ADULTS 18+ CONTACTED VIA TELEPHONE COINCIDENTAL	%
Watching TV	4,386	75.7
Not Watching TV	1,406	24.3
Total	5,792	100.0

[B] CLAIMED COMMERCIAL EXPOSURE BROADCAST NETWORK TV



CLAIMED COMMERCIAL EXPOSURE	ADULTS 18+	%
# Viewers Watching At Break	1,508	63.1
# Viewers Not Watching At Break	883	36.9
Total	2,391	100.0

[C] CLAIMED COMMERCIAL EXPOSURE AD-SUPPORTED CABLE TV



CLAIMED COMMERCIAL EXPOSURE	ADULTS 18+	%
# Viewers Watching At Break	783	62.2
# Viewers Not Watching At Break	476	37.8
Total	1,259	100.0

I. OVERALL VIEWING

Of the 5,792 adults 18+ contacted during primetime, 4,386 of them were viewing television when the call was placed, which represents 75.7% of all respondents. [A] At first glance, three viewers out of four seems rather high compared with normative HUT/PUT levels generated by Nielsen's People Meter sample. But it should be kept in mind that national People Meter viewing levels include those who are not home/not viewing, whereas the current telephone sample reflects an in-home condition only.

II. CLAIMED COMMERCIAL EXPOSURE

When the telephone call was placed, there were 2,391 adults viewing broadcast network television. Of these, 63.1% [or, 1,508 respondents] claimed to be viewing during the last commercial break, and watching during a national commercial pod. [B] **The claimed commercial exposure rate for cable is virtually the same—** 62.2% [or, 783 viewing commercial break / 1,259 total cable network viewers at time of call.] [C]

Based on the commercial exposure rates above, **the figures for cable and broadcast are not significantly different** [90% confidence interval,] which runs contrary to the assumption that ad-supported cable viewers zap through the channel spectrum in order to avoid commercials.

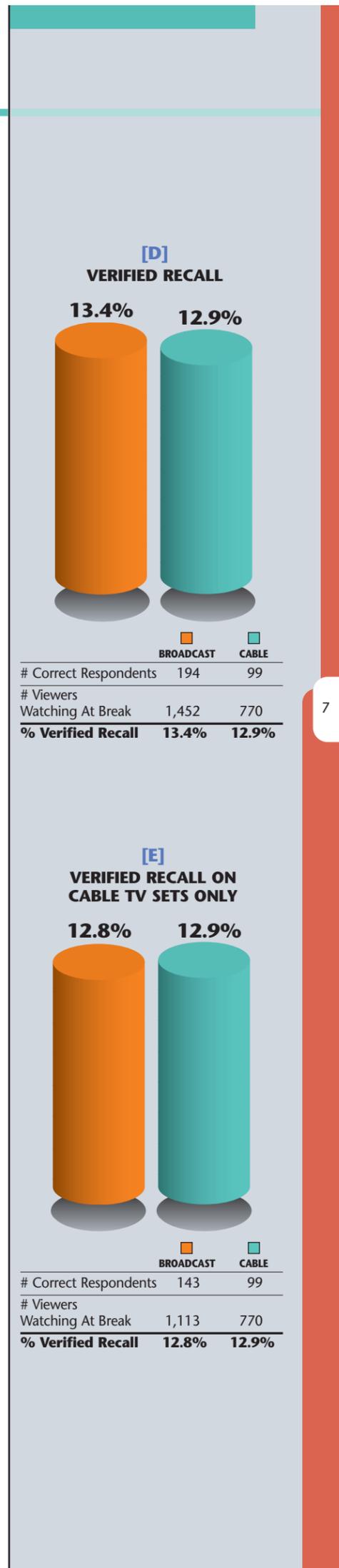
III. VERIFIED RECALL

1,508 broadcast network viewers claimed to be watching the program during the last commercial break. In order to calculate a verified recall response rate, this figure was reduced by 56 viewers since they were not exposed to a commercial pod with national advertisements measured by Monitor Plus. The adjusted commercial exposure is thus 1,452 viewers [i.e., 1,508 **minus** 56] of which 194 were able to correctly identify at least one commercial, or 13.4% correct recall response. [D]

783 cable network viewers claimed to be watching the program during the last commercial break. As is the case with broadcast commercial exposure, this figure has been reduced by 13 viewers since they were not exposed to a commercial pod with national advertisements measured by Monitor Plus. The adjusted commercial exposure is thus 770 viewers [i.e., 783 **minus** 13] of which 99 were able to correctly identify at least one commercial, or 12.9% correct recall response. [D]

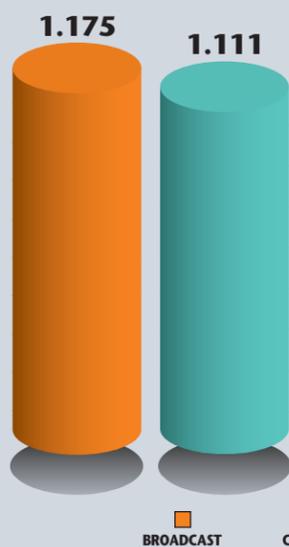
Given the level of sampling error, there is no significant difference between these two recall estimates [90% confidence interval].

The figures for broadcast TV represent viewing on cable **and** non-cable television sets. Since ad-supported cable programming cannot be received on non-cable sets, we have also tabulated the unaided recall rate for broadcast viewing on cable television sets only. The results are strikingly similar to cable viewing [12.8% v 12.9%]. [E]



Primary Findings & Discussion Continued

[F]
TOTAL ADS RECALLED
PER RESPONDENT



# Total Ads Recalled Correctly	228	110
# Correct Respondents	194	99
Ads Recalled Per Respondent	1.175	1.111

IV. TOTAL CORRECT RECALL RESPONSES

A minority of respondents was able to provide us with multiple correct recall responses. For broadcast network television, 194 viewers were able to correctly recall 228 commercials, or 1.175 correct ads per respondent. For ad-supported cable television, 99 viewers were able to correctly recall 110 commercials, or 1.111 correct ads per respondent. [F]

Given the level of sampling error, there is no significant difference between these two recall ratios [90% confidence interval].



Attentiveness

V. ATTENTIVENESS LEVELS

Respondents who claimed they were watching a program during the last commercial break were asked: "Which best describes how much attention you paid to the program overall?" The distribution of responses, from "Full" to "No" attention, is very similar for cable and broadcast network television.

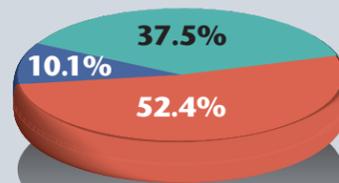
[G & H]

In our opinion, when a viewer chooses a program [whether cable or broadcast] that choice is a very personal one based on the individual's unique interests, curiosity, etc. Moreover, the sheer number of people [i.e., rating size] watching that program should not impact the individual viewer's state of mind or attentiveness level. The data from our study support this common sense assumption.



[G]

ATTENTIVENESS LEVELS BROADCAST NETWORK TV

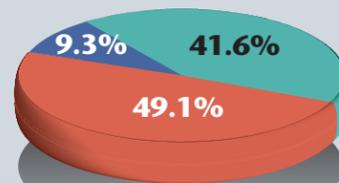


ATTENTIVENESS LEVEL	# A18+	%
Full Attention	787	52.4
Some Attention	564	37.5
Little/No Attention	152	10.1
Total	1,503	100.0

Base: Viewers who were watching last commercial break.

