

For Immediate Release

Contact: Steve Honig
The Honig Company, Inc.
818-986-4300
press@honigcompany.com

**JUST-RELEASED “HIGH SCHOOL MUSICAL 2” STUDY SHOWS
VIEWING HABITS OF PARENTS AND TEENS**

**Significant ‘parental bailout’ within first half of movie;
eagerly anticipated sequel turned into social event of the season
with considerable out-of-home viewership**

SAN MATEO, Calif., Sept. 6, 2007 – The singing and dancing saga of Troy Bolton and his East High crew might have captured the hearts (and eyeballs) of kids across the country on August 17, when “High School Musical 2” premiered, but the way it was watched varied. Out-of-home viewing was high and parental viewing rapidly decreased, according to results released today by Integrated Media Measurement Inc. (IMMI), a leading provider of consumer behavior data to media companies and advertisers.

A significant number of viewers – both children and adults – watched the premiere and subsequent showings in locations other than their homes. 23.6 percent of people ages 13-54 watched the premiere in a location other than their home, with 35.3 percent of teenagers ages 13-17 leaving home to see the highly anticipated sequel. The average number of people who watched the movie outside of their homes for all August showings was 25.4 percent.

The data, collected by monitoring individual consumer behavior, also shows that a lot of parents didn’t stick around for the full movie. 70 percent of adults ages 35-54 with children watched “HSM2” for less than 60 minutes, with 58 percent watching the movie for less than 45 minutes, 42 percent for less than 30 minutes and 29 percent for less than 20 minutes.

“Because the first movie became a sort of ‘lifestyle’ for kids, it was only natural that teens would want to watch the sequel with friends, which accounts for the high out-of-home viewership,” said Amanda Welsh, head of research for IMMI. “Because kids talked-up the movie so much we believe more parents attempted to watch it with their children, however the audiences within those households shifted dramatically due to ‘parental bailout’ within the first hour.”

The study was implemented through a research panel built by IMMI that mirrors U.S. Census results for fundamental demographics in key markets. IMMI provides thousands of panel members across the country a cellular phone, asking them to carry it with them wherever they go. The mobile phone is equipped with a technology that creates digital signatures of all the audible media (television, radio and movies) to which it has been exposed. IMMI can determine viewing audiences, as well as certain types of consumer behavior based on a timeline of when the media was viewed or heard.

- more -

Integrated Media Measurement Inc. (IMMI) is the developer of an end-to-end media measurement system that links media exposure to consumer action. Using a mobile-phone-based digital monitoring system, IMMI tracks almost all media 24/7 and helps businesses evaluate the effectiveness of their advertising campaigns. Companies who use IMMI include NBC, CBS, ABC, Turner Networks, Fox Television, ESPN and Sony Pictures. IMMI is based in San Mateo, Calif. More information is available at www.immi.com.

#