



## MDI Announces Launch of MDI DIRECT, Subscription On-demand Access to their Entire Research Library

New service to include MDI's forthcoming  
2019-20 upfront CPM-CPP estimates

**Nutley, NJ, June 20, 2019** - MDI is pleased to announce the launch of its new subscription-based on-demand research service, [MDI Direct](#). MDI Direct encompasses all of the company's current research, including its popular research annuals, [TV Dimensions](#) and [Cross-Platform Dimensions](#), as well as [CPMTrack](#), [TV Reach Finder](#), [TV Now & Then](#), and weekly [TVD Alert/CPD Alert](#) reports (see below). MDI's 2019-20 upfront CPM-CPP estimates, reported on in-depth in the [National TV ACES report](#), will be included when the upfront closes. Other forthcoming publications include an updated TV Reach Finder, CPMTrack and the 2020 Dimensions series.

This service is housed on the company's website; subscribers can simply click on a publication or report and view it instantly. Because MDI's library encompasses hundreds of pages of analyses and tables, **MDI Direct** is designed to make it easy for subscribers to find the data they need; all reports are available by genre, along with a brief synopsis. The genre categories are listed below.

Said Ed Papazian, President of Media Dynamics, Inc., "Since 1982, Media Dynamics, Inc. has been the premier source for independent estimates and analysis of the media and advertising, and now our research is available to you when you need it, accessed instantly through our website, by report title or by topic. Simply click on the title to view it." Papazian added, "We want to make it affordable. **MDI Direct** is just \$1650 for a one-year subscription. Bought individually, these reports cost over \$3300, so this service isn't just timely and comprehensive, it's also a great deal."

Detailed information, including a service demo page, is available on the company's [website](#).

### Reports Included in MDI Direct

[TV Dimensions](#) \* [TV Dimensions Alert](#) \* [Cross-Platform Dimensions](#) \* [Cross Platform Dimensions Alert](#) \* [National TV ACES](#) \* [CPMTrack](#) \* [TV Reach Finder](#) \* [TV Now & Then](#)

### MDI Direct Genres\*

Ad Awareness/Exposure/Impact (17 articles)  
Ad Spending (5 articles)  
Advanced TV (1 article)  
Audience Profiles (8 articles)  
Channels Viewed (1 article)  
CPMs/CPPs (9 articles)  
Digital Media (22 articles)  
Heavy/Light Media Users (3 articles)  
Magazines (16 articles)  
Media Planning (6 articles)  
Newspapers (13 articles)

Ad Clutter (2 articles)  
Ad Viewability (3 articles)  
Audience Attentiveness/Engagement (5 articles)  
The Business of TV (8 articles)  
Cord Cutting (1 article)  
Cross-platform Metrics (7 articles)  
Effective Frequency/Recency (1 article)  
Linear TV (61 articles)  
Media Buying (2 articles)  
Media Profitability (2 articles)  
Out-of-Home Media (8 articles)

Radio/Audio (17 articles)

SVOD/OTT (6 articles)

Upfront (1 article)

Reach & Frequency (9 articles)

Time Spent with Media (12 articles)

*\*Articles included at launch; more added throughout year.*

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#### **About Media Dynamics, Inc.**

[Media Dynamics Inc.](#) is a publishing & consulting company founded in 1982 by Ed Papazian, the former Media Research Director and Media Director of BBDO (1960-75) and co-creator/publisher of **Ad Forum** and **The Media Cost Guide**. MDI's **Dimensions** series has served as *the* reference source for data trending and insights on radio, magazines, TV and intermedia. For decades, the newsletter, **Media Matters**, has delved into territory often slighted by other publications and presented a voice of reason to a frenetic and often overloaded media industry. Media Dynamics' library includes several research annuals and numerous special reports and white papers that focus on targeted areas of the media, e.g. spot TV, cable, ad receptivity, CPMs and upfront cost estimates. Media Dynamics, Inc. has also spent more than 30 years consulting on various media issues, including agency/client interactions on the media function, the hiring of independent media buying services and the evaluation of agency/media buying performance. Past clients include a cross section of TV networks, cable services, magazines, TV & radio reps, advertisers, ad agencies, research companies and new media.