[H]

ATTENTIVENESS LEVELS AD-SUPPORTED CABLE TV



ATTENTIVENESS LEVEL	# A18+	%
Full Attention	381	49.1
Some Attention	323	41.6
Little/No Attention	72	9.3
Total	776	100.0

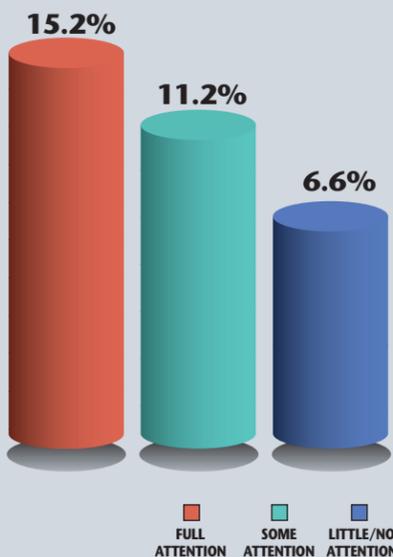
Base: Viewers who were watching last commercial break.

Attentiveness

Continued

[I] RECALL AS A FUNCTION OF ATTENTIVENESS

BROADCAST NETWORK TV



VI. RECALL AS A FUNCTION OF ATTENTIVENESS

A commonly held assumption is that a link exists between attentiveness and recall. The data we've collected strongly supports this assumption.

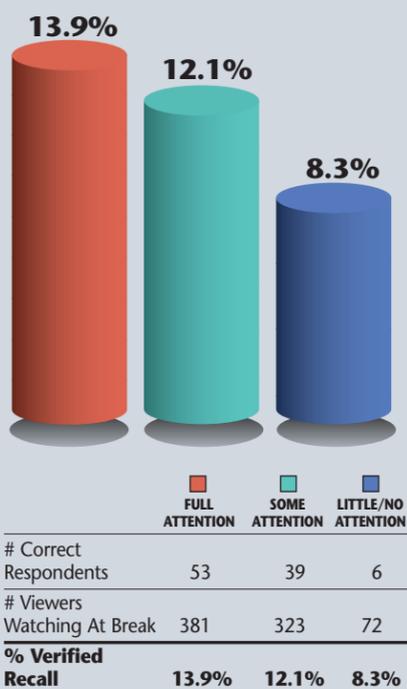
Of those respondents viewing at the break, we asked: **"Which best describes how much attention you paid to the program overall?"**

We have broken out the data for broadcast [I], cable [J] and the combination of the two [K]. As can be seen in the chart at bottom right, total viewers [who were paying full attention to the program] attained a 14.8% verified recall response rate. For those paying little or no attention, the verified recall rate is **52% lower** [i.e., 7.1%]. For those paying some attention, the recall rate is 11.5%.

In our second wave study of 12,500 adults [April 2000], we will gather attentiveness data for all viewers, and not just those viewing at the commercial break. In that way, we will be able to assess the impact that attentiveness has on commercial exposure, as well as commercial recall.

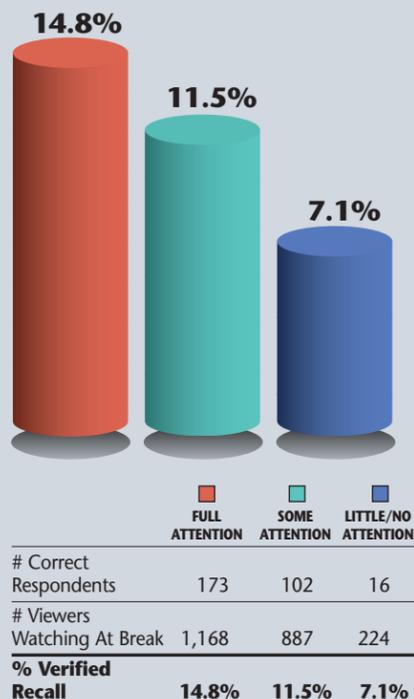
[J] RECALL AS A FUNCTION OF ATTENTIVENESS

AD-SUPPORTED CABLE TV



[K] RECALL AS A FUNCTION OF ATTENTIVENESS

TOTAL BROADCAST NETWORK TV AND AD-SUPPORTED CABLE



Viewership

VII. REGULAR VIEWERSHIP

Respondents who claimed to be watching a program during the last commercial break were asked: **“Would you consider yourself to be a regular viewer of this program?”** As is the case with “attentiveness”, we find the distribution of responses for broadcast [L] and cable [M] viewers to be very similar.

VIII. RECALL AS A FUNCTION OF REGULAR VIEWERSHIP

Is there a link between regular viewership and recall? Our data indicate that regular viewers do, indeed, have a higher recall than non-regular viewers. [N&O]

We have also calculated a recall response rate for viewers who were watching something other than a regularly scheduled program, such as a special or movie. Our expectation was that recall would be highest for this category. In the case of cable, it is, but not for broadcast, although it should be noted that the sample size for this category of viewing is small.

[L] REGULAR VIEWERSHIP
BROADCAST NETWORK TV

TYPE OF VIEWER	# A18+	%
Regular Viewer	1,014	67.6
Not Regular Viewer	360	24.0
Special/Movie	126	8.4
Total	1,500	100.0

[M] REGULAR VIEWERSHIP
AD-SUPPORTED CABLE TV

TYPE OF VIEWER	# A18+	%
Regular Viewer	525	67.8
Not Regular Viewer	161	20.8
Special/Movie	88	11.4
Total	774	100.0

[N] RECALL AS A FUNCTION OF REGULAR VIEWERSHIP
BROADCAST NETWORK TV

	REGULAR VIEWER	NOT REGULAR VIEWER	SPECIAL/MOVIE
# Correct Respondents	149	34	11
# Viewers Watching At Break	1,014	360	126
% Verified Recall	14.7%	9.4%	8.7%

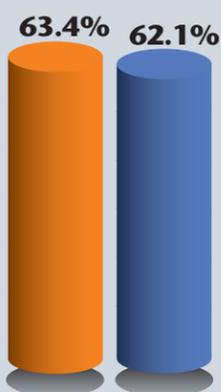
[O] RECALL AS A FUNCTION OF REGULAR VIEWERSHIP
AD-SUPPORTED CABLE TV

	REGULAR VIEWER	NOT REGULAR VIEWER	SPECIAL/MOVIE
# Correct Respondents	68	18	13
# Viewers Watching At Break	525	161	88
% Verified Recall	13.0%	11.2%	14.8%

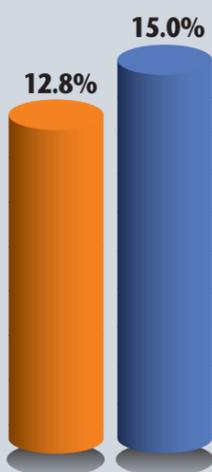
Base: Viewers who were watching last commercial break. [Applies to all four charts above.]

Exposure & Recall

[P] BROADCAST VIEWING ON CABLE AND NON-CABLE TV SETS CLAIMED COMMERCIAL EXPOSURE



	CABLE TV SETS	NON-CABLE TV SETS
# Viewers Watching At Break	1,154	354
# Total Viewers	1,821	570
% Commercial Exposure	63.4%	62.1%



[Q] VERIFIED RECALL

	CABLE TV SETS	NON-CABLE TV SETS
# Correct Respondents	143	51
# Viewers Watching At Break	1,113	339
% Verified Recall	12.8%	15.0%

[R] TOTAL BROADCAST ADS RECALLED PER RESPONDENT

	CABLE TV SETS	NON-CABLE TV SETS
Total Ads Recalled Correctly	170	58
# Correct Respondents	143	51
Ads Recalled Per Respondent	1.189	1.137

IX. COMMERCIAL EXPOSURE & RECALL ON CABLE AND NON-CABLE TV SETS

As expected, our survey found broadcast viewing on both cable and non-cable TV sets. There is a generally held assumption that viewing within a multi-channel cable universe is more dynamic and fluid than within a non-cable universe, where there are only a handful of viewing options. The fewer viewing options, so the logic goes, render the non-cable universe more conducive to commercial exposure and recall.

The data at left are equivocal on this point.

