

Media Impressions

Friday, March 27, 2009

Follow the map



In 2005, **Nielsen Research** announced that they would make funds available for special research that would be administered by an independently operated client group to be called the **Council for Research Excellence (CRE)**. The goal was to get the best research minds from a wide spectrum of Nielsen clients, to work in a think-tank style capacity. In June of that year the CRE held its first meeting and had identified their Mission goal as follows: **To advance the knowledge and practice of methodological research on audience measurement through the active collaboration of Nielsen Media Research and its clients.**

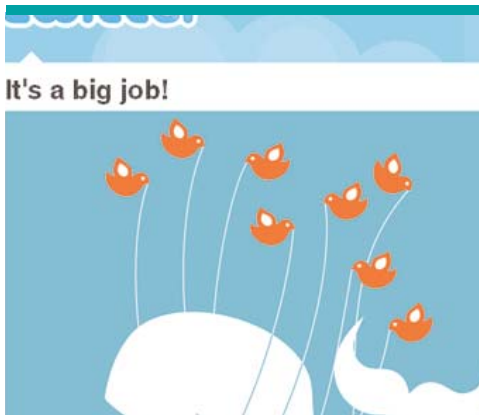
To-date, Nielsen's contribution has totaled over approximately \$7.5 million. The Council currently has four active research committees in place - 1). Media Consumption & Engagement (MCE), 2). Non-response, 3). Universe Estimates and 4). Set Top Box (i.e., some Nielsen clients not on the CRE also participate and contribute in the work of the committees). Specifically, the MCE group is responsible for the **Video Consumer Mapping Study (VCM)** and the following will review its just released initial findings (based on MCE briefings). The full study is scheduled to be released in April 2009 and we will review the study in greater detail and depth at that time.

Background: The Council for Research Excellence (CRE) is a cross-industry think tank of top executives from agencies, TV & cable networks and advertisers which has spent the past year executing a \$3.5 million project called the **"Video Consumer Mapping Study" (VCM)**. The initiative is described as **"the largest and most significant observational study of media activity ever undertaken."** The study was funded entirely by **Nielsen Research**, and was created to investigate commonly held, but perhaps mistaken beliefs about TV viewings. The Council for Research Excellence put together their wish-list of questions to help better inform marketers about their fears on such issues as DVR penetration. The study was conducted and controlled by a third party team, **Ball State University's Center for Media Design (CMD) & Sequent Partners**, establishing no media bias.

Data was gathered by individuals trained and certified in observational & behavioral research at Ball State; and, tracked consumer behavior in & out of the home, throughout their daily lives. If consumers were using media during private times such as bathroom visits or when they were getting ready for bed, they were asked to track that activity in a diary. The research council recruited 350 people from six

Follow the map

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markets and conducted two phases of the survey in Spring and Fall 2008. In another sample where there was an offer of new media devices at a discount, the purpose of this test was to identify and monitor **"The Early Majority"** and track what this group would do if they had available funds and price points to consider. While many organizations and associations within the industry have looked at consumers' television habits previously, this data is creating a particular buzz and stirring increased discussion & debate not just because it comes from a single source survey and is very comprehensive, but the fact that the study is free of any media bias as a result of its third-party control by **CMD and Sequent Partners**. Interestingly, the final results will be released very close to this year's **TV Upfront** and will also probably be a key topic area to analyze and assess during the **Advertising Research Foundation's (ARF)** annual convention next week (starting March 30th) given that the video consumer mapping study while primarily looking at video media, indicates some related and interesting news for other media such as **print vehicles and outdoor** as well.

