

# SQAD MONTHLY

**2009**  
**MAY**  
**VOLUME 12**  
**ISSUE 5**  
**\$7.00**

## SQAD MARKET INDICATORS

### TV SMI May 2009

	#	#	#	#	#	
DP	Mkts	Mkts	Mkts	Mkts	Mkts	SMI
	++	+	0	-	--	
EM	5	3	63	96	43	0.82
DAY	4	5	92	57	52	0.77
EF	4	9	88	77	32	0.86
EN	5	17	99	62	27	0.89
PA	5	9	87	71	38	0.84
PR	2	3	77	89	39	0.82
LN	1	4	75	69	61	0.71
LF	5	7	81	64	53	0.77

$SMI = \frac{(\#DoublePluses + \#SinglePluses + \#Same + \#SingleMinuses + 1)}{(\#DoubleMinuses + \#SingleMinuses + \#Same + \#SinglePluses + 1)}$

An SMI greater than 1.00 indicates a tightening of the daypart in general, while an SMI less than 1.00 indicates a softening of the daypart in general. This SMI represents the ratio of the 3 numbers reported for each daypart.

**KEY:** ++>=5%(higher), +=2.5% but <5%(higher), 0 <2.5% change in either direction, - >=2.5% but <5% (lower), -- >=5%(lower)

### Hispanic Spot TV SMI April 2008

	#	#	#	#	#	
DP	Mkts	Mkts	Mkts	Mkts	Mkts	SMI
	++	+	0	-	--	
EM	6	1	4	0	8	0.857
DAY	10	1	3	2	3	1.700
EF	8	1	2	1	7	1.083
EN	8	2	2	0	7	1.083
PR	8	1	4	1	5	1.250
LN	9	1	2	0	7	1.182

### SQAD on the Road: ANA Conference Recap



**When:** April 19-22  
**Where:** The Arizona Biltmore, Scottsdale (Phoenix) AZ

## "VBC" – Big Topic at the Annual ANA Financial Management Conference

SQAD once again attended the annual ANA conference, and Neil Klar, Larry Fried and Samantha Marlowe reported that the big topic was Value-Based Compensation at a meeting heavily focused on how companies can maximize the efficiency and effectiveness of their marketing and advertising programs during the recession – and beyond. Major presentations were made about The Coca-Cola Company's plan to organize an industry-wide VBC movement and P&G's BAL (Brand Agency Leader) program.

Reported on the ANA Blog by Barbara Bacci Mirque (4/22/09), "Coke created some 'compensation envy' at the second day ANA's Advertising Financial Management Conference by being one of the first companies to stop talking about value based compensation and actually implementing the model. Their primary reason for sharing...is that they want to work with other advertisers to see this adopted as an industry standard and by sharing their journey they hope it shortens that of other advertisers. In 2008 they piloted the model [Australia, China, Germany, the U.K. and the Philippines] and in 2009 they rolled it to 35 markets. Their objective is to be fully on board with VBC by 2011. The issue is compensation methods become based on the amount of labor and tends to have little connection between the price paid and value received."

The conference continued the theme of cost effectiveness, and Wednesday's (4/22) panel, "Procter & Gamble Creates an Agency/Client Relationship of the Future" was also reviewed by Mirque. Indicating P&G has been working to refine agency structure to

### Coke: Value-Based Compensation (VBC)

Agency is guaranteed only recouped costs, with any profit coming only if certain targets are met. If targets are hit, up to 30% performance compensation could be paid.

Coke tells agencies how valuable a project is based on strategic importance, whether other agencies could deliver the same outcome, and other factors.

Source: *adage.com*, 4/27/09

### P&G: Brand Agency Leader (BAL)

Developed to meet the customer needs vs. internal structure.

Centralized planning for all brands. Single point of contact per brand: a person and an agency leads an integrated agency team and manages the work of each member agency.

