

For Immediate Release

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

TIVO CONTINUES TO LAY FOUNDATION AS AN ADVERTISING VEHICLE

Just-released research report shows ‘TiVo Showcase’ drives viewers to new fall programming

SAN MATEO, Calif., Oct. 30, 2007 – While some advertisers are still cursing the day TiVo changed the way millions of Americans watch television, a recent study shows it is the television networks themselves who are changing the commercial-zapping medium to an effective marketing tool. The research report was released by Integrated Media Measurement Inc. (IMMI), a leading provider of data to media companies and advertisers that links media exposure to consumer behavior.

The data, which was collected by monitoring actual media exposure and individual behavior, shows that of the IMMI panelists who watched a fall television show promo on TiVo Showcase, a way for TiVo subscribers to request ads, 42 percent went on to actually watch the show. IMMI tracked promos for shows on ABC, NBC and CBS during the six week period leading up to the fall television premieres.

“The value of using television to promote television shows is very clear,” said Amanda Welsh, co-founder of Integrated Media Measurement Inc. “Nonetheless, the TiVo Showcase offered good penetration levels and a dramatic return on investment when compared to other ‘pull’ advertising mechanisms like the Internet.”

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 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.

#