VCM: Media, Life Activities, and Locations Examined

#	Media	Locations	Life Activities
1	TV	Own Home; Living/Family/TV Room	Media Only
2	Video Playback	Kitchen; Bedroom; Other	Work
3	Radio	Other's Home; Living/Family/TV Room;	Meal - preparation
4	Web	Kitchen; Bedroom; Other	Meal -- eating
5	Email	Car	Traveling or commuting
6	Instant Messaging	Public Transportation (e.g., bus, train)	Personal needs
7	Software	Work	Household activity or chores
8	Computer Media	School	Care of another
9	Landline Phone	Other (Outdoors, retail)	Personal/Household services
10	Mobile Phone		Shopping
11	Portable Video		Education
12	Music		Religion
13	Print		Organizations
14	Games		Social activities
15	Digital Transfer		Exercise/sports/hobbies
16	Cinema		Other
17	Other		

Source: The Council of Research Excellence, Video Consumption Mapping April 2009 press release

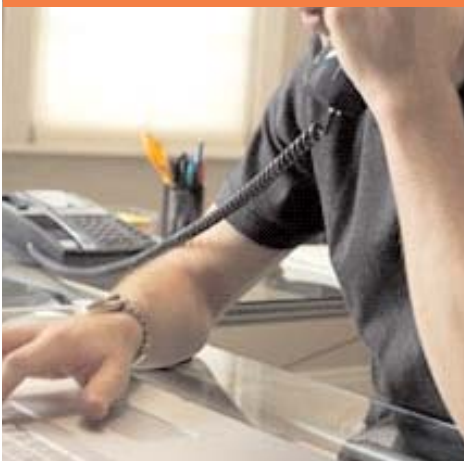


Data capture: Using handheld smart keyboards equipped with a custom media collector program developed by Ball State, the observers recorded -- in 10-second increments -- **consumer exposure to visual content** presented on any of four categories of screens: **traditional television** (including live TV as well as DVD/VCR and DVR playback); **computer** (including Web use, e-mail, instant messaging and stored or streaming video); **mobile devices** such as a BlackBerry or iPhone (including Web use, text messaging and mobile video); and **"all other screens"** (including display screens in out-of-home environments, in-cinema movies and other messaging and even GPS navigation units).

Overall, the **VCM study** generated data covering more than three-quarters of a million minutes or a total of 952 observed days. This is the largest and most extensive observational study of media usage ever conducted. More specifically, the findings are so far dispelling several popular notions about video media use, finding that younger baby boomers (age segment 45-54) consume the most video media while confirming that traditional **"live"** television remains the proverbial **"800 pound gorilla"** in the video media arena.

Follow the map

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Key findings: In addition to the revelation that consumers in the 45-54 age group average the most daily screen time (at just over 9 1/2 hours), the VCM study found the average for all other age groups to be **"strikingly similar"** at roughly 8 1/2 hours -- although the composition and duration of devices used by the respective groups throughout the day varied. The survey research found that - -

- * Contrary to some recent popular media coverage suggesting that more Americans are rediscovering **"free TV"** via the Internet, computer video tends to be quite small with an average time of just two minutes.
- * Despite the proliferation of computers, video-capable mobile phones and similar devices, **TV in the home still commands the greatest amount of viewing**, even among those ages 18-24. Thus, in the eyes of the researchers, this appears to dispute a common belief that Internet video and mobile phone video exposure among that group (and the next one up, age 25-34) were significant in 2008.
- * Even in major metropolitan areas where commute times can be long and drive-time radio remains popular, **computer use has replaced radio as the No. 2 media activity**. Radio is now No. 3 and print media fourth.
- * **Television users were exposed to, on average, 72 minutes per day of TV ads and promos** -- again dispelling a commonly held belief that modern consumers are channel-hopping or otherwise avoiding most of the advertising in the programming they view.
- * **Early DVR owners spent much more time with DVR playback than newer DVR owners**. At the same time, DVR playback was even more likely than live TV to be the sole medium.
- * **"Environmental" exposure outside the home, while still relatively small at just 2.8% of total video consumption today, could nearly double during the next few years**. Currently, measurement of these screens is only just beginning with programs such as **Nielsen On-Location Media** and **Nielsen Online**, though they may be given more importance soon given their growing and strategic advertising role.

Other take aways - -

- * The degree of **concurrent screen media exposure** (also referred to as media multitasking) was equivalent for all age groups under 55 years of age.
- * The study confirmed that **99% of Nielsen's Three-Screen Time is TV**. Even among Adults 18-24, television represented more than 98%.
- * **New HDTV ownership (first or second set) led to higher TV exposure**, though some of this increase appeared to be temporary.
- * A higher percentage of **TV time** was spent as sole medium compared with computers, print or audio.
- * TV users were exposed to on average roughly an hour a day of live television ads and promos.
- * Serious caution needs to be applied in interpreting self-report data for media use. TV was substantially under-reported while online video and mobile video were over-reported.

