

For Immediate Release

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**JUST-RELEASED REPORT SHOWS RISE IN MIGRATION FROM TELEVISION
TO ONLINE FOR WATCHING PRIMETIME PROGRAMMING**

**Online viewing also surpasses DVR viewing in several instances;
largest segment of online television viewers are working women**

SAN MATEO, CA, July 29, 2008 – A surprisingly high percentage of people are putting down their remote controls and heading to the Web to watch their favorite primetime TV shows, according to a new [report](#) released today by [Integrated Media Measurement Inc.](#) (IMMI), a leading provider of consumer behavior and audience exposure data to media companies and advertisers.

With an increasing number of network television shows available for viewing on the Web, television viewers are embracing the opportunity. According to IMMI data, more than 20 percent of people watch some amount of primetime television programming online.

The IMMI data also tracked participants' behavior, showing that within the group of online viewers, 50 percent are watching programming as it becomes available and appear to be beginning to use the computer as a substitute for the television set. The other 50 percent are using the Web as a tool to watch past programming they have missed, or to re-watch segments of episodes they have already seen.

The data also showed that, in several instances, online viewing of a particular program was higher than DVR viewing of that same program, suggesting that the fairly large segment of non-DVR owners are adopting the computer for time-shifting rather than buying a DVR.

“This is the first study to show there are a significant amount of people watching primetime shows online who are not watching some portion of those shows on television,” said Amanda Welsh, head of research for IMMI. “Everyone’s been talking about the Internet becoming a substitute for television; however this is the first single-source passive data to show that the migration from one platform to another is actually occurring – and it’s happening fast.”

The report also showed the largest segment of online television viewers are white, affluent, well educated, working women aged 25-44.

The full report is available for download at <http://www.immi.com/pdfs/OnlineViewership.pdf>.

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 <http://www.immi.com>.

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