



Audience Delivery System

TAB's web-based EYES ON ADS (Audience Delivery System) provides members direct access to the EYES ON database.

The ADS system is available to members¹ at no additional cost. It was developed for TAB by Ayuda Media Systems.

EYES ON ADS enables the user to:

- Retrieve panel by panel demographic EOIs and percent composition.
- Select individual panels or groups of panels based on any of several different search criteria including:
 - ✓ Market(DMA, CBSA, county, custom county based markets)
 - ✓ Media type
 - ✓ Media Owner
- Include In-Market demographic audiences and TRP (Target Rating Points).
- Export all reports to Excel.

EYES ON ADS also includes a mapping component for any panels in a report.

A username and password are required for each user. Please contact TAB for more information.

Note: Reach and Frequency estimates are not available in ADS. They will be available through many of the Third Party Data Processors.

¹ Excluding Associate Members.