Source: *ANA blog*, 4/24/09

handle more integrated communications, "Procter is now planning for integration from the start and in the process hoping to build marketers and agency personnel who are flexible, adaptable and comfortable with different communications vehicles." This means centralizing agency planning ("from 300 pay points, duplication and overlapping responsibilities as each brand undertook its own master planning"), to the Brand Agency Leader model.

It's a big organizational cultural change designed to meet consumer vs. internal needs

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**INSIDE:** ■ ANA Financial Conference Topic: VBC ■ WebCosts "Sampler" report introduced  
 ■ Hispanic Spot TV Plus Released ■ DVR Playback (XPLT) Data Available at AHAA in WRAP  
 ■ Warning Signs Before the Upfront ■ Inside SQAD – A look at SMIs

**ROUTE TO:** \_\_\_\_\_

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## “VBC” – Big Topic at the Annual ANA Financial Management Conference

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executed via a single point of contact per brand “and a person and an agency leads an integrated agency team and manages the work of each member agency.” Benefits include holistic communications, more efficient spending, a reduction in time and more integrated marketing.

Procter & Gamble has implemented BAL for twelve of its brands, up from five in 2008. The twelve brands account for about one-quarter of P&G’s measured spending (\$3.1B per TNS Media Intelligence). ●

### Neil Klar on the ANA/Linked-In Blog...

The ANA blog was filled with positive comments regarding the relevance and substance of the presentations which provided real solutions during these challenging times. Mr. Klar added to the dialogue:

“Certainly we agree with these evaluations. Each year we are more and more impressed by the agenda, the high attendance at all sessions, the growing number of advertisers who see the importance of the Financial Management Conference and the high level of participation, involvement and interaction amongst the conference participants. Transparency is a recurring theme of these meetings, and Coca-Cola, P&G, InBev, Dial, and others were right up front in explaining steps they are taking to improve their bottom lines as well as their relationships with their agencies. Congratulations to the ANA on another job well done!”

## SQAD Hispanic Spot TV Plus Released and Demonstrated at AHAA

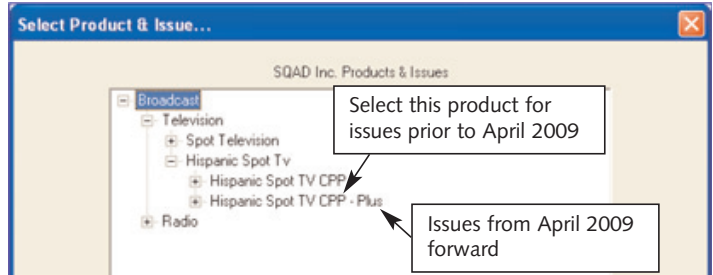
Released in conjunction with the annual AHAA conference, the all new Hispanic Spot TV Plus was developed in collaboration between SQAD and a select group of top AHAA agencies. Hispanic Plus’ more comprehensive database is 50% larger than our previous offering, allowing it to deliver the granular, in-depth analytics needed in 2009’s volatile media climate.

Like all SQAD data, Hispanic SQAD Spot TV Plus’ reports and forecasts are generated from fully executed actual buys. SQAD Hispanic SQAD TV Plus is delivered monthly, and data for all 19 Nielsen-identified Hispanic DMAs can be analyzed in DATAVue.

For more information or to order a subscription, please contact: Samantha Marlowe, Director of Sales and Services – Western Region, 323-666-2274 or Robin Blum, Director of Sales and Services – Eastern Region, 914-703-6803 rblum@sqad.com. ●

SQAD Hispanic Spot TV Plus Markets

Albuquerque	Austin	Chicago
Corpus Christi	Dallas	Denver
El Paso	Fresno	Harlingen
Houston	Los Angeles	Miami
New York	Phoenix	Sacramento
San Antonio	San Diego	San Francisco
Tucson	NHSI: Nielsen Hispanic Spot Index Markets	



## Warning Signs Before the Upfront

It’s here again, just like it never left; that special season when your best friends, the TV networks, tout their lineups and position themselves for that always frantic Upfront feeding frenzy. But behind those smiling faces, perhaps you’ve noticed something’s not quite right? Is it the pain of a weakened economy that’s playing havoc on those tireless souls? Has making budget turned into a thankless struggle? Or is it the thought that the TV marketplace could be heading for a fall (and not the Fall season) that’s gnawing at their gut?