Watch this space for specific details and additional information & insights on The Video Consumer Mapping Study when it is formally released in April 2009. Also speak to Lyle Schwartz, GroupM Director of Broadcast Research and member representative of The Council for Research Excellence, for pertinent relevance to current brand plans.

Follow the map

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Video Consumer Mapping Study
Average Daily Minutes of Media Consumption: Means Including Zero
Spring and Fall 2008 *

Media	Total Adults 18+	Adults 18-24	Adults 25-34	Adults 35-44	Adults 45-54	Adults 55-64	Adults 65+
Live TV	309.1	209.9	256.0	230.4	335.7	346.1	420.5
Playback TV via DVR/TiVo	14.6	17.2	15.9	17.2	19.4	8.5	7.2
DVD or VCR	22.9	34.0	35.4	27.4	20.6	14.0	11.4
Console Games	6.5	25.9	13.9	4.9	3.0	1.2	0.3
Television Total	353.1	287.0	321.2	279.9	378.7	369.7	439.4
Any Web	48.8	67.0	55.7	74.1	46.0	41.7	19.2
Email	37.4	20.3	45.1	46.5	51.4	37.8	11.1
IM	7.9	14.8	2.9	14.6	15.1	0.0	0.3
Any Software	46.1	61.8	50.3	61.6	52.1	35.8	15.6
Computer Video	2.4	5.5	4.3	2.6	2.0	1.2	0.2
Computer Total	142.5	169.5	158.3	199.3	166.4	116.5	46.5
Mobile Talk	16.6	29.1	19.0	24.7	17.8	12.3	3.1
Mobile Text/Multimedia Messaging	2.2	11.6	2.2	2.1	1.3	0.4	0.1
Mobile Web	0.9	0.8	2.3	0.6	0.7	1.3	0.0
Mobile Other (Video, Camera, Games etc.)	0.5	1.1	0.6	0.6	0.5	0.2	0.1
Mobile Video	0.1	0.1	0.0	0.1	0.1	0.0	0.0
Mobile Total	20.2	42.8	24.0	28.0	20.5	14.2	3.2
Environmental/Other Video	4.4	9.2	4.9	2.6	4.8	4.1	3.6
In-Cinema Movie	1.8	1.2	1.6	3.1	0.6	3.0	2.0
GPS Navigation	2.0	0.0	1.2	0.3	2.6	4.1	3.8
Other Total	8.2	10.4	7.6	5.9	8.0	11.1	9.4
Total	524.0	509.7	511.1	513.1	573.6	511.5	498.5

* = The significance levels for all data shown in this study document are covered in the full report, which is scheduled to be released April 2009.

Background notes: The study objectives were to dimension[alize] current consumption of media, focusing on television and video, and to guide Nielsen's video media audience measurement. In pursuit of these objectives the VCM study included two distinct, but coordinated, elements: a Core Panel of participants to measure current media consumption and an Accelerated Panel to estimate the effects of new media device adoption on media consumption. The study included both observation of participants and questionnaires that were completed by participants after being observed. Observation was conducted by trained observers who used a proprietary Media Collector software to capture 17 media (including up to 7 sub-categories per medium), 15 life activities at 7 locations in 10-second increments. Participants were each observed twice, once in the Spring and again in the Fall. In addition, questionnaires were completed by participants a day after observation and included The Big Five Personality Model, satisfaction and engagement and an Innovativeness measure.

Regarding Media Acceleration, the objectives of this portion of the study were (1) to learn how to address new consumer attitudes and behaviors for successful media measurement, marketing communication, media satisfaction, preference, growth and loyalty, device adoption and penetration growth; and (2) to be prepared for the likely shifts in consumers' preferences and marketplace media values and maximize the opportunities and minimize the risks of media in transition.

Overall, the Video Consumer Mapping study generated data covering more than three-quarters of a million minutes or a total of 952 observed days. Usage results to-date closely mirror data found in Nielsen's national Three Screen Report.