Claimed commercial exposure was directionally higher [although not significantly] on sets with cable [63.4%] than non-cable sets [62.1%]. [P] In contrast, on the basis of verified unaided recall, we find a higher rate for non-cable sets [15.0%] than cable sets [12.8%]. [Q] Then, again, when we look at the total correct commercials recalled per respondent, the edge is back within the cable TV set universe: 1.189 correct recalled ads/respondent vs. 1.137 for non-cable TV sets. [R]

X. COMMERCIAL EXPOSURE AND VERIFIED RECALL BY POD LENGTH

Advertisers and agencies have a keen interest in the relationship between commercial pod length and advertising communication. Over the years, a fair body of evidence would suggest that more commercial messages per pod [or "clutter"] leads to diminished recall.

At the top of page 13 are the recall rates for broadcast and cable viewers **by pod length.** [Tables S & T]

In our opinion, caution should be exercised in drawing any firm conclusions from these tables for the following reasons:

1) Our study cannot verify the **actual number** of ads seen or heard by each respondent. Common sense, however, would suggest lower commercial exposure than the one indicated in the far-left column of each table. In other words, a viewer may claim exposure to the last commercial break, but that doesn't mean he/she actually saw **every** ad. Moreover, the longer the commercial pod, the greater the probability of ads being missed, which disproportionately [and negatively] impacts the unaided recall rate for large commercial pod configurations.

2) The number of ads within the commercial pod **excludes** all national tune-in advertisements, which represent a significant level of commercial activity identified by Monitor Plus. For example, the above broadcast table [5] indicates 26 viewers exposed to commercial pods containing 8 or more ads. The inclusion of national tune-in ads would raise that figure to 292 broadcast viewers exposed to 8 or more ads. Bottom line: We do not have a complete picture of commercial clutter.

3) Several commercial pod rows contain inadequate sample sizes [especially at the lower and higher ends of the frequency tables,] which render many of the recall estimates unreliable.

It should be noted that tune-in ads were excluded for a reason. The current study was **designed** to capture **only** recall responses for product and service ads. Indeed, the recall question was phrased as follows:

“Excluding advertisements for networks and programs....”

Our second phase telephone coincidental [12,500 adults during the month of April] will include recall responses for all national tune-in promotions, which will provide a more robust picture of recall as a function of commercial load. By doubling our sample size, we will also alleviate some of the sample size problems mentioned in our third point above.

COMMERCIAL EXPOSURE AND VERIFIED RECALL BY POD LENGTH

[5] BROADCAST NETWORK TELEVISION

# ADS IN COMMERCIAL POD (THEORETICAL MAXIMUM EXPOSURE LEVEL)	# VIEWERS WITH CLAIMED EXPOSURE TO COMMERCIAL POD	# VIEWERS WITH CORRECT RECALL RESPONSE	PERCENT VERIFIED RECALL
1	13	1	(I.S.S.)
2	88	8	(I.S.S.)
3	267	33	12.4%
4	384	50	13.0%
5	392	56	14.3%
6	189	29	15.3%
7	93	12	12.9%
8	12	1	(I.S.S.)
9	8	2	(I.S.S.)
10	0	0	(I.S.S.)
11	6	2	(I.S.S.)
Total	1452	194	13.4%

(i.s.s.) inadequate sample size

[7] CABLE NETWORK TELEVISION

# ADS IN COMMERCIAL POD (THEORETICAL MAXIMUM EXPOSURE LEVEL)	# VIEWERS WITH CLAIMED EXPOSURE TO COMMERCIAL POD	# VIEWERS WITH CORRECT RECALL RESPONSE	PERCENT VERIFIED RECALL
1	38	0	(I.S.S.)
2	63	6	(I.S.S.)
3	108	16	14.8%
4	128	17	13.3%
5	153	21	13.7%
6	139	18	12.9%
7	61	6	(I.S.S.)
8	50	8	(I.S.S.)
9	16	3	(I.S.S.)
10	11	3	(I.S.S.)
11	3	1	(I.S.S.)
Total	770	99	12.9%

(i.s.s.) inadequate sample size

Commercial Description

[U] DISTRIBUTION OF ADS RECALLED BY COMMERCIAL LENGTH

Broadcast Network TV

COMMERCIAL LENGTH	TOTAL COMMERCIALS RECALLED CORRECTLY	PERCENT DISTRIBUTION
:15s	32	14.0%
:20s	1	0.4%
:30s	181	79.4%
:60s	14	6.2%
Total	228	100.0%

Ad-Supported Cable TV

COMMERCIAL LENGTH	TOTAL COMMERCIALS RECALLED CORRECTLY	PERCENT DISTRIBUTION
:10s	2	1.8%
:15s	17	15.5%
:30s	82	74.5%
:60s	9	8.2%
Total	110	100.0%

XI. DESCRIPTION OF COMMERCIALS RECALLED

A total of 338 commercials were correctly identified on an unaided recall basis. Broadcast viewers identified 228 commercials, of which 114 represent different brand executions. Cable viewers identified 110 commercials, of which 85 represent different brand executions*.

There is a marked similarity in the commercials identified by broadcast and cable viewers on the basis of commercial length [U], pod position [V] and pod length [W]. For example, the average length of all ads recalled by broadcast viewers is 29.7 seconds; for cable 29.8 seconds*. At top left is the distribution of ads recalled by commercial length. [U]

Ads recalled by broadcast and cable viewers occupied similar positions within the commercial break [V].

[V] DISTRIBUTION OF ADS RECALLED BY POD POSITION

Broadcast Network TV

COMMERCIAL POSITION WITHIN POD*	TOTAL COMMERCIALS RECALLED CORRECTLY	PERCENT DISTRIBUTION
1st or 2nd position	93	40.8%
3rd or 4th position	102	44.7%
5th or 6th position	30	13.2%
7th position or higher	3	1.3%
Total	228	100.0%

Ad-Supported Cable TV

COMMERCIAL POSITION WITHIN POD*	TOTAL COMMERCIALS RECALLED CORRECTLY	PERCENT DISTRIBUTION
1st or 2nd position	47	42.7%
3rd or 4th position	42	38.2%
5th or 6th position	14	12.7%
7th position or higher	7	6.4%
Total	110	100.0%

*In order to determine ad position within pod, the above tables include all national tune-in promotional ads captured by Monitor Plus. Note: "Total Commercials Recalled Correctly" column excludes all such ads.

[W] DISTRIBUTION OF ADS RECALLED BY POD LENGTH

Broadcast Network TV

TOTAL POD LENGTH*	TOTAL COMMERCIALS RECALLED CORRECTLY	PERCENT DISTRIBUTION
1-4 ads	36	15.8%
5-8 ads	179	78.5%
9+ ads	13	5.7%
Total	228	100.0%

Ad-Supported Cable TV

TOTAL POD LENGTH*	TOTAL COMMERCIALS RECALLED CORRECTLY	PERCENT DISTRIBUTION
1-4 ads	26	23.6%
5-8 ads	64	58.2%
9+ ads	20	18.2%
Total	110	100.0%

*In order to determine commercial pod length, the above tables include all national tune-in promotional ads captured by Monitor Plus. Note: "Total Commercials Recalled Correctly" column excludes all such ads.

Lastly, broadcast and cable viewers were exposed to similar pod configurations. On average, broadcast viewers were exposed to a pod length of 6 commercials; cable viewers 6.3 commercials*.

It should be noted, however, that broadcast viewers recalled more ads within pods configured with 5-8 ads [78.5% v 58.2% for cable], whereas cable viewers recalled more ads within pods configured with nine or more ads [18.2% v 5.7% for broadcast].

[W]

*See appendix 2

Conclusion

GENERAL DISCUSSION AND FUTURE DIRECTION

In the face of steadily eroding primetime shares, the broadcast industry has maintained that their programming still provides a better commercial environment than cable's. Their assumption is captured in the phrase, "bigger is better."