Broadcast and cable network revenues fell 1.8% in fourth quarter and 14.3% in first quarter for an overall decline of 8.5%. But second quarter appears to be headed for an even steeper drop as advertisers took the opportunity to exercise more than the usual

amount of Upfront options, and key categories severely cut back spending. Given the current economic outlook, the big Upfront question that needs to be asked, is: “Where is the money going to come from that will replace the cutbacks that virtually all marketers have experienced?”

It makes you wonder about those smiling faces at this year’s Upfront presentations. We think they are hiding real concern. Because no matter how good their programming is, next season’s big hit will be “Show Me the Money”. The only problem is there just might not be enough episodes to go around.

Want to know more? Contact Larry Fried to see what’s in NetCosts, the only network television, national cable and syndication advertising cost forecasting source. He’s at lfried@sqad.com. ●

## WebCosts

SQAD offers its first WebCosts Introductory "Sampler" report.

The WebCosts Sampler (v .1) features Low, Average, and High CPM's for seventy-eight websites, including ad networks.

This exclusive data release provides a snapshot of the WebCosts database and reveals - for the first time - a range of actual market CPMs for numerous entities. As with other SQAD products, this data is designed to inform the user with a market cost perspective before and after any advertising transaction.

These CPMs are based on the aggregation of actual negotiated rates which agencies contribute confidentially to SQAD.

The site and ad network selections used in this sample, while not delineated as such, come from approximately eighteen site categories which include Automotive, Business and Finance, Community, and Entertainment.

WebCosts reveals negotiated, market CPM costs for website display advertising, and reported costs are the result of aggregating data that is provided anonymously to SQAD by subscribing agencies - using the standard SQAD methodology.

The objective of WebCosts is to increase the overall efficacy of the display buying and selling process by providing industry professionals with a robust perspective that is based on what the market is actually paying. ●

### The All-New WebCosts Sampler Available Now -- only \$525

Analyze Low, Average and High CPM cost spreads for 78 websites, including ad networks.

To purchase this comprehensive report, please go to <http://www.sqad.com/products/internet.jsp>.

*If you're interested in staying on top of WebCosts developments, or obtaining a copy of the WebCosts Sampler report, please contact Tom Adams at [tadams@sqad.com](mailto:tadams@sqad.com). Remember: contributing subscribers receive a significant discount.*

### SQAD On The Road

**What:** iMedia Agency Summit

**When:** May 17-20, 2009

**Where:** Hyatt Regency Lost Pines Resort and Spa, Austin TX

**Who:** Tom Adams, Director/WebCosts

## DVR Playback (XPLT) Data Available in WRAP

The WRAP team is happy to announce that WRAP Overnights now handles the Nielsen XPLT data (DVR Playback).

In February 2009, Nielsen announced its plan to provide clients with more daily information on the impact of timeshifting technologies on local television viewing by reporting a new DVR Playback viewing source.

According to Nielsen, adding the Live Only HUT/PUT and DVR Playback (XPLT) will now provide total television usage

during a given time period, providing a more complete picture of how timeshifting impacts local television viewing. Moreover, because DVR Playback includes only playback at the time of occurrence, the DVR Playback estimate will be consistent across the three data streams of Live, Live+3 and Live+7.

*Questions? Please call John Yang at 914-703-6815 or Brian Uyeda in Los Angeles at 818-362-9540. ●*

### SPOT RADIO REMINDER

PPM Radio MarketTrends can now be found at:  
<http://www.sqad.com/products/spotRadio.jsp>

If you've got questions on how SQAD can help you understand the changes in PPM markets, please contact Robin Blum (East) or Samantha Marlowe (West) for help with SQAD Spot Radio.

