

For Immediate Release

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**RESEARCH REPORT FIRST TO SHOW RELATIONSHIP BETWEEN
CROSS-PLATFORM VIEWING HABITS OF TEENS AND YOUNG ADULTS**

Research shows media consumption patterns of key advertising audience

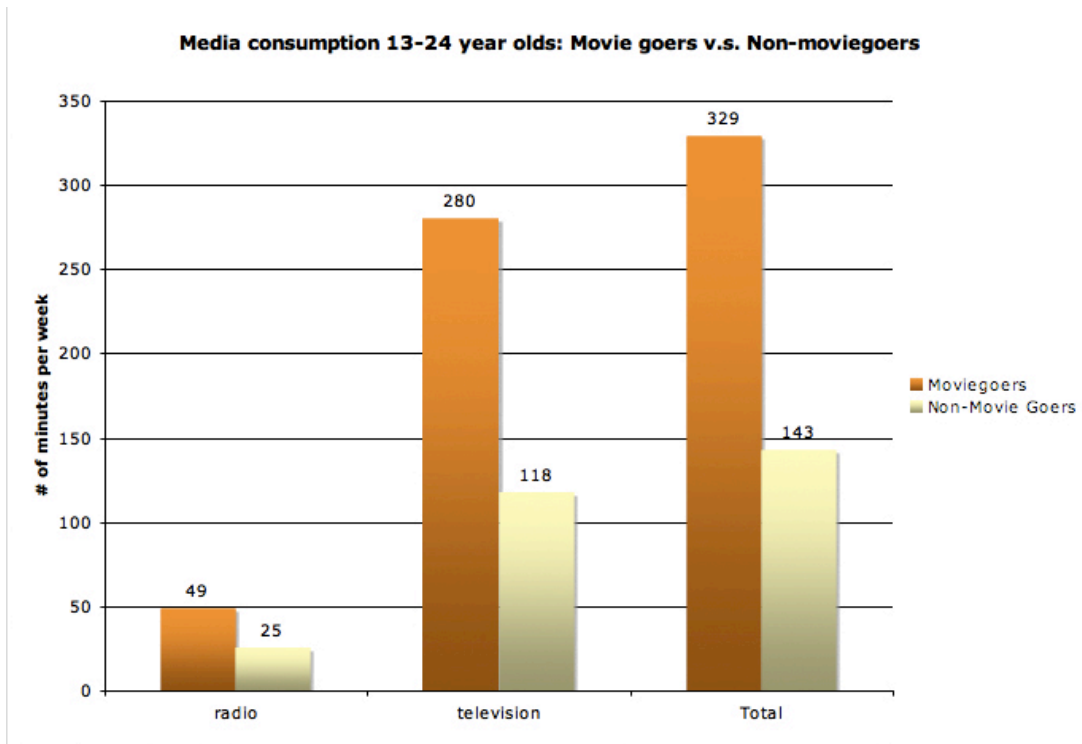
SAN MATEO, Calif., Jan. 31, 2008 – It’s an all or nothing proposition for most teenagers and young adults when it comes to how much, and what type, of media they consume on a regular basis according to a report just released by Integrated Media Measurement Inc. (IMMI), a leading provider of data to media companies and advertisers that links media exposure to consumer behavior.

The research report revealed that teenagers and young adults ages 13-24 splits into two distinct groups: moviegoers and non-moviegoers. Those categorized as moviegoers consume at least twice as much radio and television as the non-moviegoers. The report showed that the moviegoer group consumes an average of 329 minutes of media per week; the non-moviegoers consume an average of 143 minutes per week. Breaking out the specific numbers shows that the moviegoers watch an average of 280 minutes of television per week compared with 118 minutes per week for the non-moviegoers. For radio, moviegoers listen to an average of 49 minutes per week, compared with the non-moviegoers who listen to 25 minutes per week.

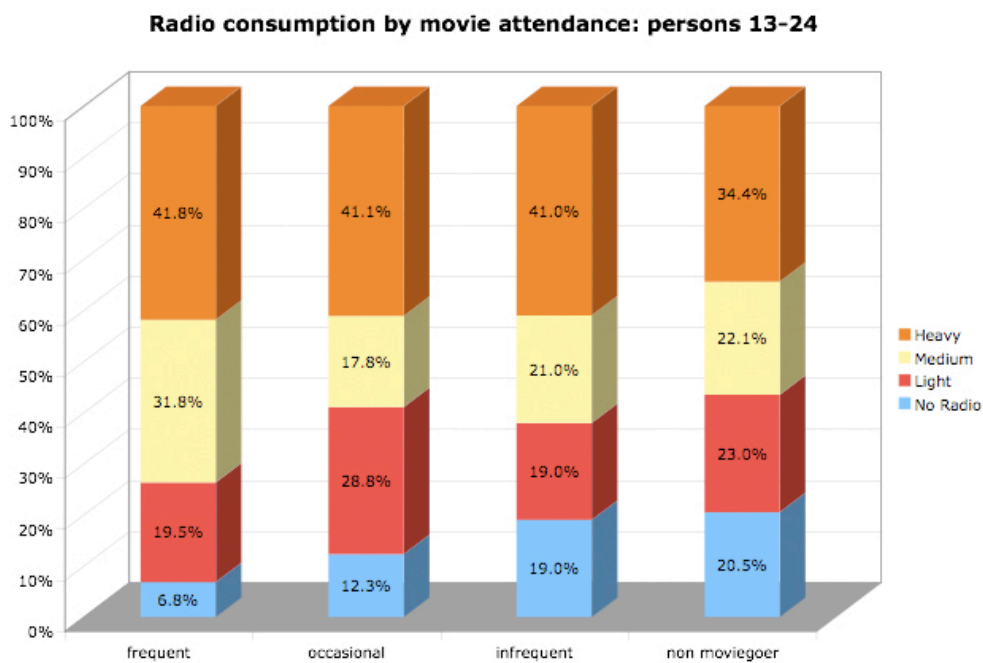
“Of all the media platforms, theatrical releases take the most effort and money to consume; you have to go to the theatre, get a parking spot, wait in line, purchase tickets, watch trailers and then wait for the movie to start,” said Amanda Welsh, head of research for Integrated Media Measurement Inc. “It would be logical to assume that the non-moviegoer group – the 13-24 year olds who don’t want to put in the effort to go to the movies – would consume the greatest amount of easy media such as television and radio, but that was clearly not the case at all. This age group is the most desirable demographic among advertisers, and, as a result, television networks, movie studios and radio stations. It is important for marketers to understand the interrelationship between different platforms, both in-home and out-of-home.

The research report also showed that 13-24 year old moviegoers who are further categorized as frequent moviegoers (at least 24 movies per year) are the biggest consumers of radio, with 73.6 percent of them being ranked as either heavy or medium radio listeners.

Graph A shows television, radio and total media consumption for 13-24 year olds separated between moviegoers and non-moviegoers.



Graph B shows radio consumption by movie attendance.



The research 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 www.immi.com.

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