



ADFAST

ADEX - MediaMonitor



ADFAS

- **Análise de dados estática de MultiMeios**
 - De uma forma formatada e imediata, seleccionando variáveis disponíveis de análise é possível ao utilizador obter dados de investimento por:
 - MEIO
 - AGÊNCIA CRIATIVA
 - AGÊNCIA DE MEIOS
 - AGRUPAMENTO DE COMPRAS
 - ANUNCIANTE
 - MARCA
 - SUPORTES
 - AGRUPAMENTOS
 -

Actualização mensal (dia 20)



ADFAS

Ex.de análises

	Janeiro	Fevereiro	Março	Abril	Mai	Junho	Julho	Agosto	Setembro	Outubro	Novembro	Dezembro	TOT	%
MEIO: CINEMA														
GroupM	26.322,47	29.348,74	96.804,84	51.749,09	245.936,73	225.237,17	63.194,54	3.672,26	39.752,83	128.403,91	394.403,45	569.488,02	1.874.314,0	8,20
OPera	461.937,91	562.864,65	465.731,60	592.690,43	1.045.950,0	1.505.128,3	702.350,67	679.370,19	256.411,67	382.257,64	755.300,53	958.652,82	8.368.646,4	36,60
POWER MEDIA	162.204,15	0,00	97.808,30	97.554,18	38.324,77	58.190,11	59.944,23	110.955,04	169.980,04	311.582,36	225.121,82	247.810,03	1.579.475,0	6,91
HAVAS MEDIA	74.762,59	253.021,76	0,00	59.603,73	79.498,41	170.130,53	39.591,14	0,00	163.851,73	119.678,90	370.463,47	564.706,22	1.895.308,4	8,29
DIRECTOS	182.458,77	168.374,41	150.654,81	198.449,00	122.893,48	692.820,33	497.547,43	233.243,31	408.760,85	857.649,43	240.944,71	308.839,46	4.062.635,9	17,77
MEGAMEIOS	197.422,93	150.300,46	279.637,41	299.332,32	516.153,90	123.731,91	452.443,69	733.687,24	673.813,31	517.016,89	569.247,67	570.697,42	5.083.485,1	22,23
T.S. CINEMA	1.105.108,8	1.163.910,0	1.090.636,9	1.299.378,7	2.048.757,3	2.775.238,3	1.815.071,7	1.760.928,0	1.712.570,4	2.316.589,1	2.555.481,6	3.220.193,9	22.863.865,0	0,48
% S.O.V.	0,37	0,36	0,28	0,35	0,49	0,70	0,41	0,45	0,42	0,52	0,55	0,73		
T.S. ACUMULADO	1.105.108,8	2.269.018,8	3.359.655,7	4.659.034,5	6.707.791,8	9.483.030,2	11.298.101,9	13.059.030,9	14.771.600,3	17.088.189,4	19.643.671,1	22.863.865,0		
TOT. CINEMA	1.105.108,8	1.163.910,0	1.090.636,9	1.299.378,7	2.048.757,3	2.775.238,3	1.815.071,7	1.760.928,0	1.712.570,4	2.316.589,1	2.555.481,6	3.220.193,9	22.863.865,0	
MEIO: OUTDOOR														
GroupM	4.446.379,7	3.112.736,4	4.206.399,4	3.756.063,0	4.444.727,8	3.586.959,2	2.434.221,7	2.137.037,3	3.215.142,3	5.697.483,3	5.509.085,2	5.349.418,4	47.895.654,0	15,38
POWER MEDIA	3.654.332,7	1.878.638,7	3.580.162,1	4.047.355,7	4.514.704,5	4.552.484,9	6.005.873,1	5.471.218,0	7.215.296,3	5.296.227,3	3.173.913,3	3.719.530,5	53.109.737,0	17,05
HAVAS MEDIA	2.868.456,5	2.982.932,6	3.535.588,6	3.475.470,7	3.196.835,8	4.109.392,1	3.338.926,9	1.547.704,1	3.434.299,6	3.628.686,2	3.875.172,2	4.406.423,7	40.399.889,0	12,97
MEGAMEIOS	3.909.396,7	5.189.042,6	5.641.731,8	8.046.913,0	6.699.916,1	5.927.626,9	5.833.094,5	5.261.471,9	4.064.798,5	3.648.346,7	5.697.791,3	5.863.720,8	65.783.851,0	21,12
OPera	2.978.520,8	2.951.412,5	4.458.073,7	2.497.019,6	3.618.075,5	4.096.681,0	4.870.389,7	4.322.137,0	3.311.976,8	4.947.963,4	8.127.039,1	2.489.218,3	48.668.508,0	15,63
DIRECTOS	4.347.408,0	5.807.012,0	4.938.915,7	4.574.064,5	5.101.142,8	4.453.219,4	4.687.456,2	4.940.658,8	4.441.337,5	3.672.462,3	3.188.288,1	5.397.581,4	55.549.547,0	17,84
T.S. OUTDOOR	22.204.494,0	21.921.775,0	26.360.871,0	26.396.886,0	27.575.402,0	26.726.363,0	27.169.962,0	23.680.227,0	25.682.851,0	26.891.169,0	29.571.289,0	27.225.893,0	311.407.188,0	6,50
% S.O.V.	7,49	6,87	6,70	7,08	6,60	6,74	6,16	6,04	6,28	6,03	6,39	6,16		
