

For Immediate Release

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**“Saturday Night Live” Sarah Palin Skits  
Turn Television Viewership Upside Down**

**Online and DVR audience for Tina Fey spoof twice the size of original television audience**

SAN MATEO, CA, Oct. 13, 2008 – Sarah Palin’s “Bridge To Nowhere” went somewhere, thanks to DVR and online viewing of the three “Saturday Night Live” sketches featuring Tina Fey as the first female vice-presidential candidate.

Among all the people who saw at least one of the three SNL sketches, 33 percent watched it on television during the original broadcast and a staggering 67 percent watched after the original broadcast either online or on a DVR, according to data released today by [Integrated Media Measurement Inc.](#) (IMMI), a leading provider of consumer behavior and audience exposure data to media companies and advertisers.

“We’ve been monitoring three screen viewing – TV, online and mobile – and this is the first time we’ve seen delayed viewing numbers this big,” said Amanda Welsh, head of research for IMMI. “Usually it’s the other way around, with the overwhelming majority of viewing occurring during the actual broadcast.”

As an interesting side-note, SNL’s version of the vice-presidential debate was as close as many viewers came to watching the real thing. Of the viewers who watched at least one of the SNL sketches, 56 percent never saw the actual vice-presidential debate.

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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