

Intelligent Brand Analysis

Reporting Criteria

Definitions

Actual Exposure - The number of seconds the brand is visible in any given time. E.g. A brand appearing for one second simultaneously on Location A and Location B will be deemed to have been visible on screen for 1 actual exposure second.

Brand Location Exposure - The number of seconds the brand is visible in multiple locations. Totalling Brand Location Exposure across all locations may produce a higher figure than its "Actual Exposure". This occurs when the brand is seen more than one location at any given time. E.g. Brand appearing for one second simultaneously on Location A and Location B will total 2 brand seconds.

Analysed Broadcast Duration - Broadcast Duration excluding commercial ad breaks, studio analysis, introductory generics to the program and interviews otherwise requested by customer. Footage provided by the customer will be processed as per client request.

Exposure Detection Methodology

Image Detection Range - 80% or more of all brand images (left to right, right to left, top to bottom and bottom to top) are detected.

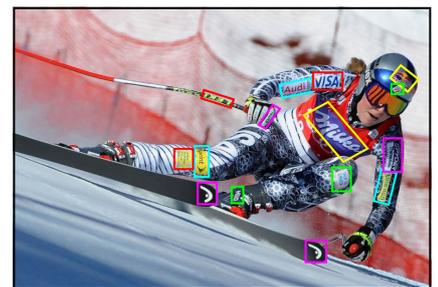
Image Deflection Range - Images deflected up to 90 degrees in both their horizontal or vertical axis (about their centrelines) are detected.

Image Rotation Range - Image rotated about their centre, up to 180 degrees from normal are detected.

Image Size - Brand images that appear on the screen at or above 0.2% of the total screen area are detected.

Screen Credits - Brand images and Names that appear on the screen in graphic overlays, etc are detected above 0.2% of total screen size.

Visibility - Brand images that can legibly read or recognised are detected.



Client Specific Reports

Individual clients may specify variations to the standard valuation criteria above. For client specific reports please contact ask for details.