### SQAD News Online

To stay abreast of SQAD in the News, please go to:

- <http://www.sqad.com/news/newslst.cp> or [www.sqad.com](http://www.sqad.com) > About SQAD > News
- <http://sqadblog.wordpress.com/>

Spot TV MarketTrend Report - May 2009 Input Compared to April 2009 SQAD Issue – Second Quarter 2009

<u>RANK</u>	<u>MARKET</u>	<u>EM</u>	<u>DA</u>	<u>EF</u>	<u>EN</u>	<u>PA</u>	<u>PR</u>	<u>LN</u>	<u>LF</u>
165	ABILENE-SWEETWATER	0	0	0	0	0	0	0	0
147	ALBANY, GA	--	--	--	--	0	-	--	-
57	ALBANY-SCHENECTADY-TR	-	-	-	0	-	-	-	-
44	ALBUQUERQUE-SANTA FE	-	-	0	-	0	-	--	--
179	ALEXANDRIA, LA	-	--	--	--	--	--	--	--
208	ALPENA	-	+	-	-	+	0	--	-
131	AMARILLO	--	--	--	--	--	--	--	-
150	ANCHORAGE	-	-	-	0	-	-	0	--
8	ATLANTA	-	0	0	0	0	0	-	-
115	AUGUSTA	0	0	0	-	0	-	0	-
49	AUSTIN	-	0	-	0	--	-	0	-
125	BAKERSFIELD	--	--	0	--	0	0	0	--
26	BALTIMORE	0	--	-	0	-	0	-	--
153	BANGOR	--	--	--	--	--	-	-	0
95	BATON ROUGE	-	0	0	0	0	-	0	-
141	BEAUMONT-PORT ARTHUR	0	--	0	0	-	-	0	0
192	BEND, OR	-	-	0	0	--	--	0	--
170	BILLINGS	-	-	0	0	-	0	-	0
163	BILOXI-GULFPORT	--	0	0	0	0	-	0	0
157	BINGHAMTON	0	--	0	-	-	-	--	0
40	BIRMINGHAM (ANN AND T	0	0	-	-	-	-	0	0
155	BLUEFIELD-BECKLEY-OAK	+	+	+	+	+	+	0	+
112	BOISE	-	0	0	0	-	-	-	0
7	BOSTON (MANCHESTER)	-	-	--	-	-	-	--	--
182	BOWLING GREEN	0	0	0	+	+	0	-	0
51	BUFFALO	-	-	-	--	-	-	-	--
93	BURLINGTON-PLATTSBURG	--	--	--	-	--	--	--	--
190	BUTTE-BOZEMAN	0	0	0	0	0	0	0	0
197	CASPER-RIVERTON	0	0	--	--	--	--	--	--
88	CEDAR RAPIDS-WTRLO-IW	-	0	0	-	0	0	0	--
83	CHAMPAIGN&SPRNGFLD-DE	-	-	--	-	--	-	-	-
99	CHARLESTON, SC	-	--	-	-	0	-	-	--
65	CHARLESTON-HUNTINGTON	0	0	0	0	0	0	-	0
24	CHARLOTTE	0	0	0	0	0	-	-	-
183	CHARLOTTESVILLE	0	0	0	0	0	-	-	+
86	CHATTANOOGA	--	--	--	--	-	--	-	-
198	CHEYENNE-SCOTTSBLUF	++	0	0	-	+	0	-	++
3	CHICAGO	-	-	--	+	-	0	--	--
130	CHICO-REDDING	0	--	0	--	-	-	0	-
34	CINCINNATI	0	0	-	0	0	0	-	0
168	CLARKSBURG-WESTON	-	-	0	-	0	-	-	-
17	CLEVELAND-AKRON (CANT	-	--	-	+	-	0	--	0
91	COLORADO SPRINGS-PUEB	0	0	++	+	0	0	+	--
79	COLUMBIA, SC	-	0	0	-	-	0	--	0
137	COLUMBIA-JEFFERSON CI	-	--	0	-	0	--	-	-
128	COLUMBUS, GA	-	--	0	0	0	0	--	-
32	COLUMBUS, OH	0	-	-	0	-	--	0	-
133	COLUMBUS-TUPELO-WEST	-	0	0	0	0	0	0	0
129	CORPUS CHRISTI	-	0	--	-	-	-	--	-
5	DALLAS-FT. WORTH	--	--	-	0	-	-	--	0
97	DAVENPORT-R.ISLAND-MO	--	0	-	0	0	--	-	--
64	DAYTON	-	0	-	+	0	-	-	--
18	DENVER	--	--	-	0	-	--	--	-
71	DES MOINES-AMES	0	-	-	0	0	0	0	0

