

XTREME TRACKER

TELEVISION BROADCAST VERIFICATION



XTREME TRACKER OFFERS FAST, ACCURATE, AUTOMATED AND INDEPENDENT TELEVISION BROADCAST VERIFICATION.

Using the latest 'digital fingerprinting' technology Xtreme detects and records every appearance of every television commercial 24/7. Our password-protected online site updates daily the precise date, time, channel, market, programme detail and position in break every time a commercial goes to air.

Only Xtreme Tracker offers daily reporting to advantage the advertiser in optimizing their campaign effectiveness. It allows the advertiser the benefit of being able to make decisions and take action to manage a campaign while it is still being broadcast. A powerful and vital tool for any advertiser.

A 'virtual break', unique to the Xtreme Tracker service, allows you to view all the advertisers adjacent to your spot.

As placement is integral to any campaign, Xtreme Tracker is an important tool in ensuring your spots ran as booked.

Why you need Tracker

- Data is automatically updated 24/7
- Virtual breaks displays positional information
- Confirm your ad ran as booked
- Respond to station irregularities
- Improve campaign effectiveness
- Share the value of information with colleagues

XTREME INFO TV TRACKER AUSTRALIA

Brand / Product: King Furniture, furniture retail

Title: Delta II Package - Woman (Summer)

Description: Woman posing with couch. Delta II package with free chair \$2,490. Steel frame for flexibility. Suite in various formations. Summer Sale on now.

First Air Date: 10 Jan 2008

Duration: 30 seconds

Version: -

Channel: ATN7 (SYD)

Events: 45

Date	Time	Day	Channel	Market	Programme	PIB	NIB	VB
10-01-2008	06:09:26	Thursday	ATN-7	Sydney	Sunrise	6	7	VB
10-01-2008	06:20:51	Thursday	TCN-9	Sydney	Today	4	6	VB
10-01-2008	07:51:28	Thursday	GTV-9	Melbourne	Today	7	8	VB
10-01-2008	12:56:20	Thursday	TCN-9	Sydney	Frankie & Hazel	4	7	VB
10-01-2008	14:29:17	Thursday	GTV-9	Melbourne	Days of Our Lives	5	7	VB
10-01-2008	17:51:10	Thursday	HSV-7	Melbourne	Deal or No Deal	2	6	VB
10-01-2008	17:53:42	Thursday	TCN-9	Sydney	Antiques Roadshow	1	5	VB
10-01-2008	21:14:53	Thursday	GTV-9	Melbourne	'Til Death	1	7	VB
10-01-2008	22:24:38	Thursday	TCN-9	Sydney	Ramsay's Kitchen Nightmares	1	7	VB
11-01-2008	00:08:00	Friday	ATN-7	Sydney	Tennis	4	4	VB
11-01-2008	09:28:31	Friday	GTV-9	Melbourne	Mornings with Kerri-Anne	3	5	VB
11-01-2008	11:28:39	Friday	GTV-9	Melbourne	National Nine Morning News	2	8	VB
11-01-2008	14:50:18	Friday	TCN-9	Sydney	Days of Our Lives	1	7	VB

For further information on Xtreme Tracker contact:

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