



# 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