



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

RADIO ADVERTISING HELPS WAKE UP SLEEPER “KNOCKED UP”

Combination of television and radio exposure doubles audience attendance for hit film

SAN MATEO, Calif., August 1, 2007 – When it came to spreading the word about “Knocked Up,” radio advertising was one of the driving forces in getting people to go see the film, according to results released today by Integrated Media Measurement Inc. (IMMI), a leading provider of consumer behavior data to media companies and advertisers. The surprise summer hit has grossed more than \$142 million in the U.S. since its June 1 opening.

The data, which was collected by monitoring actual individual behavior, shows that people who were exposed to both television and radio advertising for the movie were more than twice as likely to see the movie than people who had only been exposed to television commercials.

“For the right products, radio continues to be a marketing force to be reckoned with,” said Amanda Welsh, head of research for IMMI. “Our study shows that the effectiveness of television can be maximized by using alternate platforms, like radio, to break through message clutter. The impact of seeing or hearing a message in several places is proving to be quite strong and enables advertisers to get an overall better return-on-investment for their dollars.”

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 across the country 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.

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