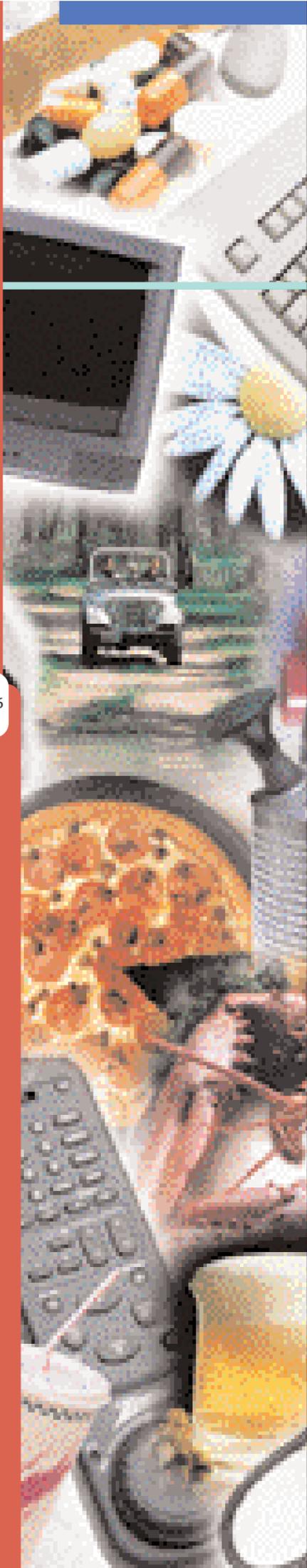
Our findings do not support this assumption.

Indeed, as we review the data generated from Nielsen's telephone coincidental, we are struck with the remarkable similarity between broadcast and cable. Both sources of viewing score equally well on the basis of commercial exposure, unaided recall and attentiveness.

Obviously, there's a lot more to unaided recall than just a "broadcast vs. cable" issue. Numerous factors can influence recall, such as commercial execution, commercial length, clutter, pod position, etc. All of these issues are embedded in the respondent level database that Nielsen is building for CAB.

At the time of this writing (mid-April) we are back in the field to replicate this study. We will contact an additional 12,500 adults 18+. Added to the data already collected, the CAB will be in possession of one of the largest current unaided recall databases. It is our intention to turn the database over to the agency research community so that media research professionals can independently explore the recall issues cited above.





Appendix 1

7 NATIONAL BROADCAST NETWORKS MEASURED BY MONITOR PLUS:

- 1) ABC Network
- 2) CBS Network
- 3) FOX Network
- 4) NBC Network
- 5) PAX Network
- 6) UPN Network
- 7) WB Network

34 NATIONAL AD-SUPPORTED CABLE NETWORKS MEASURED BY MONITOR PLUS:

- 1) A&E Network
- 2) Animal Planet
- 3) BET Network
- 4) Bravo
- 5) Comedy Central
- 6) CMT
- 7) CNBC
- 8) CNN
- 9) Court TV
- 10) The Discovery Channel
- 11) E! Entertainment TV
- 12) ESPN
- 13) ESPN2
- 14) FOX Family Channel
- 15) Food Network
- 16) FOX News Channel
- 17) FX
- 18) HGTV
- 19) The History Channel
- 20) CNN Headline News
- 21) Lifetime Television
- 22) MSNBC
- 23) MTV
- 24) Nickelodeon/Nick-At-Nite
- 25) Sci-Fi Channel
- 26) TBS
- 27) TLC
- 28) TNN
- 29) TNT (Turner Network Television)
- 30) The Cartoon Network
- 31) The Travel Channel
- 32) TV Land
- 33) The Weather Channel
- 34) USA Network

Appendix 2

COMMERCIALS RECALLED ON BROADCAST NETWORKS

TIME SLOT IN WHICH AD APPEARED	LENGTH OF PROGRAM (IN MINUTES)	POD POSITION OF AD RECALLED CORRECTLY	TOTAL NUMBER OF ADS WITHIN POD	AD LENGTH (IN SECONDS)	AGE	SEX	IDENTIFICATION OF BRAND COMMERCIAL
8:30-8:59	120	3	7	15	39	F	7 UP REG SOFT DRINK
9:00-9:29	120	1	8	30	39	M	AFRIN NO DRIP NASL DECONG SPRAY
8:00-8:29	60	3	8	15	78	F	ALMAY ONE COAT MASCARA COLOR & CURL
9:00-9:29	60	3	8	30	42	F	ALPO DRY-DOG-FD
9:00-9:29	60	5	5	30	49	M	AMANA WASHING MACHINES
8:30-8:59	120	4	5	15	27	M	AMERICA ONLINE INTERNET SVC PROVIDER
9:00-9:29	60	4	5	30	28	M	AMERICA ONLINE INTERNET SVC PROVIDER
10:00-10:29	60	2	5	15	71	F	AMERICA ONLINE INTERNET SVC PROVIDER
9:30-9:59	120	1	9	60	36	M	AMERICAS DAIRY FARMERS CHEESE
9:30-9:59	30	1	2	30	54	F	AMERICAS DAIRY FARMERS MILK
10:00-10:29	60	4	6	30	68	F	AMERICAS DAIRY FARMERS MILK
10:30-10:59	30	4	8	30	56	F	APPLE DESKTOP MEDIA COMPUTER PERIPHERALS
8:30-8:59	30	4	6	30	37	M	APPLE MACINTOSH COMPUTER SYS IMAC
9:30-9:59	30	2	6	15	41	F	AT&T TELEPH SVCS 1-800-CALL ATT
10:30-10:59	60	1	3	30	24	M	AT&T TELEPH SVCS ONE RATE
9:00-9:29	60	4	5	30	25	F	AT&T TELEPH SVCS ONE RATE
8:30-8:59	60	4	5	30	27	M	AT&T TELEPH SVCS ONE RATE
8:00-8:29	60	4	5	30	37	F	AT&T TELEPH SVCS ONE RATE
10:00-10:29	60	4	5	30	37	F	AT&T TELEPH SVCS ONE RATE
8:30-8:59	60	4	5	30	39	F	AT&T TELEPH SVCS ONE RATE
8:30-8:59	60	4	5	30	48	M	AT&T TELEPH SVCS ONE RATE
8:30-8:59	30	5	8	30	56	F	BEACH MOVIE
10:30-10:59	30	5	6	30	19	F	BOILER ROOM MOVIE
9:00-9:29	30	1	2	30	42	F	BUDWEISER BEER
8:30-8:59	30	1	2	30	84	F	BUDWEISER BEER
8:30-8:59	30	1	4	30	19	M	BURGER KING RESTAURANT
8:30-8:59	60	2	3	30	25	F	BURGER KING RESTAURANT
10:00-10:29	60	3	4	30	28	F	BURGER KING RESTAURANT
8:30-8:59	60	3	7	30	30	F	BURGER KING RESTAURANT
8:00-8:29	30	2	5	30	38	M	BURGER KING RESTAURANT
10:30-10:59	60	3	7	30	52	F	BURGER KING RESTAURANT
8:00-8:29	30	1	5	30	81	F	BURGER KING RESTAURANT
10:30-10:59	30	5	6	30	23	F	CADILLAC DEVILLE AUTOS DTS
9:00-9:29	60	3	6	15	20	F	CAREFREE TO GO SANITARY NAPKINS
9:30-9:59	60	3	11	20	35	M	CLAIROL HERBAL ESSENCES SHMP & COND
8:30-8:59	60	3	7	30	33	F	CLOROX DISINFECTANTS WIPES
10:00-10:29	60	1	7	30	54	M	COCA-COLA CLASSIC REG SOFT DRINK
10:00-10:29	120	2	5	30	74	F	COCA-COLA CLASSIC REG SOFT DRINK
8:30-8:59	45	2	8	30	26	F	DANNON YOGURT FRUIT ON THE BOTTOM
9:30-9:59	45	2	8	30	27	F	DANNON YOGURT FRUIT ON THE BOTTOM
8:00-8:29	30	3	5	30	38	M	DISCOVER CREDIT CARD SVCS
10:30-10:59	60	4	5	30	55	M	DODGE DAKOTA TRUCKS
8:00-8:29	60	5	8	30	19	F	DODGE DURANGO TRUCKS
10:00-10:29	60	1	2	30	28	M	DODGE DURANGO TRUCKS
8:30-8:59	60	5	8	30	53	F	DODGE DURANGO TRUCKS
9:30-9:59	60	3	7	30	54	F	DODGE DURANGO TRUCKS
8:30-8:59	60	5	8	30	60	M	DODGE DURANGO TRUCKS
9:00-9:29	60	5	8	30	61	M	DODGE DURANGO TRUCKS
8:00-8:29	120	2	4	30	46	M	DOMINOS PIZZA RESTAURANT MEATSA TRIO
9:00-9:29	120	6	8	30	42	F	DORITOS TORTILLA CHIPS BAJA PICANTE
8:30-8:59	30	3	5	30	47	F	DORITOS TORTILLA CHIPS BAJA PICANTE
10:00-10:29	180	4	10	30	55	F	DOVE ANTIPERSP-DEOD SOLID/MAX STR
10:00-10:29	60	2	6	30	66	M	DOVE ANTIPERSP-DEOD SOLID/MAX STR
9:00-9:29	30	4	4	15	39	M	DOVE SOAP SENSITIVE SKIN FORMULA
10:30-10:59	60	2	9	15	56	F	DOVE SOAP SENSITIVE SKIN FORMULA
9:30-9:59	60	4	7	30	59	M	DRANO FOAMER CLEANER-DRAIN PWDR
9:30-9:59	60	1	8	30	22	F	FEDEX DELIVERY SVCS
9:30-9:59	60	1	4	60	28	F	FEDEX DELIVERY SVCS
10:30-10:59	60	1	4	60	30	M	FEDEX DELIVERY SVCS