TV Market Trend

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<u>RANK</u>	<u>MARKET</u>	<u>EM</u>	<u>DA</u>	<u>EF</u>	<u>EN</u>	<u>PA</u>	<u>PR</u>	<u>LN</u>	<u>LF</u>
11	DETROIT	0	0	0	0	0	0	-	0
172	DOTHAN	0	0	0	0	0	0	--	-
139	DULUTH-SUPERIOR	--	-	0	+	0	--	0	-
98	EL PASO	0	0	0	0	-	-	0	0
175	ELMIRA	-	0	-	--	0	--	-	0
146	ERIE	-	-	-	0	0	0	0	-
119	EUGENE	--	-	--	--	0	0	--	-
195	EUREKA	0	0	0	0	0	0	0	0
102	EVANSVILLE	--	--	--	0	-	--	--	--
202	FAIRBANKS	--	-	0	0	--	0	0	0
120	FARGO-VALLEY CITY	-	0	-	0	-	0	--	-
66	FLINT-SAGINAW-BAY CIT	-	-	-	0	-	-	-	0
104	FLORENCE-MYRTLE BEACH	0	0	0	-	0	-	0	0
55	FRESNO-VISALIA	0	0	+	0	-	-	0	-
62	FT. MYERS-NAPLES	-	-	-	0	--	-	--	--
100	FT. SMITH-FAY-SPRNGDL	0	0	0	0	0	0	0	-
107	FT. WAYNE	0	0	0	0	0	0	0	0
160	GAINESVILLE	-	--	--	--	-	--	-	0
210	GLENDIVE	++	++	++	+	++	++	++	++
184	GRAND JUNCTION-MONTRO	0	0	-	+	--	--	--	--
39	GRAND RAPIDS-KALMZOO-	0	-	0	0	-	-	-	-
191	GREAT FALLS	0	--	-	-	0	0	0	0
70	GREEN BAY-APPLETON	-	--	--	0	-	--	--	--
46	GREENSBORO-H.POINT-W.	-	-	0	-	-	-	-	--
103	GREENVILLE-N.BERN-WAS	--	0	-	-	0	0	--	--
36	GREENVLL-SPART-ASHEVL	-	0	-	-	-	-	--	-
187	GREENWOOD-GREENVILLE	0	0	+	0	+	0	+	0
87	HARLINGEN-WSLCO-BRNSV	0	0	0	-	0	-	-	0
41	HARRISBURG-LNCSTR-LEB	-	-	-	0	-	0	-	-
178	HARRISONBURG	-	++	0	++	++	0	+	++
30	HARTFORD & NEW HAVEN	0	-	-	0	0	-	-	-
167	HATTIESBURG-LAUREL	--	0	-	0	--	0	0	--
206	HELENA	++	++	+	++	+	-	0	0
72	HONOLULU	-	0	-	0	0	0	-	-
10	HOUSTON	0	+	0	0	0	0	-	0
82	HUNTSVILLE-DECATUR (F	-	0	-	0	-	-	0	0
162	IDAHO FALLS-POCATELLO	-	0	-	++	0	-	-	0
25	INDIANAPOLIS	0	0	0	0	0	-	--	-
90	JACKSON, MS	--	0	-	+	0	-	0	-
173	JACKSON, TN	0	--	--	--	0	--	--	--
47	JACKSONVILLE	--	--	-	--	--	--	--	-
101	JOHNSTOWN-ALTOONA	--	--	--	-	--	--	--	0
181	JONESBORO	--	--	-	-	-	--	-	--
148	JOPLIN-PITTSBURG	-	0	+	0	0	0	0	0
207	JUNEAU	0	0	0	-	--	--	-	+
31	KANSAS CITY	0	0	0	+	+	0	-	-
59	KNOXVILLE	-	0	0	--	0	-	0	0
127	LA CROSSE-EAU CLAIRE	--	0	-	0	-	-	0	--
189	LAFAYETTE, IN	--	0	0	0	0	0	--	+
123	LAFAYETTE, LA	-	-	-	0	0	0	-	0
176	LAKE CHARLES	-	0	0	0	--	+	-	0
114	LANSING	-	0	0	-	-	-	-	-
188	LAREDO	--	--	-	--	--	-	--	-
42	LAS VEGAS	-	-	-	-	0	-	--	-

