

# The Broadcast Industry Relies on MEDIA Access Pro™



## For Radio

### Instant Access to Multi-Media Industry Data

MAPro™ delivers the most comprehensive information available for the radio, television and newspaper industries. Updated daily, MAPro™ contains more than 2,200 fields of data on 30,000-plus broadcast and newspaper organizations in the United States, Canada and Mexico.

#### Media Access Pro is available for:



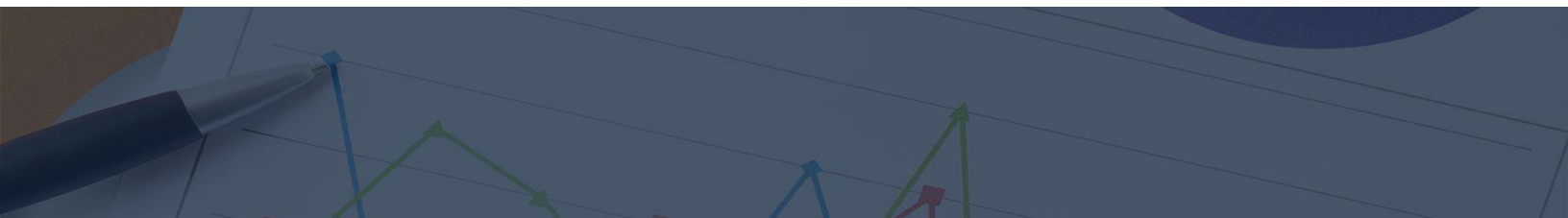
Media Access Pro for Radio



Media Access Pro for TV



Media Access Pro for Newspaper



For station owners, service providers, equipment manufacturers, program consultants, law firms and any groups of users, there is no better way to track opportunities, owners, revenues, digital information and assess competitive performance in any market than with MEDIA Access Pro (MAPro).



## Delivering Exceptional, Comprehensive Data



Profiles for 15,000+ commercial and non-commercial stations and 5,000+ unique owners



Built-in data fields, quick searches and reports that provide information based on FCC geographic market definitions, CPs and "move-ins." Detailed information for Low Power FMs and their unique programming. Users can single out these stations via a special search criterion.



More than 800 fields of data for every station covering personnel, technical, format, ratings, market statistics and revenues. HIGHLIGHTS INCLUDE: Contact data for 42,000-plus key station personnel and 7,500 owner execs. Rankings of station ratings in its critical demos and day-parts for every market in which it is Arbitron rated. Details on more than 29,000 historic sales of stations from one owner to another. Information on station programming (i.e., HD2 and HD3).



Total Line Reporting (TLR) from Arbitron



Detailed construction permit (CP) information - easily search for CP information via FCC application number



Searchable low-power stations and CPs "not on air" - quickly find the number of CPs in a market, identify overlapping signals from competing stations and determine when a CP will be a new move-in to a local market



Detailed and historical station performance data:

- Estimated revenues provided on a market-by-market basis (historic and projected)
- Revenue share and LCS (local commercial share) for each Arbitron-rated station
- Revenue estimates updated yearly and include all stations owned and operated under local marketing agreements (LMAs) in the market, as well as pending acquisitions



Coverage maps defining contours - 60, 70 and 65 dBu coverage. Display coverage for one station or multiple stations in the same market.

# Instant Access to Multi-Media Industry Data

## MEDIA Access Pro™ allows you to customize your search.

MAPro is built and maintained with customer needs in mind.

MAPro provides detailed custom reports and saved searches to make data extraction easy. Users can quickly generate information about digital stations, total stations in a market, CP detailed reporting, move-in reports and more. The saved search feature allows users to find a station's digital details, run market analysis and export mailing labels with the click of a button. Users can view multiple markets simultaneously – compare information across markets.

