

TIMES SQUARE DOMINATION

Owning the Crossroads of the World



TSD Media Measurement Explained



TIMES SQUARE DOMINATION

Branding Broadway in a BIG Way!



Who gets remembered?

Come January 2, 2010, which brands will be VIVIDLY remembered as ushering in the New Year, in the minds of the (est.) 1,500,000 consumers and the additional countless millions included in the Live Feed and national media TV viewing audience?

Only the TSD NYE Package Stakeholders will be uniquely poised and capable of punching through the activity in Times Square to make a memorable impression!



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It's about Opportunity & Quality

In an effort to be both **REALISTIC** and **FAIR** when it comes to providing estimated impressions, it bears pointing out that we are referring to the **Opportunity** for the consumer to actually **VIEW** the media message, as well as the actual **QUALITY of the impression** that **only** a TSD package can deliver on New Year's Eve Day in Times Square.

To that end, **ONLY** the **TSD NYE PACKAGES**, which all incorporate the **5 Biggest, Brightest**, and by far the **Most Prominent**, digital 2-way interactive signs in Times Square, are truly and really **capable of cutting through the clutter on New Year's Eve day**. The question that every advertiser wants to know is: *"When our consumers leave Times Square after the ball drops, will they know we were there?"*

With a **NYE TSD PACKAGE**, and **over 29,000 sq. feet of Digital Spectacular Signage**, there will be no doubt in the consumer's mind about who dominated the day... and into the New Year!



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TSD Measurable Assets

- abc SuperSign
- ClearChannel's SpectacolorHD
- FOX / News Corporation Sign
- Reuters Times Square²
- NASDAQ
- Countdown Clock *on NYE Day only*
- Entry Sampling from 6th & 8th Avenues *on NYE Day only*
- Sampling from GCT/ PA / Penn Station *on NYE Day only*
- *plus*
- ROI Bonus Schedule for month of January 2010



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Est. Measurements Based On:

- **Commissioned pedestrian foot-traffic count studies** conducted by the highly-respected civil and traffic engineering firm of Philip Habib & Associates, New York, 2008, for NON-New Year's Eve activities.
 - Philip Habib & Associates, P.E., P.C. (PHA) is a 35-person consulting engineering firm, specializing in the planning and design of transportation facilities, environmental studies, civil and traffic engineering and construction support services and inspection. Our diverse staff of planners, civil engineers and traffic engineers enables us to take projects from preliminary planning and environmental review through final design and construction inspection while interfacing with public agencies. The firm, established in 1989, has been certified as WBE by NYCDBS and NYSDDED.
- **Estimated annual (New Year's Eve SPECIFIC) pedestrian and head counts provided by (unbiased) NYPD**, which are universally accepted by the broadcast and print media which then also provide and report their own estimates, which in turn reflect and mirror the "official estimates" provided by NYC.
- **Live Feeds of New Year's Eve in Times Square** which will once again be made available free of charge to domestic and international television outlets, in addition to mobile phone TV providers, IPTV, v-logs and user-generated content sites
- **Estimated viewing audience of "Dick Clark's New Year's Rockin' Eve" in the USA and Internationally.**
- **DEC – Daily Effective Circulation as published in studies as noted above**
 - DEC Daily effective circulation, or the average number of people with the opportunity to be exposed per day to a particular sign (includes duplicated viewers). There is no rule of thumb when it comes to DEC's in terms of minimum effective levels. Therefore, when considering a board's DEC, you may want to compare this to the average DEC level in that market, while also keeping in mind that the board that best fits your needs may be in a lower-traffic area.
 - Gross Impressions Total audience delivery including duplication. DEC multiplied by the number of days on the street.

 CLEAR CHANNEL
SPECTACOLOR

 News Corporation

 abc regional sports &
entertainment sales

P.R.otion!®

 REUTERS
NASDAQ

GMR

 Champion
PARKING
serving NYC since 1949

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Estimated Impressions NYE Day – Exclusively New Year's Eve Day – in Times Square

• NYPD estimate – 1MM million spectators in the Square

5 Digital Super Screens:

930 qty :30 spot equivalents

Countdown Clock – 15 hours non-stop:

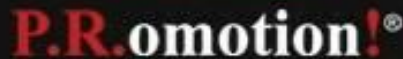
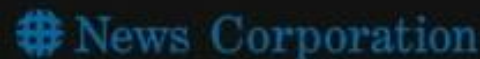
1800 qty :30 spot equivalents

Sampling Initiative – live sampling from key locations:

10K – 6th Avenue

10K – 8th Avenue

2K each - GCT / Penn Station / PA (6K total) = 26K samples



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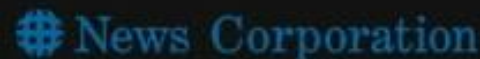
Estimated Impressions Post NYE Day

Bonus Schedule – January ROS

- Habib Survey estimate – 1.5 million pedestrians / day
- DEC – Daily Effective Circulation – 1.5 million

5 Digital Super Screens:

15,000 qty :30 spot equivalents



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NYE Day:

- 1 MM in the square at midnight
- 1.5 MM DEC (x 1 day)

ROI Bonus Schedule:

- 1.5 MM DEC (x 30 days)

N.B.:

- The numbers provided do NOT include any possible broadcast, cable or other televised media. Those numbers would be considerable and additional, but fairly impossible to measure.