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63	LEXINGTON	0	0	0	0	+	0	-	0
186	LIMA	-	-	0	++	-	0	0	-
106	LINCOLN & HASTINGS-KR	--	--	-	-	--	-	--	--
56	LITTLE ROCK-PINE BLUF	0	-	0	-	-	0	-	0
2	LOS ANGELES	--	--	--	-	--	--	--	--
50	LOUISVILLE	0	0	0	0	-	-	0	0
143	LUBBOCK	-	--	-	--	--	-	--	-
122	MACON	0	-	-	-	-	-	-	0
85	MADISON	-	--	0	0	-	0	0	0
199	MANKATO	-	0	++	-	0	-	0	-
180	MARQUETTE	0	--	--	0	0	--	-	--
140	MEDFORD-KLAMATH FALLS	0	-	0	0	+	-	-	+
48	MEMPHIS	0	0	-	0	0	-	0	0
185	MERIDIAN	0	0	0	0	0	0	0	0
16	MIAMI-FT. LAUDERDALE	-	0	0	-	--	-	--	-
35	MILWAUKEE	-	--	0	0	-	-	-	-
15	MINNEAPOLIS-ST. PAUL	-	0	-	0	0	-	-	--
158	MINOT-BISMARCK-DICKIN	-	-	-	-	--	-	-	--
166	MISSOULA	+	0	-	+	0	0	0	0
60	MOBILE-PENSACOLA (FT	--	0	--	0	-	-	-	-
136	MONROE-EL DORADO	-	-	-	-	--	-	--	--
124	MONTEREY-SALINAS	--	--	--	--	--	--	--	--
118	MONTGOMERY (SELMA)	-	-	--	0	--	0	-	0
29	NASHVILLE	0	0	-	0	0	-	-	0
53	NEW ORLEANS	-	0	-	0	0	0	0	-
1	NEW YORK	--	0	--	-	--	-	--	--
43	NORFOLK-PORTSMTH-NEWP	-	0	0	--	-	--	--	0
209	NORTH PLATTE	-	0	0	-	0	0	0	-
156	ODESSA-MIDLAND	-	-	0	0	-	0	0	+
45	OKLAHOMA CITY	-	-	-	-	0	--	--	-
76	OMAHA	-	-	-	-	-	-	-	0
19	ORLANDO-DAYTONA BCH-M	0	0	0	-	0	0	--	--
200	OTTUMWA-KIRKSVILLE	+	0	+	+	++	0	0	0
78	PADUCAH-C.GIRD-HARBG-	0	0	0	0	-	0	0	0
142	PALM SPRINGS	-	-	0	0	-	-	0	-
151	PANAMA CITY	-	--	-	-	-	-	--	-
193	PARKERSBURG	++	+	+	+	++	+	-	++
116	PEORIA-BLOOMINGTON	-	0	0	0	0	-	0	0
4	PHILADELPHIA	--	0	-	-	--	0	--	-
12	PHOENIX	-	--	-	-	-	0	--	-
23	PITTSBURGH	-	0	-	0	0	-	0	0
22	PORTLAND, OR	-	-	0	-	-	0	-	-
77	PORTLAND-AUBURN	-	-	0	-	-	--	-	--
204	PRESQUE ISLE	0	-	-	-	0	0	--	--
52	PROVIDENCE-NEW BEDFOR	-	-	-	-	-	-	-	--
171	QUINCY-HANNIBAL-KEOKU	0	-	0	0	0	0	-	0
27	RALEIGH-DURHAM (FAYET	-	-	0	-	0	--	--	-
174	RAPID CITY	--	0	0	0	0	-	0	0
108	RENO	0	0	0	0	0	0	0	0
58	RICHMOND-PETERSBURG	-	-	-	-	-	-	--	--
67	ROANOKE-LYNCHBURG	-	-	-	-	-	--	--	--