Week to Week

BY 2008/2009 # 26

March 16 - March 22, 2009



Highlights of the Week by Network

Week #26 of the 2008/2009 Broadcast season -- In Week #26 of the 2008/2009 broadcast primetime television season, **FOX** and **CBS** held tightly to their respective first place rankings in the primetime broadcast ratings among the key demo segments. **FOX**'s two nights of **American Idol 8** (including two hours of performance on Tuesday and the one-hour results show on Wednesday night), as well as **House**, **24** and **Family Guy**, helped the net keep hold of its leader status in Adults 18-49 for a seventh consecutive week, with a 3.8/11 rating/share. The network also remained in first place for Adults 25-54 (4.4/11) and Adults 18-34 (3.2/10). **CBS** was number one again in Total Viewers, with 11.49 million viewers, thanks greatly to **60 Minutes** (which featured an interview with President Obama) and **Two and a Half Men**. Coming in behind **FOX** for Adults 18-49: **CBS** took second place with 3.4/10; **ABC** finished third with 2.7/8; and **NBC** placed fourth with 2.0/6.

FOX: **American Idol 8 - Performance Wednesday** (A 18-49: 8.7/21; 23.71 mill. vwsr.) and **American Idol 8 - Results Tuesday** (A 18-49: 8.1/22; 21.89 mill. vwsr.) were the week's top two shows in both Adults 18-49 and Total Viewers, taking first and second place, respectively, in each of the two demo ratings segments. The two nights of the wildly popular pop-star search also tied each other for first place among Persons 12-34 (**A18-Tuesday**: 6.1/20; **A18-Wednesday**: 6.1/18). Monday night's **House** (A 18-49: 4.9/13; 13.13 mill. vwsr.) took sixth place among Adults 18-49. **24** (A 18-49: 3.7/09; 11.36 mill. vwsr.) and **Family Guy** (A 18-49: 3.7/09; 7.34 mill. vwsr.) three-way tied for #15 in Adults 18-49, with the latter also taking third place among Persons 12-34, with 4.2/12.

CBS: The week's top comedy, **Two and a Half Men** (A 18-49: 4.8/12; 14.12 mill. vwsr.) placed seventh among Adults 18-49, and was also tenth in Total Viewers, while its Monday night comedy block lead-out, **Rules of Engagement** (A 18-49: 4.0/10; 11.42 mill. vwsr.) tied for a close ninth place in Adults 18-49. **60 Minutes** (A 18-49: 3.9/11; 17.04 mill. vwsr.) and **How I Met Your Mother** (A 18-49: 3.9/10; 9.29 mill. vwsr.) tied each other for #11 in Adults 18-49, while **60 Minutes** (in which Steve Kroft interviewed President Barack Obama) also placed fourth in Total Viewers. Coverage of the **NCAA Men's Basketball Tournament - Saturday** (A 18-49: 3.8/13; 10.78 mill. vwsr.) tied with **CSI: Miami** (A 18-49: 3.8/10; 13.51 mill. vwsr.) for #13 in Adults 18-49. Further along the Adults 18-49 ratings ranks, **The Big Bang Theory** (A 18-49: 3.7/11; 9.69 mill. vwsr.) three-way tied for #15 and **The Amazing Race** (A 18-49: 3.6/09; 12.42 mill. vwsr.) took #18.

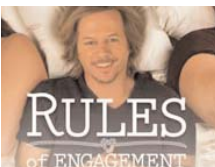
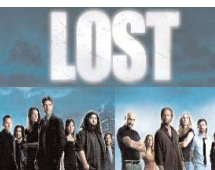
ABC: **Dancing With the Stars - Performance Monday** (A 18-49: 5.3/14; 21.22 mill. vwsr.) was the week third place show in both Adults 18-49 and Total Viewers. Top dramas for the week, **Grey's Anatomy** (A 18-49: 5.0/13; 14.61 mill. vwsr.) and **Desperate Housewives** (A 18-49: 5.0/12; 14.75 mill. vwsr.) tied each other for fourth place in Adults 18-49 and took the eighth and seventh spots, respectively, among Total Viewers. Drama **Lost** (A 18-49: 4.3/11; 9.40 mill. vwsr.) placed eighth in Adults 18-49, while **Grey's Anatomy** lead-out **Private Practice** (A 18-49: 3.5/09; 9.74 mill. vwsr.) tied for #19 with one other program.