T.S. ACUMULADO	22.204.494,0	44.126.269,0	70.487.141,0	96.884.028,0	124.459.430,0	151.185.794,0	178.355.757,0	202.035.984,0	227.718.835,0	254.610.005,0	284.181.294,0	311.407.188,0		
TOT. OUTDOOR	22.204.494,0	21.921.775,0	26.360.871,0	26.396.886,0	27.575.402,0	26.726.363,0	27.169.962,0	23.680.227,0	25.682.851,0	26.891.169,0	29.571.289,0	27.225.893,0	311.407.188,0	
MEIO: PRESS														
GroupM	4.189.532,3	5.603.905,8	6.767.123,1	7.537.744,4	9.231.882,5	8.211.269,7	7.568.424,6	4.697.840,4	6.452.846,3	9.905.141,8	9.110.872,8	7.687.560,5	86.964.144,0	11,72
HAVAS MEDIA	3.080.520,2	3.893.146,5	4.318.945,9	4.320.847,1	5.362.593,7	4.359.994,2	4.439.007,9	2.984.153,4	4.526.314,3	4.907.244,4	5.784.582,4	4.486.744,0	52.464.094,0	7,07
OPera	2.490.485,7	2.637.630,7	3.898.744,6	3.965.097,0	4.647.589,7	4.349.625,9	5.261.037,4	3.784.263,7	4.571.209,5	4.491.944,8	5.144.204,8	48.499.765,0	6,54	
POWER MEDIA	5.300.605,0	5.615.067,6	8.393.913,9	9.195.139,8	10.299.968,0	11.114.716,0	10.092.722,0	7.331.006,5	11.053.122,0	10.758.691,0	10.308.786,0	10.277.416,0	109.741.158,0	14,80
MEGAMEIOS	3,53													
DIRECTOS	28,2													
T.S. PRESS	44,8													
% S.O.V.														
T.S. ACUMULADO	44,8													
TOT. PRESS	44,8													
MEIO: RADIO														
OPera	819													
HAVAS MEDIA	1,61													
MEGAMEIOS	979													
POWER MEDIA	2,17													
GroupM	2,59													
DIRECTOS	2,80													
T.S. RADIO	10,9													
% S.O.V.														
T.S. ACUMULADO	10,9													
TOT. RADIO	10,9													
TEMP OMD		10.942.965,0	10.296.412,0	17.733.376,0									38.972.754,0	3,58
ARENA		24.201.207,0	25.180.846,0	21.931.203,0									71.313.258,0	6,55
MPG		40.370.488,0	39.908.425,0	41.818.580,0									122.097.495,0	11,21
BRANDCONNECTION		11.205.590,0	9.809.297,8	15.461.173,0									36.476.062,0	3,35
ESPAÇO OMD		8.532.713,3	15.740.146,0	21.931.161,0									46.204.021,0	4,24
INDEFINIDO		287.006,00	272.254,79	990.812,27									1.550.073,0	0,14
PHD		709.108,23	4.072.290,1	3.030.527,5									7.811.925,9	0,72
MAXUS PORTUGAL LDA		4.556.340,3	5.775.527,4	6.779.376,7									17.111.244,0	1,57
NOVA EXPRESSAO		6.047.924,5	7.304.120,4	6.731.587,5									20.083.632,0	1,84
PUBLIMEIOS-PUBLICIDADE		1.291.750,3	1.152.270,2	2.386.275,9									4.830.296,6	0,44
MEDIAEDGE CIA		30.045.169,0	30.962.962,0	36.405.709,0									97.413.841,0	8,94
INITIATIVE		36.430.902,0	39.697.402,0	53.440.015,0									129.568.319,0	11,89
EXECUTIVE MEDIA		7.340.894,5	7.133.945,8	11.561.520,0									26.036.360,0	2,39
DIRECTOS		48.928.586,0	53.719.626,0	59.050.588,0									161.698.802,0	14,84
MINDSHARE		14.639.840,0	18.738.854,0	17.940.600,0									51.319.295,0	4,71
UNIVERSAL MCCANN		1.624.360,5	1.826.284,6	2.644.043,5									6.094.688,7	0,56
STARCOM MEDIAVEST GR		6.697.119,3	11.924.891,0	18.525.039,0									37.147.049,0	3,41
CARAT		30.995.152,0	24.307.020,0	22.736.428,0									78.038.600,0	7,16
ZENITHOPTIMEDIA		21.003.653,0	22.553.224,0	24.273.732,0									67.830.609,0	6,23
MEDIACOM PORTUGAL		24.224.839,0	18.588.597,0	25.021.035,0									67.834.472,0	6,23
INVESTIMENTO SEL.		330.075.613,0	348.964.403,0	410.392.787,0									1.089.432,8	
% S.O.V.		100,00	100,00	100,00									100,00	
INVESTIMENTO TOTAL		330.075.613,0	348.964.403,0	410.392.787,0									1.089.432,8	