TV market trend

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80	ROCHESTER, NY	-	0	0	0	-	-	0	0
154	ROCHESTR-MASON CITY-A	-	-	-	--	-	--	--	-
132	ROCKFORD	-	-	-	0	0	-	0	0
20	SACRAMNTO-STKTON-MODE	-	--	0	0	-	-	-	0
144	SALISBURY	-	--	--	-	-	-	--	-
33	SALT LAKE CITY	0	0	0	-	-	-	-	0
196	SAN ANGELO	-	-	+	0	-	0	-	-
37	SAN ANTONIO	0	0	0	0	0	-	0	+
28	SAN DIEGO	--	--	--	0	--	--	--	--
6	SAN FRANCISCO-OAK-SAN	--	--	--	-	--	--	--	--
121	SANTABARBRA-SANMAR-SA	--	--	--	--	--	--	--	--
96	SAVANNAH	--	--	-	--	0	-	-	--
14	SEATTLE-TACOMA	-	--	-	-	--	-	--	-
161	SHERMAN-ADA	-	0	0	0	0	0	0	--
84	SHREVEPORT	-	-	-	-	-	-	-	0
149	SIOUX CITY	-	--	-	--	--	--	--	--
113	SIOUX FALLS(MITCHELL)	0	-	-	0	-	0	-	0
89	SOUTH BEND-ELKHART	-	0	0	-	0	0	0	0
75	SPOKANE	0	0	0	0	0	-	0	0
74	SPRINGFIELD, MO	0	0	0	+	0	0	0	0
111	SPRINGFIELD-HOLYOKE	0	0	0	0	0	0	0	0
201	ST. JOSEPH	-	--	-	0	-	-	-	--
21	ST. LOUIS	-	--	0	0	0	-	-	0
81	SYRACUSE	0	0	0	0	0	0	0	0
105	TALLAHASSEE-THOMASVIL	--	-	-	-	-	0	--	--
13	TAMPA-ST. PETE (SARAS	-	-	-	-	-	-	--	--
152	TERRE HAUTE	-	+	0	0	0	-	-	0
73	TOLEDO	-	0	0	+	0	0	0	0
138	TOPEKA	-	-	0	0	0	-	0	-
117	TRAVERSE CITY-CADILLA	0	-	0	0	0	0	0	0
92	TRI-CITIES, TN-VA	-	0	-	-	0	-	0	-
68	TUCSON (SIERRA VISTA)	-	0	0	0	--	-	--	0
61	TULSA	-	0	--	-	0	0	0	-
194	TWIN FALLS	-	-	-	0	0	0	0	0
110	TYLER-LONGVIEW(LFKN&N	--	-	+	--	-	-	0	-
169	UTICA	--	--	-	--	--	--	--	--
205	VICTORIA	++	++	++	++	0	++	+	++
94	WACO-TEMPLE-BRYAN	0	-	--	0	0	-	-	0
9	WASHINGTON, DC (HAGRS	-	0	-	-	--	-	--	--
177	WATERTOWN	-	--	--	-	-	--	0	--
135	WAUSAU-RHINELANDER	--	0	--	-	-	--	-	--
38	WEST PALM BEACH-FT. P	0	-	-	--	-	0	-	--
159	WHEELING-STEUBENVILLE	0	0	0	0	0	0	0	0
145	WICHITA FALLS & LAWTO	--	--	-	0	--	--	0	-
69	WICHITA-HUTCHINSON PL	--	0	0	0	-	-	0	0
54	WILKES BARRE-SCRANTON	0	0	0	0	0	0	0	0
134	WILMINGTON	--	--	--	-	--	--	0	0
126	YAKIMA-PASCO-RCHLND-K	-	--	-	0	--	-	-	-
109	YOUNGSTOWN	0	--	-	0	-	0	0	0
164	YUMA-EL CENTRO	--	-	-	0	-	0	0	-
203	ZANESVILLE	--	--	0	+	++	0	-	0