NBC: Comedy **The Office - 9 PM** (A 18-49: 4.0/10; 8.07 mill. vwsr.) has been the Peacock's reliably strong player in the past several weeks, that have been otherwise pretty quiet for the net, with the comedy tying for ninth place in Adults 18-49 and as the only program representing the network in the Top 5s and Top 10s of the primetime ratings rankings. **Law & Order: SVU** (A 18-49: 3.5/10; 10.74 mill. vwsr.) came in a bit further down the line, tying for #19 in the same core demo.

Ad-supported Cable Networks: **USA** stayed still at first place among the ad-supported cable networks, in week #26, scoring a 0.98 rating in Adults 18-49, thanks to the popular **WWE Raw**, **House** & **NCIS**. Following **USA** for that most closely-watched demo segment, **TBS** scored a second place finish with 0.75; **TNT** took third with 0.61; **A&E** finished fourth with 0.52; and **Comedy Central** placed fifth with 0.49. **Comedy Central** also had the week's top cable program in the Adults 18-49 demo ratings segment, with **South Park - Wednesday** (A 18-49: 1.8/5; 3.27 mill. vwsr.).

Week to Week

BY 2008/2009 # 26



Leading National Networks & Programs

Source: Nielsen Media Research

Top 10 Network TV Programs by Adults 18 - 49 Ratings/ Share

1. FOX/American Idol 8 - Wednesday = 8.7/21
2. FOX/American Idol 8 - Tuesday = 8.1/22
3. ABC/Dancing With the Stars - Monday = 5.3/14
4. ABC/Grey's Anatomy = 5.0/13
4. ABC/Desperate Housewives = 5.0/12
6. FOX/House = 4.9/13
7. CBS/Two and a Half Men = 4.8/12
8. ABC/Lost = 4.3/11
9. NBC/The Office - 9 PM = 4.0/10
9. CBS/Rules of Engagement = 4.0/10

Top 10 Network TV Programs by Total Viewers (in millions)

1. FOX/American Idol 8 - Wednesday = 23.71
2. FOX/American Idol 8 - Tuesday = 21.89
3. ABC/Dancing With the Stars - Monday = 21.22
4. CBS/60 Minutes = 17.04
5. CBS/The Mentalist = 15.49
6. CBS/NCIS = 15.34
7. ABC/Desperate Housewives = 14.75
8. ABC/Grey's Anatomy = 14.61
9. CBS/NCAA Tourney Overrun - Sunday = 14.33
10. CBS/Two and a Half Men = 14.12

Top 5 Cable Networks by Total Viewers (in millions)

1. USA: 0.98 // 3.16
2. TBS: 0.75 // 1.71
3. TNT: 0.61 // 1.61
4. A&E: 0.52 // 1.55
5. Comedy: 0.49 // 1.14

TiVo's Top 10 Most Recorded Shows

1. Grey's Anatomy (1)
2. American Idol (2)
3. Desperate Housewives (3)
4. House (4)
5. Lost (5)
6. CSI (7)
7. 24 (6)
8. The Office (8)
9. Brothers & Sisters (9)
10. Oprah Winfrey (10)

Note: Most popular recorded shows are based on anonymous, aggregated data (from 20,000 randomly selected anonymous TiVo households), for the week ending 3/22/2009; previous week's rank is reflected in the parentheses.

Source: TiVo.com



At a glance

Primetime TV scorecard

Note: Live + SD = Viewing estimates include Same Day (3A-3A) DVR playback; * Strict Prime Daypart (Mon-Sat 8p-11p, Sun 7p-11p); ** Data from year ago are based on finals; *** Weekly data are preliminary from March 9 - March 22; ^ Averages based on measurement periods prior to 12/26/05 are based on pre-TSV (Live) data only. Averages crossing this date will include a combination of pre-TSV (Live) and time shifted data; Includes regulars, specials, and breakouts; Excludes only paid political programming and programs with less than 5 minute duration; As of September 1, 2008, there are an estimated 114.5 million television households in the USA. A single national household ratings point represents 1% or 1,145,000 households.

