

Media Campaign

15.03. - 17.04.

Source: TNS A-Connect, Mediaresearch - ATO

TV POST BUY ANALYSIS

SUMMARY TOTAL TABLE

Campaign Data		ČT 1	ČT 2	NOVA	PRIMA		Total
No. of Spots	<i>Achieved</i>			42	38		80
	<i>Planned</i>			23	17		40
	<i>% dif.</i>			82,61%	123,53%		100,00%
TRP W 20-45 <small>(spots)</small>	<i>Achieved</i>			381,9	136,6		518,5
	<i>Planned</i>			355,3	121,4		476,7
	<i>% dif.</i>			7,49%	12,52%		8,77%
GRP 15+ <small>(blocks)</small>	<i>Achieved</i>			363,1	141,4		504,5
	<i>Planned</i>			342,0	122,1		464,1
	<i>% dif.</i>			6,17%	15,81%		8,71%
Affinity	<i>Achieved</i>			1,05	0,97		1,03
	<i>Planned</i>			1,04	0,99		1,02
	<i>% dif.</i>			1,47%	-2,38%		0,30%

Reach		1+	2+	3+	4+	3 - 8	OTS
W 20-45	<i>Achieved</i>	85,7	75,5	65,4	52,2	48,9	6,1
15+	<i>Achieved</i>	83,9	71,8	61,0	50,9	44,3	6,0

Price		ČT 1	ČT 2	NOVA	PRIMA	TV 3	Total
Rate Card Gross	CZK	0,0	0,0	4 143 534,0	1 599 245,0	0,0	5 742 779,0
Negotiated Gross	CZK	0,0	0,0	3 495 230,0	1 135 109,0	0,0	4 630 339,0
Financial Advantage	CZK			648 304,0	464 136,0		1 112 440,0
Financial Advantage	%			15,6	29,0		19,4
CPP W 20 - 45	<i>Achieved</i>			9 152,2	8 309,7		8 930,3
	<i>Planned</i>			9 837,4	9 350,2		9 713,3
CPT GRP W 20 - 45	<i>Achieved</i>			469,1	425,9		457,7
	<i>Planned</i>			504,2	479,2		497,9