TV market trend

## What's an SMI? An Occasional Series

How can you get a quick view of CPP changes in the Spot TV and Hispanic Spot TV markets? Check out the SMI, on the front cover of every month's newsletter.

The SMI always compares the current quarter from the current month's SQUAD TV data to the prior month's SQUAD TV data for the same quarter. In the middle pages of the newsletter you can see whether individual markets went up or down from the prior month for that quarter.

The heading indicates which issues and quarter are being compared. So the April issue reflects the changes in 2nd quarter as forecast in the April issue of SQUAD TV as compared to the 2nd quarter CPPs forecast in the March issue of SQUAD TV.

The formula for calculating SMIs considers single pluses and single minuses, that is the number of markets who went up or down, to be between 0 and 5%, and do not indicate any real movement. The number of markets who went up or down greater than or equal to 5% are considered double pluses and double minuses.

### SQUAD Market Indicators (SMI) Key:

++	>=5% (higher)
+	>=2.5% but <5% (higher)
0	<2.5% change in either direction
-	>=2.5% but <5% (lower)
--	>=5% (lower)

	# DP	# Mkts	# Mkts	# Mkts	# Mkts	# Mkts	SMI
	++	+	0	-	--		
EM	3	4	32	59	112	0.48	
DAY	4	2	52	60	92	0.57	
EF	4	5	51	66	84	0.61	
EN	9	11	59	67	64	0.73	
PA	4	14	37	48	107	<b>0.50</b>	
PR	4	4	40	63	99	0.54	
LN	1	5	38	50	116	0.45	
LF	6	4	41	66	93	0.58	

### EXAMPLE: How the April SMI calculation for EM (Early Morning) is Calculated

#### FORMULA:

$$SMI = \frac{(\#DOUBLEPLUSES + \#SINGLEPLUSES + \#SAME + \#SINGLEMINUSES + 1)}{(\#DOUBLEMINUSES + \#SINGLEMINUSES + \#SAME + \#SINGLEPLUSES + 1)}$$

ACTUAL "EM" CALCULATION:  $(3 + 4 + 32 + 59 + 1) / (112 + 59 + 32 + 4 + 1) = .48$

### Welcome Vijay Chaudhary

On April 20th, Vijay Chaudhary joined SQUAD as a Senior Software Engineer. Vijay is a Sun-Certified Programmer and has 8+ years experience in design and development of distributed enterprise applications in Java and J2EE. Welcome Vijay!



### Holiday Hours

The SQUAD offices will be closed on Monday, May 25th in observance of Memorial Day. Enjoy your holiday!

### Welcome, Olivia!

Congratulations to Daniel and Dina Klar on the birth of Olivia Flora on April 17th!