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Appendix 2

COMMERCIALS RECALLED ON BROADCAST NETWORKS *continued*

TIME SLOT IN WHICH AD APPEARED	LENGTH OF PROGRAM (IN MINUTES)	POD POSITION OF AD RECALLED CORRECTLY	TOTAL NUMBER OF ADS WITHIN POD	AD LENGTH (IN SECONDS)	AGE	SEX	IDENTIFICATION OF BRAND COMMERCIAL
9:30-9:59	60	1	4	60	32	M	FEDEX DELIVERY SVCS
8:30-8:59	60	1	4	60	36	M	FEDEX DELIVERY SVCS
9:00-9:29	60	1	4	60	42	F	FEDEX DELIVERY SVCS
8:00-8:29	120	1	7	60	53	F	FEDEX DELIVERY SVCS
8:30-8:59	60	1	8	30	57	F	FEDEX DELIVERY SVCS
9:30-9:59	60	4	6	30	59	F	FEDEX DELIVERY SVCS
10:00-10:29	60	1	5	30	30	F	FINESSE SHMP & COND
9:00-9:29	60	3	14	30	53	M	FINESSE SHMP & COND
10:00-10:29	120	2	9	30	27	M	FOLGERS GND-CAF-COF
9:30-9:59	120	2	9	30	41	F	FOLGERS GND-CAF-COF
8:30-8:59	120	6	8	30	41	M	FORD F SERIES TRUCKS
9:00-9:29	60	2	4	30	32	F	GM AUTOS & TRUCKS
9:30-9:59	120	4	8	30	63	F	GM AUTOS & TRUCKS
8:00-8:29	60	1	7	30	25	F	GMC YUKON XL TRUCKS
8:30-8:59	60	1	4	30	31	F	HALLS COUGH REMEDIES DROPS
10:00-10:29	60	3	5	30	19	M	HYUNDAI SONATA AUTOS
9:30-9:59	60	3	5	30	35	F	HYUNDAI SONATA AUTOS
8:30-8:59	120	4	6	30	31	F	I CANT BELIEVE ITS NOT BUTTER
10:30-10:59	60	3	6	15	66	M	JCPENNEY STR-DEPT
8:30-8:59	60	3	7	60	43	M	JOHNSON & JOHNSON CO-GEN
9:00-9:29	30	1	7	30	59	F	JOHNSONS BABY BATH SOOTHING VAPOR
8:30-8:59	45	4	8	30	26	F	JOHNSONS BABY SHAMPOO GEL
9:00-9:29	120	4	8	30	34	F	KRAFT EASY MAC ENTREES-PREPARED
10:00-10:29	60	5	5	15	71	F	LOREAL HYDRA SOFT LIPSTICK
9:00-9:29	60	2	2	15	49	F	LUBRIDERM ADVANCED THERAPY MSTRZR
8:30-8:59	120	2	6	15	28	M	MAXWELL HOUSE COFFEE
8:30-8:59	60	4	5	30	19	M	MCDONALDS RESTAURANT
8:00-8:29	30	3	7	30	27	M	MCDONALDS RESTAURANT
8:30-8:59	120	2	6	30	31	F	MCDONALDS RESTAURANT
9:30-9:59	30	3	5	30	41	M	MCDONALDS RESTAURANT
9:00-9:29	60	5	8	30	42	F	MCDONALDS RESTAURANT
10:30-10:59	30	1	3	30	46	F	MCDONALDS RESTAURANT
8:00-8:29	60	1	8	30	52	M	MCDONALDS RESTAURANT
10:00-10:29	60	1	5	30	66	F	MCDONALDS RESTAURANT
8:00-8:29	60	3	5	30	24	M	MCDONALDS RESTAURANT HAPPY MEAL
10:30-10:59	60	3	5	30	46	F	MCDONALDS RESTAURANT HAPPY MEAL
7:30-7:59	60	4	7	30	52	F	MCDONALDS RESTAURANT HAPPY MEAL
8:00-8:29	60	3	9	30	71	F	MCDONALDS RESTAURANT HAPPY MEAL
9:00-9:29	120	5	8	30	28	M	MCI WORLDCOM TELEPH SVCS 1-800-COLLECT
10:30-10:59	60	5	6	30	24	F	MCI WORLDCOM TELEPH SVCS LONG DISTANCE
9:30-9:59	30	1	8	30	87	F	MERCEDES-BENZ M-CLASS TRUCKS
8:30-8:59	30	4	5	30	54	F	MERCEDES-BENZ TRUCKS
9:00-9:29	120	3	4	30	38	F	MICROSOFT INTERNET SVCS
8:30-8:59	60	1	3	30	45	M	MICROSOFT INTERNET SVCS
8:00-8:29	30	3	5	30	58	M	MICROSOFT INTERNET SVCS
10:00-10:29	60	1	5	30	74	F	MICROSOFT INTERNET SVCS
8:30-8:59	30	3	5	30	45	F	MINI GALANT AUTOS
10:30-10:59	30	1	6	30	46	F	MINI GALANT AUTOS
10:00-10:29	30	1	6	30	55	F	MINI GALANT AUTOS
8:30-8:59	60	2	5	30	25	F	MINI MONTERO TRUCKS SPORT
9:00-9:29	30	1	3	30	31	M	MINI MONTERO TRUCKS SPORT
9:30-9:59	60	2	5	30	37	F	MINI MONTERO TRUCKS SPORT
10:00-10:29	60	2	5	30	37	F	MINI MONTERO TRUCKS SPORT
10:00-10:29	30	2	4	30	43	F	MINI MONTERO TRUCKS SPORT
10:00-10:29	60	2	6	30	47	F	MINI MONTERO TRUCKS SPORT
8:00-8:29	60	2	5	30	48	M	MINI MONTERO TRUCKS SPORT
9:00-9:29	120	1	7	30	49	F	MONISTAT FEMININE TREATMENTS-MED

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COMMERCIALS RECALLED ON BROADCAST NETWORKS *continued*

