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INTEGRATED MEDIA MEASUREMENT LAUNCHES NEW VERSION OF MEDIA MEASUREMENT PLATFORM WITH EXPANDED ONLINE MONITORING

IMMI receives patent for mobile media measurement system

SAN MATEO, CA, Dec. 1, 2009 – [Integrated Media Measurement Inc.](#) (IMMI), a leading provider of consumer behavior and audience exposure data to media companies and advertisers, today announced it has launched the next generation of its media-measurement platform. This latest version now includes a greatly expanded ability to monitor online consumer behavior.

The company also announced today that it has been issued a U.S. patent for its proprietary mobile media monitoring and measurement platform that uses an audio matching technology to passively gather data about panelists' media consumption.

IMMI's new 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 multi-screen, single-source, passively gathered multiple-platform measurement system available. The new platform was designed to integrate with a wide range of business needs and can provide significantly enhanced reach and frequency data related to cross-platform consumer behavior.

Findings from a small panel of national PC and Smartphone consumers with the new IMMI media measurement platform offer a preview of how general consumer behavior will change in the coming year:

- The growth of mobile phones for delivery of content is increasing rapidly. In September 2009, 2.79 percent of smart phone owners used their phones to consume some type of media or Internet content; by November 2009, this number increased to 8.45 percent. This supports the notion that there is, in fact, a society-wide change in the way consumers are using their mobile phones and that the growth is happening at an exponentially increasing rate. (Graph #1)
- PCs are being used more than televisions to consume content. In November 2009, more people used their PCs than their televisions to view content. An average of 76 percent of participants watched television on any given day during the month, compared with 92 percent who used their PC to access content. (Graph #2)
- PC-only usage is on the rise. Statistics point to a substantial increase in the number of

people who are using a PC to view content and have eliminated the use of television altogether. In September 2009, 17.01 percent of respondents used a PC to consume media without any use of a television on that given day; in November, that daily percentage increased to 19.25. (Graph #3)

- The average amount of time consumers are spending per day on a PC is almost twice as much as they are spending viewing television programming. During the month of November 2009, respondents spent an average of 2 hours per day watching television, and an average of 4 hours per day online. (Graph #4)

“This latest generation of our media-measurement platform extends our reach beyond traditional electronic media to include content viewed on personal computers and mobile phones, making IMMI’s technology infinitely more powerful,” said Bill McKenna, president and CEO of Integrated Media Measurement Inc. “IMMI provides content owners, platform distributors, advertisers and media agencies with the means to quantify and assign value to consumers’ increasingly fragmented use of traditional media platforms and their increasing Internet activity.”

Several current IMMI clients have already begun using the new media-measurement platform, and discussions are underway with several third parties interested in licensing the new platform for use in a syndicated media measurement service.

“The new version of our measurement platform is uniquely capable of satisfying the growing demand for measuring ‘TV everywhere’ and providing the industry with a complete 360-degree view of consumer media usage,” said Amanda Welsh, COO and co-founder of Integrated Media Measurement Inc. “Our data is gathered passively and continuously, 24/7, using a single-source collection methodology and is more accurate and insightful than systems that rely upon modeling techniques and static survey assumptions.”

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 and IMMI is based in San Mateo, Calif. More information is available at <http://www.immi.com>.

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Note to media: supporting graphs are available for download at <http://www.honigcompany.com/press/immi/dec1release>. For detailed information on the IMMI media measurement platform, please visit www.immi.com/howItWorks.html.