



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

**DEMOCRATS TWICE AS LIKELY THAN REPUBLICANS TO USE DVRs
WHEN WATCHING TELEVISION NEWS**

**Study shows difference in news viewing habits and DVR usage
between Independents and Strong Democrats and Republicans**

SAN MATEO, Calif., June 5, 2007 – Democrats like to delay their news using a DVR while most Republicans prefer to watch scheduled news as it happens, according to results released today by Integrated Media Measurement Inc. (IMMI), a leading provider of consumer behavior data to media companies and advertisers. The study also showed that Democrats might have a better sense of humor than Republicans, as the viewing habits of a large number of Democrats show that they watch Comedy Central “news” shows instead of traditional network news programming.

Of television viewers identifying themselves as leaning Democratic, twice as many regularly use a DVR to record news programming than those identifying themselves as leaning Republican. On average, Democrats played the news back 22 minutes after it had been originally broadcast. Furthermore, DVR usage during newscasts by Democrats and Republicans combined is more than triple the use of a DVR during newscasts by those identifying themselves as Independent.

"The viewing behavior of Independents is especially good news for political strategists, as the people most likely to be influenced by political advertising are also more likely to see the commercials," said Amanda Welsh, head of research for IMMI.

In addition, the study showed that 45 percent of the panelists who identify themselves as Democrats get much of their news from “The Daily Show with Jon Stewart” and “The Colbert Report.” Both of these shows combined as the most watched source of news for this group. The most watched news channel for Republicans is the Fox News Channel. Independents favor morning programs such as the “Today” show and “Good Morning America.”

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.

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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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