MAPro provides comprehensive digital information updated daily:

- Detailed view of digital radio information
- Arbitron's Portable People Meter™ (PPM)
- Digital contour coverage area with population estimates
- Multicast programming detail
- Total number of digital stations on air (iBiquity data)
- Stations licensed or to be licensed to air HD Radio programming

Station	Format	Est. Station Rev (000)	Frequency Power (KW)	12+ Monthly Shares & Metro Cume
WTOP	AM/FM FM			Station: WTOP
WGMS	Format News			Metro Cume (00)
News	05	46,475	HAAT	SEPTEMBER 2013 6.7 9982
News	06	49,500	Class	AUGUST 2013 7.1 10102
News	07	51,475	Latitude	JULY 2013 7.4 10987
News	08	51,750	Longitude	JUNE 2013 8.1 11461
News	09	50,025	Digital Lic.	MAY 2013 8.4 11878
News	10	57,225	Digital On-Air	APRIL 2013 8.1 11902
News	11	64,000	Dig. On-Air Date	MARCH 2013 8.3 10827
News	12	64,600		FEBRUARY 2013 9.2 11550
News		Rev. Share 23.0		JANUARY 2013 8.7 11262
News		Power Ratio 2.24		DECEMBER 2012 7.8 11294
News	12	LC Share 10.3		NOVEMBER 2012 8.5 11832
News		# Books 4		OCTOBER 2012 7.5 11089
News		Viable		
News		Metro Cume		
News		10357 (00)		

MAPro's digital information helps users stay on top of changes in their markets. For example, MAPro makes it easy to find HD Radio programming opportunities with quick searches to reveal HD stations in the local vicinity.

MAPro also includes ratings information by Arbitron of the total audience for simulcast stations.

Call Letters	Station	Format	License	Home Market
WTOP	AM/FM FM	Format News	License CP F	Washington, DC
WGMS				Market Designation Date 2003/07/02
07 Fa	12+ Share*	Format	Frequency Power (KW)	Prev. Market (for changes after 9/3/04)
08 Sp	8.5	News	44,000	District of Columbia
08 Fa	9.5	News	518	County of Lic. Washington, DC
09 Sp	9.2	News	Class B	License City Washington, DC
09 Fa	8.9	News	Latitude 38-56-10	TV Mkt Name Washington, DC
10 Sp	10.5	News	Longitude 77-05-33	TV Mkt # 8 Density Code A
10 Fa	9.3	News	Digital Lic. T Multicast	Application # 8MLH 20110215ABQ
11 Sp	9.8	News	Digital On-Air T Translators	Network CBS, CMLS, NBCH
11 Fa	8.3	News	Dig. On-Air Date 2005/05/24	LMA
12 Wi	7.5	News		JSA
12 Su	7.3	News		Combo W282BA, WBQH, WFED, WTOP-HD2, W
12 Sp	8.3	News		Duopoly T On Air Yr 1947
12 Su	8.3	News		Markets rated in Band ID
12 Fa	7.9	News		Washington, DC
13 Wi	8.7	News		Baltimore, MD
13 Sp	8.2	News		Frederick, MD
13 Su	7.1	News		Licensee's Share

For customization, take advantage of the multimedia functionality of MEDIA Access Pro™, which includes all three industry databases. Database packages are also offered for single or two-industry functionality as well.



Sit back and relax.  
Let MPro work for you.

## Why subscribers use MPro on a daily basis:



Tracking ownership and ratings



Tracking on-air and digital revenues



Monitoring transactions



Building coverage maps



Locating sales and marketing leads

**Get Started Today**

Call (703) 818-2425 or e-mail [sales@biakelsey.com](mailto:sales@biakelsey.com).

# Success Stories

**MAPro is an industry standard, boasting an exceptionally high client retention rate of over 90% every year.**

Our clients include the nation's top broadcast and newspaper groups, station managers and owners, government agencies, program suppliers, consultants and manufacturers. **Here's how one satisfied client describes MAPro:**



**JACKIE DREBES**

*Supervisor, Harris Corporation, Broadcast Communications Division*

"The data integrity of MAPro is top-notch and the customer service is beyond compare."



**CHRISTINE BORGER**

*Executive Vice President, Holt Media Corporation*

"We are a long time user of MAPro. It's a great tool that provides us the ability to spend our time analyzing data, not compiling it from a variety of sources. The flexibility in query options, the multimedia aspects and the mapping programs combine for a superior product from one source. The product just keeps getting better."



**GEORGE BARBER**

*VP of Membership Services, National Association of Broadcasters*

"MEDIA Access Pro™ data is extremely reliable and one of our main sources for verifying personnel changes in the industry. It's also an easy system to use and update."



**READY TO PUT THIS TOOL TO WORK FOR YOUR BUSINESS?**

**Get Started Today |** Call (703) 818-2425 or e-mail [sales@biakelsey.com](mailto:sales@biakelsey.com).