TIME SLOT IN WHICH AD APPEARED	LENGTH OF PROGRAM (IN MINUTES)	POD POSITION OF AD RECALLED CORRECTLY	TOTAL NUMBER OF ADS WITHIN POD	AD LENGTH (IN SECONDS)	AGE	SEX	IDENTIFICATION OF BRAND COMMERCIAL
8:30-8:59	120	2	2	60	67	F	MONSTER MADNESS AUDIO-REC-DRSP
9:30-9:59	60	6	8	30	22	M	MONSTER.COM WEBSITE-EMPLOYMENT SVCS
10:00-10:29	60	6	8	30	45	M	MONSTER.COM WEBSITE-EMPLOYMENT SVCS
8:30-8:59	30	5	5	30	31	F	MOUNTAIN DEW REG SOFT DRINK
9:30-9:59	60	6	8	30	35	F	MOUNTAIN DEW REG SOFT DRINK
10:30-10:59	120	3	6	15	24	F	MR CLEAN CLEANER-ALL PURPOSE LIQUID/MT FALLS
9:30-9:59	30	3	6	15	41	F	MR CLEAN CLEANER-ALL PURPOSE LIQUID/MT FALLS
8:30-8:59	60	1	4	30	n/a	F	MVP.COM WEBSITE-RETAIL SPRTNG GDS
9:30-9:59	120	7	7	30	50	F	NABISCO TEDDY GRAHAMS COOKIES
10:00-10:29	60	3	5	15	71	F	NEUTROGENA DEEP CLEAN SKIN CLEANSERS CREAM
7:30-7:59	60	2	5	15	24	M	NEUTROGENA PORE REFINING MSTRZR CREAM
8:00-8:29	30	1	5	30	19	F	OCEAN SPRAY FRUIT DRINKS
9:00-9:29	30	2	4	30	19	M	OCEAN SPRAY FRUIT DRINKS
8:30-8:59	60	2	6	30	20	F	OFFICE DEPOT STR-OFFICE EQUIP-SUPLS
10:30-10:59	60	1	9	30	48	F	OFFICE DEPOT STR-OFFICE EQUIP-SUPLS
9:30-9:59	60	2	6	30	57	F	OFFICE DEPOT STR-OFFICE EQUIP-SUPLS
9:00-9:29	60	4	7	30	20	M	OLDSMOBILE AUTOS
9:30-9:59	60	4	7	30	22	M	OLDSMOBILE AUTOS
8:30-8:59	60	1	6	30	26	F	OLDSMOBILE AUTOS
9:00-9:29	30	3	5	30	32	F	OLDSMOBILE AUTOS
10:00-10:29	60	6	7	30	37	F	OLDSMOBILE AUTOS
10:30-10:59	60	4	7	30	38	F	OLDSMOBILE AUTOS
9:00-9:29	30	3	5	30	44	M	OLDSMOBILE AUTOS
10:00-10:29	30	3	5	30	66	F	OLDSMOBILE AUTOS
10:00-10:29	30	3	5	30	75	F	OLDSMOBILE AUTOS
9:30-9:59	30	3	6	30	25	M	OLDSMOBILE AUTOS & TRUCKS
9:00-9:29	60	3	4	30	32	F	OLDSMOBILE AUTOS & TRUCKS
9:00-9:29	30	4	6	30	32	F	OLDSMOBILE AUTOS & TRUCKS
8:30-8:59	30	3	6	30	37	M	OLDSMOBILE AUTOS & TRUCKS
10:00-10:29	30	4	6	30	48	F	OLDSMOBILE AUTOS & TRUCKS
9:00-9:29	30	4	6	30	54	F	OLDSMOBILE AUTOS & TRUCKS
10:00-10:29	60	9	14	30	57	F	ONMONEY.COM WEBSITE-FINANCIAL-INVEST
9:00-9:29	60	4	5	15	71	F	PAYLESS SHOESOURCE STR-SHOES
9:30-9:59	60	4	4	30	61	M	PENNZOIL MOTOR OIL SYNTHETIC/PENNZANE
7:00-7:29	120	4	6	30	18	F	PEPSI ONE DIET SOFT DRINK
8:00-8:29	60	1	6	30	36	F	PEPSI ONE DIET SOFT DRINK
9:30-9:59	60	5	8	30	46	M	PEPSI ONE DIET SOFT DRINK
9:00-9:29	60	3	4	30	49	F	PEPSI ONE DIET SOFT DRINK
9:30-9:59	60	3	4	30	52	F	PEPSI ONE DIET SOFT DRINK
8:30-8:59	60	3	4	30	53	F	PEPSI ONE DIET SOFT DRINK
8:30-8:59	60	4	5	30	37	M	PEPSI-COLA REG SOFT DRINK
9:00-9:29	60	4	7	30	50	M	PETS.COM WEBSITE-RETAIL PETS
9:00-9:29	60	4	7	30	64	F	PETS.COM WEBSITE-RETAIL PETS
10:00-10:29	60	4	7	30	68	F	PETS.COM WEBSITE-RETAIL PETS
9:00-9:29	60	3	5	30	25	F	PIZZA HUT RESTAURANT
8:30-8:59	60	3	5	30	34	F	PIZZA HUT RESTAURANT
8:30-8:59	60	3	5	30	35	M	PIZZA HUT RESTAURANT
10:00-10:29	60	3	5	30	37	F	PIZZA HUT RESTAURANT
8:00-8:29	60	3	5	30	37	F	PIZZA HUT RESTAURANT
9:00-9:29	60	1	5	30	39	M	PIZZA HUT RESTAURANT
8:00-8:29	60	3	5	30	48	M	PIZZA HUT RESTAURANT
8:30-8:59	60	5	7	30	26	F	PLEDGE GRAB-IT CLEANING CLOTHS
8:30-8:59	60	1	6	30	39	F	PURINA ONE DRY-DOG-FD BEEF & RICE FORMULA
9:00-9:29	30	2	4	30	n/a	F	QUAKER LIFE CEREAL
9:00-9:29	30	7	7	30	27	M	RED LOBSTER RESTAURANT
9:30-9:59	60	2	6	15	31	F	REESES PEANUT BUTTER CUPS CANDY
9:30-9:59	30	2	7	15	31	F	REVLON COLORSTAY LIPSTICK LIP SHINE

