



CHOOSE NDS FOR 24/7 NEWS AND ENTERTAINMENT MEDIA MONITORING.

**Get easy access to the broadcast clips you need.
And quick, responsive service at a lower price.**

News Data Service has the most extensive access to 210 same-day markets.

When your client or company is mentioned on U.S. local broadcasts and cable networks, we'll be tracking it. The News Data Service (NDS) network of independent monitors shares access to a common Internet-hosted database of thousands of hours of broadcast data.

NDS affiliate members can instantly upload data and provide it quickly, in the format of your choice. NDS's multi-processor servers are faster and boast a larger coverage range than any other system in the broadcast monitoring industry.

Now, you can get a bigger picture of your media monitoring—at an affordable price.

We're made up of the top tier of U.S. broadcast monitoring services. With an ever-increasing number of broadcast and cable networks, it's more important than ever to choose the service that has the people and technology to provide the most comprehensive data set available.

Data is monitored 24/7 from more than 210 U.S. markets and all major networks.

- Coverage from broadcast and cable networks includes news, sports, entertainment, lifestyle, Spanish-language, weather, public broadcasting channels—and more.
- Digital Video Previews straight-to-the-desktop data for the Top 25 U.S. markets offers clips from most national news and magazine shows.
- NDS features an ever-growing network of national and local radio coverage.

Broadcast ratings provided by Nielsen Media Research.

- Nielsen-rated data can be provided for all tracking coverage.
- Summaries can include 30-second advertising equivalency data for local markets.
- Accurate and consistent publicity values available for news-related content.

Personal, accurate, detail-oriented service.

- New Executive Dashboard allows you to review, organize, measure, analyze and store your broadcast media in one online location.
- Video reports now available with digital video preview for many markets.
- Full-service production offices in 50 markets throughout the U.S.
- Quick, accurate turn around time
- Get clips in the format you prefer, including mpeg, DVD and VHS

Get the full picture. To find out how you can access market-by-market and major broadcast network monitoring, contact NDS today:

NDS
NEWS DATA SERVICE