

Cable TV Media Intelligence Facilitates Revolution in Media-Comm

All cable operations revealed with coverage, subscriber and population statistics

Miami, FL – March 31, 2006 Geoscape® International announced today the addition of a Cable TV module within its online intelligence system. Featuring all the 8,000 cable operations in the country along with coverage maps, operations data and linkages to four key databases – American Marketscape DataStream, Consumer Spending and List Gateway: HomeBase™ and List Gateway: BizBase™. The Media Target/Cable module within the Geoscape Intelligence System is the first system that truly provides powerful and user-friendly market intelligence to anyone with a web-browser connection.

The Geoscape Intelligence System (GIS) was designed for marketers who need quick access to a wide variety of market data representing the diverse cultural groups in America. Its seven modules include: Marketscape, MDx, Retail Target, Media Target, DirecTarget®, List Gateway HomeBase™ and List Gateway™ BizBase™.

Media Target/Cable TV permits media planners and media companies to identify rapidly the exact coverage of each cable operator in a metro area, along with thousands of key facts, such as the number of subscribers, homes passed, internet service, population, households, spending by ethnicity and race, acculturation and language. A dynamic linkage to the List Gateway™ module enables the rapid extraction of direct marketing list counts and downloads based on hundreds of segmentation criteria.

“Our objective is to bring within reach the most dynamic and up-to-date data on the diverse American population, with the online GIS this dream has been realized for all types of marketers and strategic planners,” states César M Melgoza, CEO of Geoscape. “With the merging industries of telecommunications and pay television in high transition, this resource will prove valuable to operators and investors alike.”

Other media information available within the GIS includes all 8 thousand the broadcast TV stations along with their signal coverage contours, links go market data, lists and Nielsen ratings data for the 1 thousand plus that are measured. All 19 thousand radio stations along with their signal coverage contours, owner-affiliate data, Arbitron rank, and List Gateway links. The system also includes all the newspapers audited by the Audit Bureau of Circulation (ABC) including circulation data by ZIP code and a plethora of other dynamic data.

According to Willie Arredondo, MTV Director of Affiliate Marketing “Geoscape makes it easy to get powerful data representing the multicultural market segments through a dynamic web browser application, the combination of information-rich maps and spontaneous access is terrific.”

The Geoscape Intelligence System, also recently added the entire database from THE MEDIA AUDIT which makes dynamic cross-tabulations and data extracts for 87 metro markets and nation-wide accessible with a few clicks of the mouse.

About Geoscape®

Geoscape® provides market intelligence data, systems and services, specializing in the rapidly growing multicultural and multinational market opportunities. DirecTarget®, Geoscape® Intelligence System (GIS), Retail Target™, Media Target™, List Gateway™, HomeBase™, BizBase, WorldBase™ and American Marketscape DataStream™ are among the key products and services that are used by hundreds of corporations worldwide to capture the growing multicultural marketplace. Geoscape is a privately-held corporation with worldwide headquarters located in Miami and subsidiary offices in Brazil, Mexico and European offices in The Netherlands.

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