Appendix 2

COMMERCIALS RECALLED ON BROADCAST NETWORKS *continued*

TIME SLOT IN WHICH AD APPEARED	LENGTH OF PROGRAM (IN MINUTES)	POD POSITION OF AD RECALLED CORRECTLY	TOTAL NUMBER OF ADS WITHIN POD	AD LENGTH (IN SECONDS)	AGE	SEX	IDENTIFICATION OF BRAND COMMERCIAL
8:30-8:59	60	1	6	60	31	F	SATURN AUTOS
10:30-10:59	30	3	5	30	32	M	SATURN AUTOS
9:30-9:59	60	1	6	60	41	F	SATURN AUTOS
9:00-9:29	60	1	6	60	52	F	SATURN AUTOS
10:00-10:29	120	4	8	60	54	F	SATURN AUTOS
10:00-10:29	60	3	5	30	47	F	SATURN LS AUTOS
9:00-9:29	60	3	5	30	60	F	SATURN LS AUTOS
9:30-9:59	30	4	6	15	19	F	SHAKE N BAKE COATING MIX PORK
9:00-9:29	60	1	5	30	29	F	SLIM-FAST ULTRA REDUCING AIDS SHAKE/RTS
8:30-8:59	60	4	7	30	43	M	SPARKLE PAPER TOWELS
9:00-9:29	30	4	7	30	27	M	SPRINT TELEPH SVCS LONG DISTANCE/NICKEL NIGHTS
9:00-9:29	30	3	5	30	46	M	SPRINT TELEPH SVCS LONG DISTANCE/NICKEL NIGHTS
8:30-8:59	60	2	4	15	57	F	SPRINT TELEPH SVCS LONG DISTANCE/NICKEL NIGHTS
9:00-9:29	60	1	4	30	65	M	SPRINT TELEPH SVCS LONG DISTANCE/NICKEL NIGHTS
8:00-8:29	60	5	7	30	25	M	SPRINT TELEPH SVCS WIRELESS
8:30-8:59	30	2	5	15	39	F	STEEL ALLIANCE ORGN
9:30-9:59	60	2	8	15	47	F	SUAVE HERBAL CARE STYLING MOUSSE
8:00-8:29	60	1	5	30	30	M	SUNSHINE CHEEZ-IT CRACKERS
10:00-10:29	60	4	6	15	36	F	TACO BELL RESTAURANT
9:00-9:29	60	4	5	15	49	F	TACO BELL RESTAURANT
9:00-9:29	60	5	11	30	51	M	TACO BELL RESTAURANT
9:00-9:29	60	1	5	30	51	F	TARGET STR-DEPT
8:00-8:29	120	3	6	30	31	F	TELECOM USA TELEPH SVCS 10-10-220
9:00-9:29	60	4	6	15	37	F	TELECOM USA TELEPH SVCS 10-10-220
8:30-8:59	60	1	7	30	39	F	TELECOM USA TELEPH SVCS 10-10-220
9:30-9:59	60	5	7	15	22	F	TIDY CATS SCOOP CAT LITTER
8:30-8:59	30	4	7	30	27	M	TOYOTA AVALON AUTOS
8:30-8:59	120	6	9	30	50	F	TOYOTA AVALON AUTOS
9:30-9:59	60	2	4	30	42	M	TOYOTA CAMRY AUTOS
9:00-9:29	60	4	6	30	37	F	TOYOTA COROLLA AUTOS
9:30-9:59	60	2	8	30	22	F	TRIAMINIC SOFTCHEWS COLD REM-MULTI TABS
8:00-8:29	60	2	8	30	78	F	TRIAMINIC SOFTCHEWS COLD REM-MULTI TABS
9:00-9:29	60	4	7	15	26	M	TROPICANA PURE PREMIUM FRUIT JUICES CALCIUM
10:00-10:29	60	4	7	15	29	M	TROPICANA PURE PREMIUM FRUIT JUICES CALCIUM
8:00-8:29	60	1	5	30	52	M	TROPICANA PURE PREMIUM FRUIT JUICES CALCIUM
9:00-9:29	60	1	5	30	61	F	TROPICANA PURE PREMIUM FRUIT JUICES CALCIUM
9:30-9:59	60	1	5	30	65	F	TROPICANA PURE PREMIUM FRUIT JUICES CALCIUM
8:30-8:59	30	5	6	30	37	M	TYLENOL COLD COLD REM-MULTI TABS/CAPS
8:00-8:29	60	5	7	30	57	F	TYLENOL PAIN RELVR CHILDRENS/LIQUID
8:00-8:29	60	1	7	30	38	M	VICTORIAS SECRET STR-LINGERIE
9:00-9:29	30	1	6	30	72	M	VICTORIAS SECRET STR-LINGERIE
10:00-10:29	60	3	6	30	29	M	VISA CREDIT CARD SVCS
9:30-9:59	120	3	8	30	27	F	VISA CREDIT CARD SVCS CHECK CARD
9:00-9:29	30	1	8	30	27	F	VOLKSWAGEN GOLF AUTOS GTI
8:00-8:29	120	5	6	30	18	F	VOLKSWAGEN JETTA AUTOS
10:30-10:59	30	1	4	30	30	M	VOLKSWAGEN JETTA AUTOS
10:30-10:59	30	3	5	30	38	F	VOLKSWAGEN JETTA AUTOS
9:00-9:29	30	4	5	30	47	F	VOLKSWAGEN JETTA AUTOS
10:00-10:29	120	4	5	30	69	F	WALT DISNEY TARZAN VIDEO
10:00-10:29	180	2	8	30	57	F	WENDYS RESTAURANT
9:00-9:29	60	5	7	15	43	M	WOOLITE GENTLE CYCLE LAUNDRY DETERG-LIQ
10:30-10:59	60	5	7	60	56	F	XENICAL PRESCRIPTION DRUGS-HUMAN
9:30-9:59	60	1	7	30	45	F	YAHOO! WEBSITE YAHOO.COM
10:30-10:59	180	4	7	15	36	F	ZALES STR-JEWELRY
9:30-9:59	60	2	9	15	48	F	ZALES STR-JEWELRY
Average		2.9	6.0	29.7	42.3		

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COMMERCIALS RECALLED ON CABLE TV NETWORKS

TIME SLOT IN WHICH AD APPEARED	LENGTH OF PROGRAM (IN MINUTES)	POD POSITION OF AD RECALLED CORRECTLY	TOTAL NUMBER OF ADS WITHIN POD	AD LENGTH (IN SECONDS)	AGE	SEX	IDENTIFICATION OF BRAND COMMERCIAL
10:00-10:29	120	5	11	30	55	M	1 800 CONTACTS DIR RESP PROD CONTACTS
10:30-10:59	150	2	2	60	55	M	ADT SECURITY SYS
9:30-9:59	60	4	4	30	30	F	ADVANCE AUTO PARTS STR-AUTO PARTS-ACCESS
9:30-9:59	120	5	8	15	30	F	ADVIL COLD & SINUS COLD REM-MULTI TABS/CAPS
9:00-9:29	60	3	6	30	50	F	ADVIL PAIN RELVR TABS/CAPS
9:00-9:29	120	6	9	30	36	M	ALPO DRY-DOG-FD
10:30-10:59	30	1	7	30	20	F	AND 1 APPAREL MENS
9:30-9:59	120	4	6	15	26	M	AT&T TELEPH SVCS 1-800-CALL ATT
9:00-9:29	120	3	7	15	27	M	AT&T TELEPH SVCS 1-800-CALL ATT
8:30-8:59	15	1	4	30	68	F	AUTOTRADER.COM WEBSITE-AUTO DLRSH
10:30-10:59	30	2	7	30	49	M	BEST BUY SUPERSTORES STR-ELECTRONICS
9:00-9:29	120	5	9	15	36	M	BREYERS LIGHT YOGURT STRAWBERRY CHEESECAKE
8:00-8:29	60	1	3	30	19	F	BUD LIGHT BEER
8:30-8:59	60	1	3	30	50	F	BUD LIGHT BEER
10:30-10:59	120	6	7	15	29	M	BURGER KING RESTAURANT
10:00-10:29	120	4	8	30	30	F	BURGER KING RESTAURANT
10:00-10:29	120	3	9	30	40	M	BURGER KING RESTAURANT
10:00-10:29	120	3	8	30	63	M	BURGER KING RESTAURANT
10:00-10:29	120	4	8	30	64	M	BURGER KING RESTAURANT
8:00-8:29	30	3	11	15	43	F	BUTTERFINGER CANDY BAR
9:30-9:59	30	3	6	15	34	F	CARNIVAL CRUISE LINES CRUISES
9:00-9:29	120	2	7	15	27	M	CASTROL GTX MOTOR OIL
9:30-9:59	120	2	6	15	21	M	CASTROL GTX MOTOR OIL 10W-30
9:30-9:59	120	2	6	15	30	F	CASTROL GTX MOTOR OIL 10W-30
9:30-9:59	120	1	5	60	46	F	CELEBREX PRESCRIPTION DRUGS-HUMAN
10:00-10:29	120	8	8	30	18	F	CHEF BOYARDEE OVERSTUFFED PASTA
10:30-10:59	60	2	7	30	65	F	CHEVROLET VENTURE VANS
8:30-8:59	30	2	4	30	68	F	CHEVROLET VENTURE VANS
10:30-10:59	120	4	7	30	29	M	CHRYSLER SEBRING AUTOS
11:00-11:05	120	4	7	30	36	M	CHRYSLER SEBRING AUTOS
10:00-10:29	120	6	8	30	20	F	COLGATE WHITENING TOOTHPASTE-GEL
9:30-9:59	120	7	8	15	33	M	CREST MULTI-CARE TOOTHBRUSH FLEX
8:30-8:59	60	4	5	60	49	F	DELL DIMENSION COMPUTER SYS
8:30-8:59	60	1	6	30	21	F	DODGE DAKOTA TRUCKS
8:00-8:29	150	1	5	30	48	M	DODGE DAKOTA TRUCKS
9:00-9:29	90	1	3	30	64	F	DODGE DURANGO TRUCKS
10:30-10:59	60	2	6	30	26	M	DODGE RAM TRUCKS
8:30-8:59	60	4	9	15	60	M	DOMINOS PIZZA RESTAURANT MEATSA TRIO
9:00-9:29	120	4	7	30	27	M	DORITOS TORTILLA CHIPS BAJA PICANTE
10:00-10:29	30	3	10	30	n/a	F	E TRADE WEBSITE-FINANCIAL-INVEST ETRADE.COM
9:30-9:59	60	4	4	60	60	F	E TRADE WEBSITE-MUTUAL FUNDS
9:00-9:29	60	5	8	30	39	M	EGGHEAD.COM WEBSITE-RETAIL COMPUTERS
9:30-9:59	60	1	7	30	47	M	ENSURE NUTRN SUPPL RTS
9:30-9:59	120	2	9	30	66	F	FEBREZE DEODORIZERS SPRAY
10:00-10:29	30	3	7	30	29	F	FORD TAURUS AUTOS
9:00-9:29	120	2	3	30	64	F	FREE MONEY TO CHAN YOUR LIFE BOOKS-DRSP
10:30-10:59	120	8	9	15	63	F	FRENCHS MUSTARD
10:00-10:29	150	4	5	30	21	M	GARDEN.COM WEBSITE
10:00-10:29	120	4	11	30	55	M	GEICO DIRECT AUTO INSURANCE
8:00-8:29	60	1	4	30	33	F	GM AUTOS & TRUCKS
9:30-9:59	120	4	8	30	30	F	H&R BLOCK TAX SVCS
10:30-10:59	60	2	4	30	48	F	IAMS CAT FOODS
9:30-9:59	120	6	8	30	58	M	IAMS CAT FOODS
8:30-8:59	60	2	6	30	86	F	IAMS DRY-DOG-FD
9:00-9:29	60	4	5	30	38	M	INFUSIUM 23 SHMP & COND
9:00-9:29	120	7	9	15	36	M	JCPENNEY STR-DEPT
10:30-10:59	60	5	7	30	63	M	JEEP GRAND CHEROKEE TRUCKS
8:30-8:59	120	8	10	30	74	M	KRAFT VELVEETA ENTREES-PREPARED SHELLS & CHEESE
9:30-9:59	60	1	2	30	54	F	LEXUS ES 300 AUTOS