Weekly Average Current Season: 03/16/09 - 03/22/09 (week #26)				
Network	Viewers *	Adults 18-49	Adults 25-54	Adults 18-34
ABC	8.29 (+37%)	2.7/8 (- 5%)	3.3/8 (- 4%)	2.2/7 (+ 1%)
CBS	11.13 (+46%)	3.4/10 (+12%)	4.1/11 (+17%)	2.6/9 (+ 5%)
NBC	6.10 (-19%)	2.0/6 (- 6%)	2.4/6 (- 8%)	1.5/5 (+ 3%)
FOX	10.93 (- 3%)	3.8/11 (+ 3%)	4.4/11 (+ 4%)	3.2/10 (+ 7%)
CW	1.76 (-26%)	0.8/2 (-17%)	0.8/2 (-18%)	0.9/3 (-13%)
Univision	3.83 (+13%)	1.6/5 (+13%)	1.5/4 (+11%)	1.7/6 (+ 4%)
Total	42.04 (+10%)	14.3/41 (+ 2%)	16.5/42 (+ 3%)	12.2/39 (+ 3%)

STD Average Current Season: 09/22/08 - 03/22/09 (week #1 - 26)				
Network	Viewers *	Adults 18-49	Adults 25-54	Adults 18-34
ABC	8.49 (- 4%)	2.7/7 (- 6%)	3.2/8 (- 6%)	2.2/7 (- 2%)
CBS	11.19 (+11%)	2.9/8 (+ 5%)	3.8/9 (+ 7%)	1.9/6 (+ 3%)
NBC	7.71 (- 5%)	2.7/7 (- 4%)	3.1/8 (- 5%)	2.3/7 (- 1%)
FOX	9.10 (-19%)	3.3/9 (-21%)	3.8/9 (-18%)	2.9/9 (-22%)
CW	1.84 (-26%)	0.8/2 (-20%)	0.7/2 (-22%)	0.9/3 (-14%)
Univision	3.92 (+12%)	1.5/4 (+ 2%)	1.5/4 (+ 2%)	1.7/5 (Even)
Total	42.25 (- 5%)	14.0/38 (- 8%)	16.1/40 (- 6%)	11.9/36 (- 8%)

Source: Nielsen Media Research - - Prime average Live + SD

Prime digital statistics



Top 25 U.S. Web Properties and AdFocus Rankings for February 2009 as reported by comScore Media Metrix

Top 25 U.S. Properties Total U.S.: Home, Work and University Locations Unique Visitors (000)		Ad Focus Top 25 U.S. Ranking Total U.S.: Home, Work and University Locations Unique Visitors (000)		
Property	Unique Visitors (000)	Property	Unique Visitors (000)	Reach %
Total Internet : Total Audience	192,187	Total Internet : Total Audience	192,187	100%
1). Google Sites	148,885	1). Platform-A **	172,618	90%
2). Yahoo! Sites	144,304	2). Yahoo! Network **	163,406	85%
3). Microsoft Sites	121,093	3). ValueClick Networks **	157,753	82%
4). AOL LLC	105,016	4). Google Ad Network **	156,481	81%
5). Fox Interactive Media	84,632	5). Yahoo! Sites	144,304	75%
6). Ask Network	71,343	6). Specific Media **	142,774	74%
7). eBay	67,474	7). Google	140,863	73%
8). Wikimedia Foundation Sites	60,892	8). Traffic Marketplace **	139,372	73%
9). Amazon Sites	59,944	9). Tribal Fusion**	137,876	72%
10). FACEBOOK.COM	57,375	10). 24/7 Real Media **	137,409	71%
11). Glam Media	51,121	11). Tremor Media - (1)	132,219	69%
12). Apple Inc.	50,867	12). Casale Media - MediaNet **	131,982	69%
13). Turner Network	48,904	13). interCLICK**	125,403	65%
14). CBS Interactive	48,872	14). Adconion Media Group **	124,792	65%
15). New York Times Digital	46,199	15). Microsoft Media Network US **	123,363	64%
16). Viacom Digital	44,346	16). CPX Interactive **	122,323	64%
17). craigslist, inc.	39,016	17). Turn, Inc. **	121,483	63%
18). Weather Channel, The	37,215	18). ADSDAQ by ContextWeb **	116,489	61%
19). AT&T Interactive Network	35,324	19). Collective Network **	113,284	59%
20). Adobe Sites	33,287	20). Burst Media **	108,692	57%
21). Comcast Corporation	31,958	21). Revenue Science **	108,259	56%
22). Wal-Mart	29,415	22). MSN-Windows Live	107,495	56%
23). Superpages.com Network	28,956	23). Digital Broadcasting Group (DBG) - (1)	106,408	55%
24). Verizon Communications Corporation	27,979	24). AOL Media Network	105,016	55%
25). Disney Online	27,615	25). BrightRoll Video Network - (1)	94,218	49%



