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

NEW STUDY SHOWS TRUE VALUE OF CROSS-PLATFORM ADVERTISING

Ability to determine incremental audience reach across television, online and mobile platforms gives advertisers critical media-measurement tool

SAN MATEO, CA, Oct. 29, 2009 – As advertisers continue to experiment with cross-platform advertising, a new study released today reveals how the value of advertising across multiple media platforms can be effectively measured to determine if the additional media spend will pay off. The data, released by [Integrated Media Measurement Inc.](#) (IMMI), a leading provider of consumer behavior and audience exposure data to media companies and advertisers, shows the actual increase in audience reach when an additional media platform is added into a campaign.

The study, conducted among men and women ages 18 and above that have PCs and Smartphones, shows an 87.75 percent combined all-platform (television, online, mobile) reach for panelists on a given day. 75.51 percent of panelists watched television; of these, 63.27 percent watched television and consumed media online using their PC and 2.04 percent used their mobile device online in addition to their television. The data also showed that only 10.20 percent of panelists watched television (and did not use their PC or mobile device for media consumption) while 12.24 percent only used their PC to consume media.

“It is important for advertisers and media companies not only to understand their total reach, but also the specific audience contribution gained by adding a media platform to the mix,” said Bill McKenna, CEO of Integrated Media Measurement Inc. “In addition to a complete 360-degree view of media exposure, IMMI is providing quantitative, single-source measurement of the audience overlap from one platform to another. This is the first time so detailed a level of data and insight has been available and provides stakeholders with a glimpse into the future of the television industry.”

Further analysis of the data also showed notable patterns, including:

- There is a small but not insignificant segment of the population who have migrated to the PC as their primary source for media.
- Of those people who regularly use multiple media platforms to consume media, there is competition between the platforms during the day while those same platforms are used more in tandem in the evening.
- The Internet continues to represent a unique opportunity for broadcasters seeking ways to achieve greater levels of reach and economic return for their program investments.
- When the numbers are broken out by gender, men disproportionately drive the mobile and PC audiences in relation to women.

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IMMI provides panel members across the country with mobile phones, 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 to which it has been exposed, as well as any online activities performed through the mobile device. In addition, software is installed on panel members' computers at home and work (where allowed) to monitor their online activities, including the media they consume (video and audio) as well as the URLs of Web sites they visit. Data gathered from panelists' mobile phones and computers is transmitted to a central database giving IMMI the ability to determine viewing audiences, consumer behavior and other trends. Specific media-viewing behavior and online activities are never connected to the personal identity of a particular panelist, thereby assuring complete anonymity.

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 and computer monitoring software, IMMI tracks all media 24/7 and helps businesses understand their customers and evaluate the effectiveness of their advertising campaigns. IMMI is based in San Mateo, Calif. More information is available at <http://www.immi.com>.

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