

For Immediate Release

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**CROSS-PLATFORM RESEARCH REPORT SHOWS MORE THAN
75 PERCENT OF PEOPLE WHO WATCHED ACADEMY AWARD® TELECAST
DID NOT SEE BEST PICTURE NOMINEES YET**

**Award show helps ‘fuel the fire’ for five critically acclaimed films
by building huge potential audience for DVD and pay-per-view**

SAN MATEO, CA, Feb. 26, 2008 – With no big box office hits nominated this year, only 23.7 percent of the people who watched the 80th Academy Awards® telecast actually saw one of the five films nominated for Best Picture. This according to a report released today by Integrated Media Measurement Inc. (IMMI), a leading provider of consumer behavior data to media companies and advertisers.

The data, which was collected by monitoring actual individual behavior in six major metropolitan areas, suggests most Oscar viewers did not come to the telecast informed about the five Best Picture films. 15.3 percent of IMMI panelists who watched the Oscars saw “Juno,” 8.2 percent saw “No Country For Old Men,” 4.1 percent saw “Atonement,” 3.9 percent saw “Michael Clayton” and 3.8 percent saw “There Will Be Blood.”

“The 75 percent who watched the telecast but haven’t yet seen any of the films represents a tremendous potential theatrical, DVD and pay-per-view audience for the five nominated pictures,” said Amanda Welsh, head of research for Integrated Media Measurement Inc. “While many Oscar viewers didn’t see any of the five films nominated for Best Picture, the fact that they tuned-in anyway shows what a strong buzz there is for these movies.”

The data also showed that 56 percent of people who saw “No Country For Old Men” tuned-in to the award show, compared with 51 percent for “Atonement,” 44 percent for “There Will Be Blood,” 41 percent for “Juno” and 35 percent for “Michael Clayton.”

“On the flip side, the fact that so many of those who saw one or more of the Best Picture nominees did watch the telecast reinforces the appeal of these films and their impact on moviegoers,” added Welsh.

The research 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 in key markets with a mobile 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 audio 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.

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. IMMI is based in San Mateo, Calif. More information is available at www.immi.com.

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