

# XTREME MEDIA DIGEST

THE XTREME MEDIA DIGEST IS THE ONLY REPORT AVAILABLE TODAY THAT PRESENTS AN INSTANT OVERVIEW OF HOW MUCH ADVERTISERS AND INDIVIDUAL BRANDS ARE SPENDING ACROSS EUROPE EVERY MONTH

## THE BIGGER PICTURE

Expenditure figures are vital when preparing winning pitches, developing campaign plans or conducting sector research. The Xtreme Media Digest enables you to benchmark, rank and contextualise the data in order to give you the bigger picture.

This online and offline service reveals the top-line spend for 20 key product groups in 15 European countries.

Xtreme's consistent use of a single methodology enables you to benchmark spend figures accurately across Europe, making the Digest a unique solution.

The Digest also compiles media league tables that provide an immediate insight into which publications and TV channels are attracting the most advertising revenue. The media rankings functionality makes it easy to identify where money is being spent, which in turn will help you make informed decisions and give you greater confidence to negotiate the right deals.

Furthermore, quarterly sector reports, compiled by industry experts, contextualise the data and provide valuable insights into key category spend patterns, new advertisers and breaking campaigns.



MEDIA DIGEST'S WEBSITE GIVES YOU INFORMATION FROM ACROSS EUROPE AND CONTAINS OVER 7,000 BRANDS FROM 20 MAJOR PRODUCT GROUPS

## BENEFITS

- **Identify spend patterns across Europe** – 15 European countries monitored 24/7
- **Analyse how much advertisers are spending on individual brands** – the Digest monitors more than 7,000 brands
- **Understand the impact particular advertisers and brands have in each sector** – a team of industry experts analyse and contextualise the data on your behalf

| Advertiser                          | UK         | DE         | FR         | ES         | IT         | GR        | PL        | SE        | DK       | CZ        | EU       | Total       |
|-------------------------------------|------------|------------|------------|------------|------------|-----------|-----------|-----------|----------|-----------|----------|-------------|
| <b>Automotive CARS Cars Compact</b> |            |            |            |            |            |           |           |           |          |           |          |             |
| Jan 2005                            | 5,055,821  | 2,262,876  | 1,221,660  | 6,076,609  | 14,059,565 | 380,850   | 419,093   | 200,924   | 391,782  |           |          | 29,889,128  |
| Feb 2005                            | 621,847    | 2,462,638  | 3,538,260  | 380,296    | 7,046,406  | 283,647   | 577,841   | 96,895    | 277,282  | 75,479    | 12,386   | 15,352,897  |
| Mar 2005                            | 853,663    | 4,941,740  | 965,650    | 81,603     | 160,678    | 77,153    | 538,534   | 1,216,702 | 149,613  | 31,188    |          | 9,838,524   |
| Apr 2005                            | 3,038,640  | 3,847,585  | 2,672,950  | 3,872,106  | 6,641,435  | 740,458   | 646,618   | 183,989   | 26,468   | 191,278   |          | 21,251,523  |
| Total                               | 9,569,970  | 13,014,839 | 8,398,520  | 10,390,614 | 27,888,084 | 1,482,108 | 2,182,021 | 1,447,587 | 478,206  | 583,942   | 194,772  | 75,639,064  |
| DVT%#                               | 23/77      | 33/67      | 15/85      | 14/86      | 72/48      | 76/24     | 33/67     | 35/65     | 0/100    | 83/17     | 5/95     | 35/65       |
| YTD                                 | 16,096,595 | 20,931,756 | 11,082,614 | 13,674,016 | 39,075,580 | 1,965,676 | 2,418,662 | 1,626,249 | 478,206  | 879,160   | 270,452  | 100,799,168 |
| <b>Yellowpages Yellowpages</b>      |            |            |            |            |            |           |           |           |          |           |          |             |
| Jan 2005                            | 350,447    | 1,249,876  | 1,705,393  | 4,237,488  | 4,175,783  | 153,558   | 72,298    |           | 247,689  |           |          | 12,197,538  |
| Feb 2005                            | 1,660,419  | 2,495,503  |            | 181,713    | 8,945,209  | 637,015   | 907       | 475,263   |          | 239,121   |          | 14,575,150  |
| Mar 2005                            | 1,425,396  | 3,096,602  | 2,087,642  | 1,483,975  | 2,613,372  | 878,130   | 1,048,912 | 116,733   |          | 233,839   |          | 12,879,541  |
| Apr 2005                            | 1,595,993  | 1,410,690  | 1,869,806  | 2,301,129  | 3,799,872  | 86,751    | 25,872    | 9,250     |          | 60,367    |          | 11,159,730  |
| Total                               | 5,032,256  | 8,192,671  | 5,662,841  | 8,204,304  | 19,534,236 | 1,735,454 | 1,075,691 | 568,483   | No Spend | 781,016   | No Spend | 38,886,952  |
| DVT%#                               | 41/59      | 29/71      | 9/91       | 17/83      | 32/68      | 46/54     | 25/75     |           |          | 100/0     |          | 29/71       |
| YTD                                 | 13,670,868 | 10,741,924 | 5,971,468  | 11,209,235 | 24,099,189 | 1,769,079 | 1,160,829 | 1,119,633 | 166,934  | 1,031,394 |          | 70,868,554  |
| <b>Skyscan Skyscan EU</b>           |            |            |            |            |            |           |           |           |          |           |          |             |
| Jan 2005                            | 1,063,446  | 3,535,310  | 60,104     | 21,250     | 13,131,686 | 207,283   | 13,578    | 186,167   | 139,205  | 396,225   |          | 18,704,254  |
| Feb 2005                            | 611,272    | 3,953,366  | 1,923,200  | 249,865    | 3,377,505  | 41,825    | 401,977   | 534,734   | 12,824   | 28,020    | 19,116   | 11,135,714  |
| Mar 2005                            | 717,669    | 3,421,549  | 568,110    | 6,375      | 511,750    | 40,361    | 201,340   | 295,436   | 245,916  | 3,768     | 38,079   | 5,090,554   |
| Apr 2005                            | 1,301,083  | 2,040,506  | 2,291,050  | 186,227    | 2,275,346  | 423,963   | 45,022    | 48,955    | 99,837   | 146,416   |          | 8,058,415   |
| Total                               | 3,693,470  | 12,952,731 | 4,842,664  | 463,717    | 19,296,287 | 713,432   | 661,917   | 955,303   | 497,793  | 574,423   | 57,195   | 44,788,937  |
| DVT%#                               | 6/94       | 17/83      | 3/97       | 100/0      | 54/46      | 22/68     | 64/36     | 21/79     | 0/100    | 54/46     | 0/100    | 33/67       |
| YTD                                 | 4,930,935  | 16,224,831 | 8,825,914  | 4,155,631  | 25,875,941 | 1,405,784 | 1,293,635 | 1,562,081 | 764,159  | 683,187   | 146,851  | 85,884,949  |

EXAMPLE OF EUROPEAN LEAGUE TABLE FOR THE AUTOMOTIVE SECTOR

XTREME  
INFORMATION