

# The Broadcast Industry Relies on MEDIA Access Pro™



## For Television

### 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

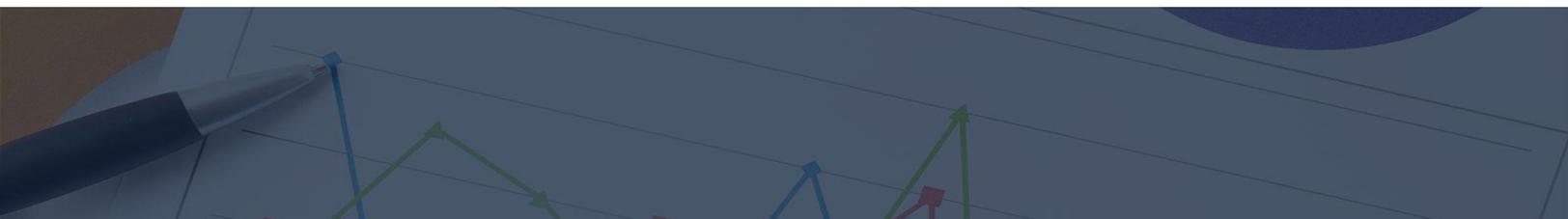


Media Access Pro for TV



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



Over 7,000 commercial and non-commercial stations, including full- and low-power, Class A, cable, satellite and translator stations. Over 1,200 unique owners profiled.



More than 1,100 fields of data for every station covering personnel, technical facilities, network affiliation, market statistics, estimated station and market advertising revenues including:

- Estimated group revenue shares provided on a market-by-market basis
- Historical and projected revenue shares for 10 years (2007-2017):
  - Percentage revenue change
  - Revenues per population
  - Revenues per household
  - Revenues per retail sales
  - Revenues per EBI
- Population Demographics
  - Age-based population breakouts for both men and women
  - Population counts for each county in the market



Access to station digital facility information (see below for more details)



Sophisticated mapping program that produces detailed digital (or historic analog) coverage maps



A table of all competing stations where BIA/Kelsey has reported estimated revenues within a market. For each station, the following information is provided:

- Calls, channel and affiliation
- Estimated revenues and future projections
- Estimated revenue share and future projections
- Owner detail
- Acquisition detail



Detailed station performance data

- Estimated station market revenue share - current and 10-year projected
- Estimated station power ration - current and 10-year projected
- Affiliate date changes



Contact data for more than 11,000 key station personnel and 1,800-plus owner execs



Details on more than 4,800 historic sales of stations from one owner to another



Coverage maps showing DTV, analog (primary and secondary) and construction permit (CP) contours for television markets; display coverage for one station or multiple stations in the same market



Coverage area population available for DTV, analog (primary and secondary) as well as CP



15 detailed "CP-only" digital and analog data fields, which now contain FCC application numbers



15 detailed "Licensed-only" digital and analog data fields; group revenue market shares, age-based population breakouts, secondary and DTV population counts and coverage



Toggle button for easy viewing of license vs. CP changes

# Instant Access to Multi-Media Industry Data

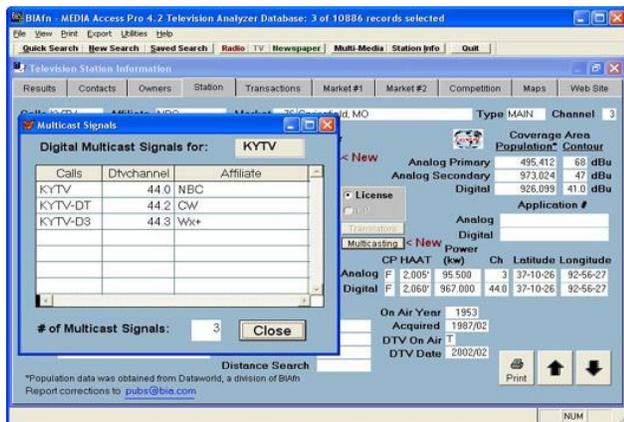
## MEDIA Access Pro™ allows you to customize your search.

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:

- Digital station information (historical analog information)
- Analog coverage area with population estimates
- Digital contour coverage area with population estimates
- Affiliation and DTV channel TV
- DTV on-air date



MAPro's digital information helps users stay on top of changes in their markets.

For example, when users are browsing a digital-only station, MAPro lists the digital information right at the top of the "Contacts and Station" tab (example shown below).

The sophisticated mapping program within MAPro displays a station's digital and historical analog contours together or separately. Users can turn certain categories (i.e., digital, CP, license, analog) on and off to accommodate custom searches.



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).