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Appendix 2

COMMERCIALS RECALLED ON CABLE TV NETWORKS *continued*

TIME SLOT IN WHICH AD APPEARED	LENGTH OF PROGRAM (IN MINUTES)	POD POSITION OF AD RECALLED CORRECTLY	TOTAL NUMBER OF ADS WITHIN POD	AD LENGTH (IN SECONDS)	AGE	SEX	IDENTIFICATION OF BRAND COMMERCIAL
10:00-10:29	30	2	5	30	41	M	LOWES STR-HOME IMPROVEMENT
10:30-10:59	30	2	3	30	82	M	MASTERCARD CREDIT CARD SVCS
8:30-8:59	30	1	4	30	37	F	MCDONALDS RESTAURANT
10:00-10:29	60	1	5	30	41	M	MCDONALDS RESTAURANT
7:30-7:59	30	2	3	30	55	M	MCI WORLDCOM TELEPH SVCS LONG DISTANCE
9:00-9:29	120	5	7	30	25	F	MEDICINE SHOPPE STR-DRUG
8:30-8:59	60	1	3	30	51	M	MILLER LITE BEER
8:30-8:59	60	3	4	30	35	F	MITSUBISHI MONTERO TRUCKS SPORT
8:30-8:59	60	3	4	30	51	F	MITSUBISHI MONTERO TRUCKS SPORT
8:30-8:59	60	4	7	30	52	F	MONSTER.COM WEBSITE-EMPLOYMENT SVCS
10:00-10:29	120	2	3	60	45	F	MOUNTAIN DEW REG SOFT DRINK
8:30-8:59	60	3	7	15	62	M	OIL OF OLAY ALL DAY MOISTURE MAKEUP
10:30-10:59	60	3	7	15	65	F	OLIVE GARDEN RESTAURANT
9:00-9:29	30	2	6	60	n/a	F	ORALGIENE TIME MACHINE DIR RESP PROD
10:30-10:59	60	2	5	30	31	F	PARKAY MARGARINE SPREAD
9:00-9:29	30	3	5	30	40	F	PARKAY MARGARINE SPREAD
8:00-8:29	60	5	8	30	40	F	PARKAY MARGARINE SPREAD
9:30-9:59	150	4	5	30	20	M	PEARLE VISION CTRS OPTICAL CTR
10:00-10:29	150	3	5	30	38	F	PEARLE VISION CTRS OPTICAL CTR
9:30-9:59	60	4	6	30	47	F	PEPSI-COLA REG SOFT DRINK
10:30-10:59	30	2	6	30	55	F	PETSTORE.COM WEBSITE-RETAIL PETS
8:30-8:59	30	5	7	60	25	F	PHARMACIA & UPJOHN PHARM
9:30-9:59	120	1	3	30	30	F	PIZZA HUT RESTAURANT
9:00-9:29	30	3	6	30	n/a	F	POKEMON TOYS ELECTRONIC POKEDEX
9:30-9:59	60	2	4	30	55	F	PURINA PUPPY CHOW DRY-PUP-FD
10:30-10:59	30	2	5	30	40	M	PYACHT.COM WEBSITE-BOATING EQUIP
9:00-9:29	120	4	7	30	47	M	QUOTESMITH WEBSITE-INSURANCE
8:30-8:59	15	1	6	30	47	F	ROYAL DIRT DEVIL VACUUM CLEANERS VISION
10:30-10:59	30	3	5	30	44	M	SAAB 9-5 AUTOS AERO
8:00-8:29	120	1	10	10	43	M	SLIM JIM SNACKS MEAT STICK
8:00-8:29	120	1	10	10	65	F	SLIM JIM SNACKS MEAT STICK
8:00-8:29	60	2	3	30	20	M	SPRINT TELEPH SVCS LONG DISTANCE/NICKEL NIGHTS
9:30-9:59	120	3	8	30	30	F	SPRINT TELEPH SVCS LONG DISTANCE/NICKEL NIGHTS
8:30-8:59	60	4	4	60	49	F	SPRINT TELEPH SVCS LONG DISTANCE/NICKEL NIGHTS
9:30-9:59	120	9	12	30	51	F	SPRINT TELEPH SVCS LONG DISTANCE/NICKEL NIGHTS
8:00-8:29	60	4	6	30	69	F	SPRINT TELEPH SVCS LONG DISTANCE/NICKEL NIGHTS
7:00-7:29	120	3	9	30	30	F	SUBARU LEGACY AUTOS OUTBACK
8:30-8:59	60	3	6	30	36	F	SUBARU LEGACY AUTOS OUTBACK
10:30-10:59	120	1	5	30	60	M	TACO BELL RESTAURANT
10:30-10:59	120	3	3	30	45	F	TELECOM USA TELEPH SVCS 10-10-220
8:30-8:59	30	3	6	30	53	M	TELECOM USA TELEPH SVCS 10-10-220
9:00-9:29	120	2	5	30	42	M	THQ ENTERTAINMENT SFTWRE WWF
10:30-10:59	30	2	4	30	38	F	TOYOTA CELICA AUTOS
9:00-9:29	120	5	9	30	43	M	TOYOTA COROLLA AUTOS
9:30-9:59	60	1	7	30	51	M	TOYOTA COROLLA AUTOS
8:30-8:59	60	2	4	30	22	F	VIAGRA PRESCRIPTION DRUGS-HUMAN
9:30-9:59	60	8	9	15	50	F	VICKS FORMULA 44 COUGH REMEDIESSYRUP
8:30-8:59	60	5	7	30	52	F	WAL-MART STR-DEPT
9:30-9:59	60	3	6	30	28	M	WALT DISNEY WORLD ENTERTAINMENT PARK
10:00-10:29	120	1	9	60	25	F	XENICAL PRESCRIPTION DRUGS-HUMAN
10:30-10:59	120	2	10	30	43	M	YOPLAIT YOGURT
Average		3.2	6.3	29.8	43.5		

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