Note: Reach % denotes the percentage of the total Internet population that viewed a particular entity at least once in February. * Entity has assigned some portion of traffic to other syndicated entities. ** Denotes an advertising network. (1) potential reach.

At a glance

Comparing media use



Broadcast TV: Programs March 9 - March 15, 2009 (Rating point equals 1.1 mill. homes)

Program Title (Network)	Ratings
1). American Idol (FOX/Tues)	14.6
1). American Idol (FOX/Wed)	14.6
3). Dancing With the Stars (ABC)	14.1
4). CSI (CBS)	10.3
5). Desperate Housewives (ABC)	9.1
5). Grey's Anatomy (ABC)	9.1
7). CSI: Miami (CBS)	9.0
7). The Mentalist (CBS)	9.0
9). Criminal Minds (CBS)	8.9
10). CSI: NY (CBS)	8.6

Source: Nielsen Media Research

Cable TV: Programs March 9 - March 15, 2009 (Rating point equals 1.1 mill. homes)

Program Title (Network)	Ratings
1). WWE Raw (USA/Mon, 10 PM)	3.3
2). WWE Raw (USA/Mon, 9 PM)	3.0
4). Hannah Montana (DISN)	2.8
4). NCIS (USA/Mon)	2.8
7). NCIS (USA/Tues & Thurs)	2.7
7). SpongeBob... (Nick/Sat, 9:30 AM)	2.7
7). Wizards of Waverly Place (DISN/Sun)	2.7
10). Sonny With... (DISN/Sun)	2.6
10). SpongeBob.../iCarly (Nick)	2.6
10). NCIS (USA/Wed)	2.6

Source: Nielsen Media Research

Magazines Ad Pages, April 2009

Publication	Ad Pgs (% chg)
<u>General Interest</u>	
1). Vanity Fair	90.9 (-36.9)
2). Reader's Digest	78.5 (+ 5.2)
3). Guideposts	48.0 (- 2.3)
4). Smithsonian	42.7 (-39.4)
5). AARP (May/June)	33.2 (-25.6)
<u>Enthusiast/Sports</u>	
1). Golf Digest	140.2 (- 2.3)
2). Yachting	105.2 (-26.9)
3). Cruising World	79.7 (-31.0)
4). Bicycling	69.7 (-15.3)
5). Backpacker	67.9 (+31.4)

Source: Nielsen Media Research

Movie Box Office Weekend estimates, in \$ millions

Title (Weeks out)	Gross \$ (Total \$ Out)
1). Knowing (1)	\$24.8 (24.8)
2). I Love You Man (1)	18.0 (18.0)
3). Duplicity (1)	14.4 (14.4)
4). Race to Witch Mountain (2)	13.0 (44.6)
5). Watchmen (3)	6.8 (98.1)
6). Last House on the Left (2)	5.9 (24.0)
7). Taken (8)	4.1 (133.1)
8). Slumdog Millionaire (19)	2.7 (137.2)
9). T. Perry's Madea...Jail (5)	2.5 (87.2)
10). Coraline 3D (7)	2.1 (72.8)

Source: Baseline Research

Contact

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