

XTREME INTERNET ADX

XTREME INTERNET ADX IS THE ONLY SOLUTION ON THE MARKET TODAY TO LINK INDIVIDUAL PIECES OF CREATIVE WITH SPEND ACROSS EUROPE

INTERNET DATA

Xtreme Internet ADX gives you the unique advantage of being able to link ad spend directly to creative web campaigns. Moreover it is the only solution that independently monitors 15 European countries and delivers updated information on a daily basis.

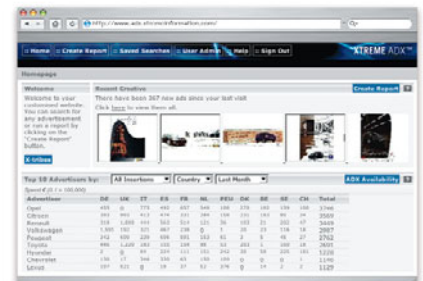
The Xtreme Internet ADX monitoring solution offers four key user features: a virtual web page, a media summary, an activity timeline and exception reports.

Virtual web pages instantly display the positional information for each ad revealing your competitors' media planning as well as confirming that your own work ran as booked.

The media summary tracks every monitored occurrence of a particular ad revealing competitor media use and buying strategies.

The activity timeline combines an instant overview of spend or insertion data with the added benefit of a direct link to media schedules and individual creative executions.

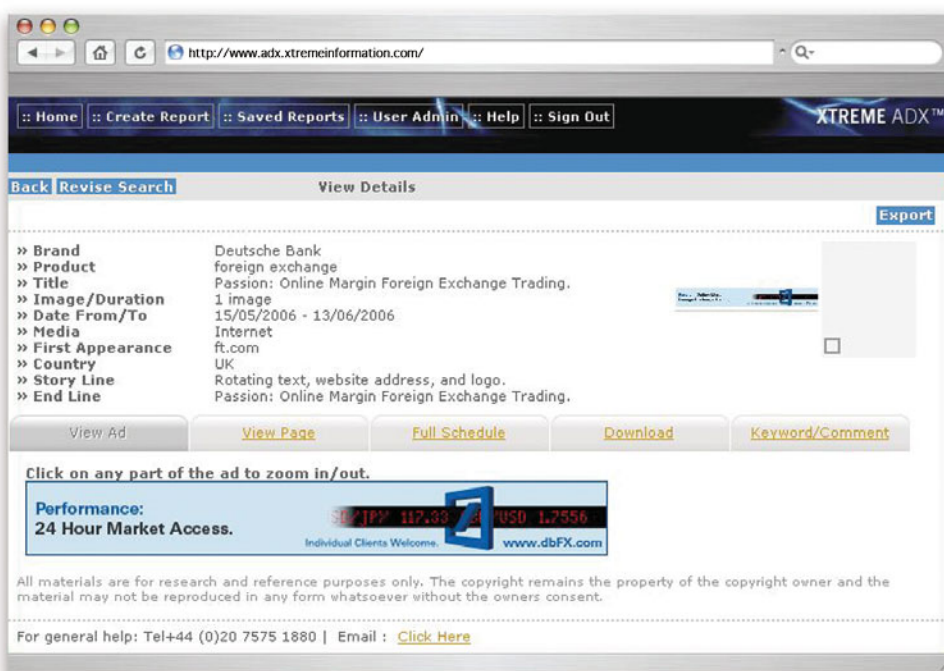
Our exception reports give you a greater understanding of competitors' strategies by analysing which sites are being targeted over others.



XTREME INTERNET ADX MONITORS ADVERTISING 24/7 IN 15 EUROPEAN COUNTRIES

BENEFITS

- **Reveal competitors' planning strategies and pinpoint ads crucial to their success** – Spend is linked to creative enabling you to view how much it cost to place a particular execution
- **Benchmark competitors' spend across Europe** – a single categorisation system enables you to compare cross-border data quickly and accurately
- **Share the value of this information with colleagues worldwide** – sites can fit seamlessly within corporate intra/extranets ensuring all your teams are fully synchronised



KEY FEATURES

Easy to search

Our easy-to-use search facility enables simple or complex queries to be answered in seconds.

- Ability to search by brand, category, country, date, site
- Search for new creative only or all the creative that ran within a particular date range
- Order search results by advertiser, brand, date, and media
- Inclusion of keyword feature enabling labelling of individual pieces of creative and ability to search by assigned keywords
- Optional e-mail alert of new material

Instant View

We do all the background work so you can view the spots you need in the way you want.

- View internet ads directly on the site

Access spend data

Our combined solution makes analysing spend figures easier than ever before.

- Track every appearance of a piece of creative and see media spend
- View and print/export full media plan
- View advertising expenditure summary reports
- View ad spend as share of voice
- Create charts and graphs for data analysis and presentations
- Manipulate ad spend data by category, advertiser, brand, date range, media owner and site and create your own customised reports
- View ad in web page position and alongside its competitors via Xtreme's Virtual Web Page

Safe, secure and flexible

Need to add extra users? No problem. Want the site to have your own branding? Just ask. It's your private site.

- Individual access details issued to each authorised user
- Additional passwords available – share the information

METHODOLOGY

Internet

Xtreme's bespoke in-house system visits specified web sites and pages using "spider grab" technology a minimum of 4 times per day and captures the advertising displayed on those pages. New creative executions are identified and logged.

Creative executions (ad masters) that have been captured previously are automatically recognised via a proprietary electronic software system and an ad event logged against that execution.

Ad spend is calculated using Cost per Thousand (CPT) and page impressions data for each site. CPT data is sourced from the site or its sales house; page impressions data for the majority of sites is sourced from an independent panel. Where panel data is not available, page impressions are sourced from independent auditors or from the sites themselves or their sales houses.

Page impressions data are updated monthly as soon as the figures become available, at around 4 weeks following the month end. CPT figures are checked monthly and updated whenever they change.

TECHNICAL SPECIFICATION

Minimum requirements

Each confirmed end-user of Xtreme Internet ADX should meet the following minimum requirements:

- Pentium class P.C. 1Ghz suggested minimum with 128Mb Ram for Windows 2000 and 256 Mb Ram for Windows XP. 50 Mb free disk space
- Internet Explorer 5.5, Netscape 6.0, Mozilla Firefox, Safari
- Site can be constructed in Windows Media Player or Real Player Real One (free player is sufficient)
- Soundcard and speakers or headphones
- Some sites require MS Excel for exported data

Hosting and access

Access to the website is by unique access code and password; the material is held on a server hosted by Xtreme Information in London.