

For Immediate Release

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

**HALO 3 FANS PLAY VIDEOGAME AROUND THEIR
TELEVISION AND MOVIE SCHEDULES**

**Research report shows television and movie consumption remain unchanged
among consumers who purchased blockbuster videogame**

SAN MATEO, Calif., Jan. 8, 2008 – Christmas angels may have had a “Halo” over their heads this holiday season, but videogame enthusiasts who received the third installment of the popular videogame franchise still found time to watch television and go to the movies according to a report just released by Integrated Media Measurement Inc. (IMMI), a leading provider of data to media companies and advertisers that links media exposure to consumer behavior.

Despite concerns among the television and motion picture industries that the new videogame would adversely impact movie attendance and television viewing during the holiday season, the IMMI study shows that people who played Halo 3 did so while maintaining their usual movie and television habits. The long-awaited blockbuster videogame grossed a record-setting \$170 million in first-day sales.

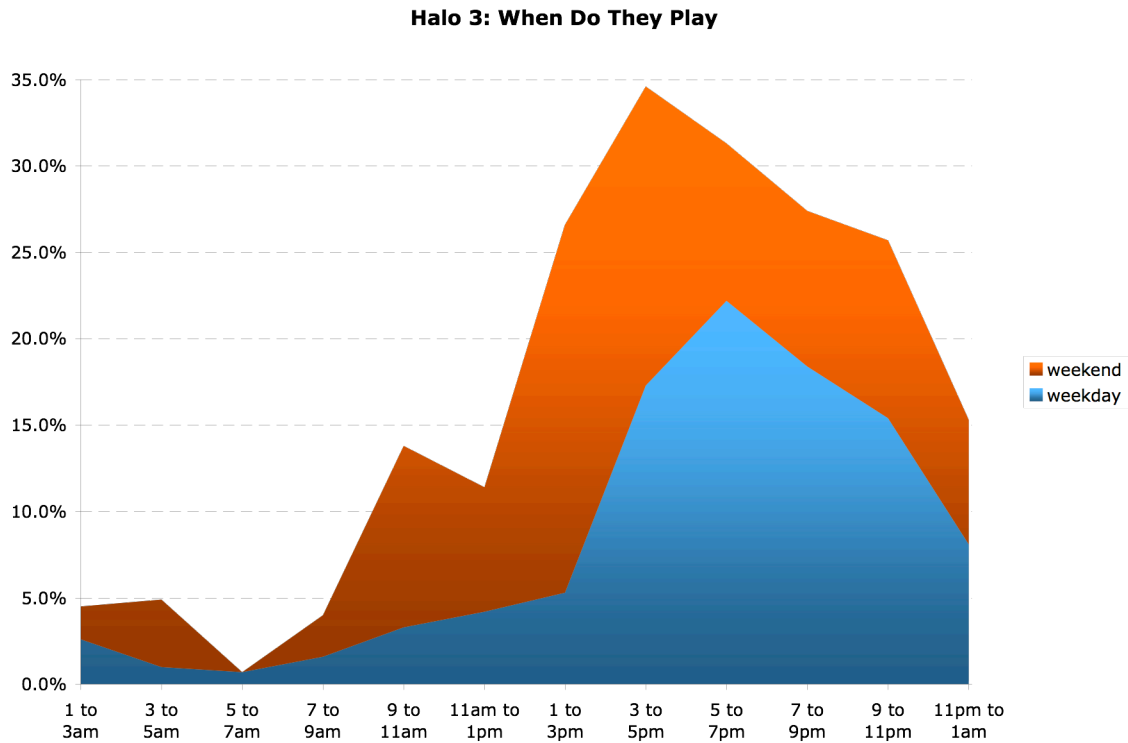
The IMMI study compared television and movie viewing patterns of Halo 3 players before the videogame’s release to viewing patterns after its release. Prior to the launch, Halo 3 players watched an average of 27.1 hours of television per week; following the launch the same group watched an average of 26.9 hours of television per week showing no significant statistical difference. Movie-going habits remained unchanged.

Most of the Halo 3 game-play took place early in the day on weekends. 27 percent of the total game starts occurred before 5 p.m. on Saturday or Sunday, with game-play starting to drop around 5 p.m. During the week, game-play began its descent at 7 p.m., leaving plenty of room for prime-time television viewing. Only 7 percent of Halo 3 game starts occurred on the weekends after 7 p.m., again leaving ample time for movie attendance.

“There is a constant battle for consumers’ attention among all forms of media, and the launch of an eagerly-anticipated videogame could have a temporary yet significant impact on television and movie viewing,” said Amanda Welsh, head of research for Integrated Media Measurement Inc. “That Halo 3 had a very solid launch with strong sales, yet did not impact television or movie viewing, indicates people are not only expanding the hours they spend consuming media but are taking a much more ‘scheduled’ approach to how they spend their leisure time.”

Graph A shows when people are playing Halo 3 on the weekends and during the week. There are significant drops during prime time television hours during the week (7-11 p.m.), and on the weekend during key movie-going times (5-11 p.m.).

Graph A:



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 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.