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## Geoscape adds Nielsen Data to Media Target in online system

*Station rankings complement media coverage geo-demographic reports and maps*

**Miami, FL — March 30, 2005** Geoscape International announced today that the latest edition of its online Intelligence System includes television ratings data supplied by Nielsen Media Research. The Geoscape® Intelligence System (GIS) offers signal coverage contours overlaid onto the most current and in-depth multicultural geo-demographic data for over 8,000 TV stations nationwide. Nielsen supplies ratings data on television broadcast stations in 210 metropolitan area markets (known as Designated Market Areas or DMAs). Approximately 1,000 stations have viewership that is measurable by Nielsen.

“Our arrangement with Nielsen deepens our offering for media planners and advertisers via a compelling visualization and reporting system accessible from a web browser”, states César M Melgoza, President of Geoscape International, Inc.

Geoscape is the creator of a revolutionary marketing and media analysis and visualization system known as “GIS” or the Geoscape Intelligence System. GIS features seven modules that to provide quick and effective geo-demographic, retail, media, database mining and direct marketing capabilities. The data in GIS combine the geo-demographic data for six levels of geography—national, State, County, ZIP code and block group levels. GIS also provides the ability to profile retail trade areas, TV and radio stations as well as newspapers according to their circulation by metro and micro geographic area. Additionally, GIS enables database marketers to upload and enrich customer files with EthniCodes™, DemoCodes™ and MarketCodes™--essential to understanding and serving today's culturally diverse marketplace. The List Gateway in GIS provides access to about 95 percent of American households and businesses via updated and enhanced direct marketing lists.

The Media Target module within GIS provides overall market rating in terms of percentage of viewing audience for the whole day, for each of over one thousand stations Nielsen measures. This data point is provided along with geo-demographic maps and population reports showing the viewing area contour by ZIP code for visualization, presentation and analysis. Media Target also features similar data for Television and Newspaper, with data from the Audit Bureau of Circulation (ABC).

The Geoscape Intelligence System, including the newly added Nielsen TV ratings data, is available by subscription by contacting Geoscape or via web browser at <http://gis.geoscape.com>. A sample of the GIS Media Target/Television data can be viewed at <http://www.geoscape.com/MediaTarget/tv.pdf>

### For more information:

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