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**INTEGRATED MEDIA MEASUREMENT BRINGS PROPRIETARY LOCATION TRACKING CAPABILITY TO MEDIA MEASUREMENT PLATFORM**

**NBC to use new media measurement capability for 2010 Winter Olympics**

NEW YORK, Feb. 10, 2010 – [Integrated Media Measurement Inc.](#) (IMMI), a leading provider of consumer behavior and audience exposure data to media companies and advertisers, today announced it has deployed its new location tracking capability. The new service has been integrated into IMMI's recently launched next-generation media-measurement platform and will first be used to separate in-home and out-of-home media usage in conjunction with the recently announced Vancouver Olympics cross-platform study that IMMI is conducting for NBC Universal.

IMMI's measurement platform enables media companies and advertisers to monitor media consumption for the same individual across television, radio, theatrical, mobile and online. It is the only single-source, passively gathered cross-platform measurement system available. With the added capability of location tracking, IMMI can provide advertisers and media companies with additional insight on the daily travel patterns and the general location (travel routes, shopping malls, office centers, residential neighborhoods, etc.) of consumers, thereby providing a link between exposure to media content and advertising and the location where the exposure occurs.

For the 2010 Winter Olympics, IMMI has recruited a special panel consisting of BlackBerry and iPhone users who agreed to participate in the Olympics panel and download IMMI's patented software on their Smartphone as well as their home and work computers. IMMI is then able to observe and report their consumption of Olympics TV programming in-home and out-of-home, live and time-shifted, across traditional television as well as PC and wireless online platforms.

“The introduction of location tracking to our media measurement technology portfolio is a major technology breakthrough opening an entirely new field of opportunity with respect to media planning and ROI in the emerging three screen consumer environment,” said Bill McKenna, president and CEO of Integrated Media Measurement Inc. “Adding proximity geographic location information to the data on how and when consumers view the 2010 Winter Olympics enables us to further connect media exposure to consumer action.”

IMMI's location tracking capability also provides data on average distances for media exposure during a given period of time.

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IMMI downloads software to mobile phone users, asking them to carry their phones with them wherever they go. The software 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 and location information. In addition, software is installed on panel members' computers at home and work (where allowed) to monitor their online activities, including the audio and video media they consume, 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 a patent-protected 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 enables media companies and advertisers to monitor media consumption for the same individual across television, radio, theatrical, mobile and online. It is the only multi-screen, single-source, passively gathered multiple-platform measurement system available and was designed to integrate with a wide range of business needs. IMMI is based in San Mateo, Calif. More information is available at <http://www.immi.com>.

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