

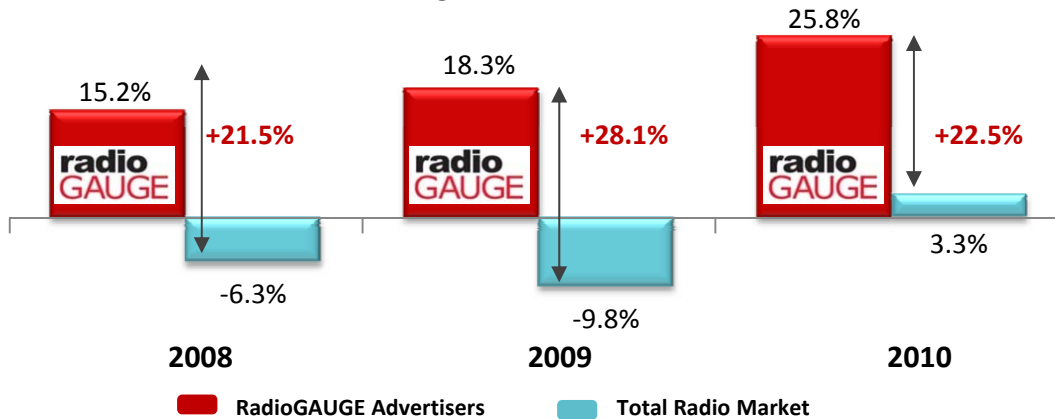


radio GAUGE *The global standard for measuring radio advertising effectiveness*

Demonstrating ROI

The effect of RadioGAUGE in the UK market - 2008-2010

Revenue advantage vs. the total radio market



RadioGAUGE advertisers and agencies have consistently invested more in radio after participating in a RadioGAUGE test. This is demonstrated by the spread between overall radio market performance and RadioGAUGE advertiser spending.

Custom Radio Effectiveness Research

- Free to agencies and advertisers
- Individual PowerPoint debriefs for every campaign tested
- Campaign results benchmarked against market sector competitors
- Brand level results are confidential, but data adds to benchmarks
- Opportunity for media agency to provide more strategic and creative input
- Helps to build stronger relationship between agency and advertiser
- Offers comparative category intelligence
- Recommendations for improving performance of creative execution
- Benchmarking recognizes and communicates what the best advertisers do well

How will RadioGAUGE influence advertisers' future radio investment?

Half of all respondents agreed that RadioGAUGE...
Will help justify increasing my investment. (47%)
Will help protect my current investment. (51%)

"RadioGAUGE is a great solution for proving the continuing power of radio in a changing marketplace and its inclusion on the media plan."

"It proved to our client that radio should be part of their media mix."

"Very clear and concise research - can help planners at both creative and media agencies to justify or increase radio investment."

Source: RadioGauge Customer Feedback Survey

Over 600 radio campaigns tested



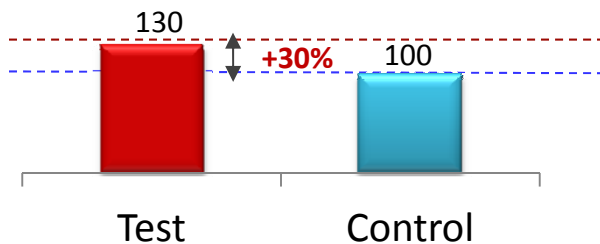
RadioGAUGE Overview

- Access to a national online panel of over 40,000 individuals for a sample size of 800 respondents.
- Variety of prompted and unprompted brand awareness questions included.
- Brand perception and ad credibility as well as brand consideration questions included.
- Source of advertising tested for ad awareness in multimedia campaigns.
- Competitive industry information included in prompted and unprompted brand awareness questions.
- Agencies can customize two questions to test specific brand message of their campaign.
- Ad recall including perceived frequency of campaign.

Changes in ad awareness

Have you seen or heard any advertising for **BRAND X** within the last 4 weeks?

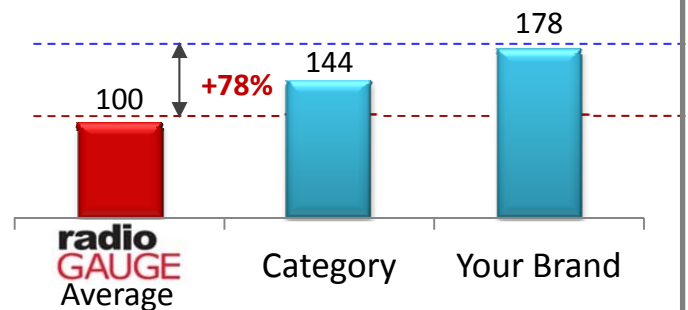
The difference between test and control measures the effect of RADIO in the overall campaign.



Test = Exposed to all advertising including radio
Control = Exposed to all advertising EXCEPT radio

Ad awareness vs. sector benchmarks

weighted by 30" equivalent GRPs
The difference between your brand and the combined results of all RadioGAUGE campaigns.



Creative Engagement Meter Analysis

Engagement meter output analyser



Your commercial is tracked against your category and overall benchmarks for five key measures:

- Involvement
- Identity
- Impression
- Information
- Integration

Results are compared to benchmarks for the advertisers category and RadioGAUGE average for all ads tested.

RadioGAUGE informs advertisers and agencies about the performance of their radio campaigns.

For more information about RadioGAUGE please contact CBS:
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