



RALF II

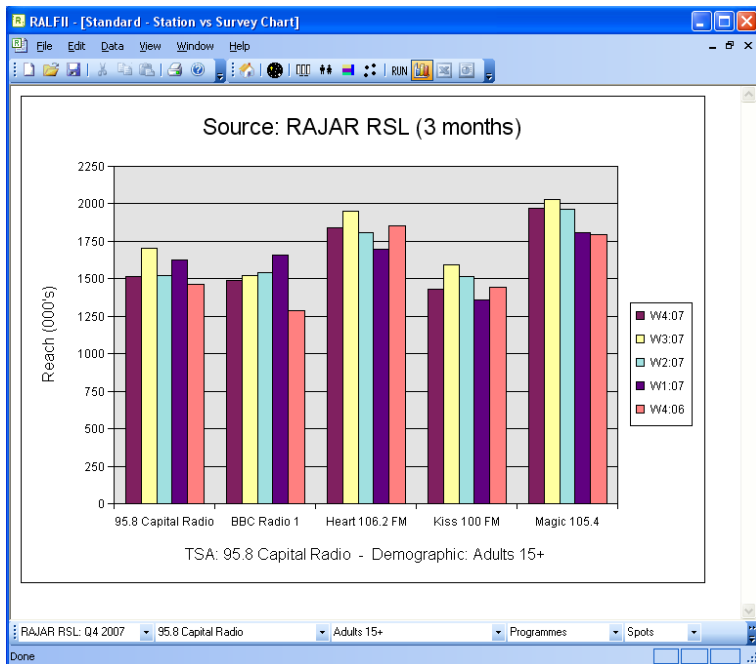
<http://www.dpsas.co.uk>

RALF II – Setting the standard for RAJAR Analysis Software

- **Fast**
 - 1500% faster than leading competitor like for like
 - Fast RAJAR data turnaround (available for download 15 minutes after IPSOS release)
- **Flexible**
 - Demographics can consist of any diary questions
 - Multiple surveys, demographics, programmes, etc
 - Create user defined station groups
- **Ease of use**
 - MS Office-like user interface
 - Single Click access to most functions
- **Export**
 - Single click exporting of reports into Excel
 - Saves reports as web pages

Source: RAJAR RSL: Multiple Surveys (6 months)
TSA: 100.7 Heart FM
Demographic: Adults 15+

| | W2:05 | W3:05 | W4:05 | W1:06 | W2:06 | W3:06 | W4:06 | W1:07 | W2:07 | W3:07 | W4:07 |
|-----------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Population | 3,461 | 3,461 | 3,461 | 3,461 | 3,484 | 3,484 | 3,484 | 3,485 | 3,520 | 3,521 | 3,521 |
| Sample | 4,412 | 4,400 | 4,272 | 4,216 | 4,240 | 4,332 | 4,300 | 4,287 | 4,209 | 3,892 | 3,734 |
| 100.7 Heart FM | | | | | | | | | | | |
| vWeekly Reach | 866 | 778 | 829 | 840 | 820 | 792 | 777 | 787 | 776 | 783 | 783 |
| % Reach | 25% | 22% | 24% | 24% | 24% | 23% | 22% | 23% | 22% | 22% | 22% |
| Total Hours | 6,782 | 6,923 | 7,663 | 7,898 | 8,096 | 8,063 | 7,392 | 7,280 | 6,429 | 6,180 | 6,412 |
| Average Hours | 7.8 | 8.9 | 9.2 | 9.4 | 9.9 | 10.2 | 9.5 | 9.3 | 8.3 | 7.9 | 8.2 |
| Market Share | 9.0% | 9.0% | 9.7% | 10.0% | 10.1% | 10.1% | 9.5% | 9.5% | 8.6% | 8.5% | 9.1% |
| Commercial Share | 19.2% | 18.9% | 20.2% | 21.0% | 21.2% | 21.0% | 20.1% | 20.0% | 18.3% | 18.7% | 19.3% |
| 96.4 BRMB* | | | | | | | | | | | |
| vWeekly Reach | 453 | 474 | 514 | 532 | 519 | 483 | 453 | 430 | 382 | 387 | 404 |
| % Reach | 13% | 14% | 15% | 15% | 14% | 13% | 12% | 11% | 11% | 11% | 11% |
| Total Hours | 3,148 | 3,308 | 3,762 | 3,933 | 4,029 | 3,740 | 3,354 | 3,448 | 2,401 | 2,291 | 2,340 |
| Average Hours | 6.9 | 7.0 | 7.4 | 7.4 | 7.8 | 7.7 | 7.4 | 8.0 | 6.3 | 5.9 | 5.8 |
| Market Share | 4.2% | 4.3% | 4.8% | 5.0% | 5.0% | 4.7% | 4.3% | 4.5% | 3.2% | 3.2% | 3.3% |
| Commercial Share | 8.9% | 9.0% | 9.9% | 10.5% | 10.5% | 9.7% | 9.1% | 9.5% | 6.9% | 6.9% | 7.0% |
| BBC Radio 1 | | | | | | | | | | | |
| vWeekly Reach | 847 | 826 | 830 | 819 | 816 | 832 | 872 | 843 | 781 | 797 | 787 |



Performance

RAJAR W4 2006 – National TSA – BBC Radio 1 - Mon-Fri 6-10 – Standard demos (i.e. 20) – Analysis: Prog Stn vs Demo

- Octagon 42 sec
- Ada 2004 10 sec
- **RALF II 3 sec**

RAJAR W1- 4 2006 – National TSA – BBC Radio 1 – Standard demos (i.e. 20) – Analysis: Demo vs Survey

- Octagon 131 sec
- Ada 2004 29 sec
- **RALF II 5 sec**

Versions of software used:- Octagon (v8.5.0.175), Ada 2004 (v1.8.3), RALF II (v1.0). PC – Intel Centrino Duo Core 2.1GHz with 2Gb RAM.

Expansion Packs

- **SP Expansion pack (due June 2008)**
Visual geographical mapping of sample point data, using user defined rules.
- **GSP Expansion pack (due September 2008)**
Planning Analysis (Gold Standard Probability), analyse campaigns based on spots laid down in user defined segments

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