

MEDIAMARK RESEARCH INC. RELEASES MEDIADAY STUDY

--Measures Daily Media Usage, Focus and Multitasking--

CONTACTS: Anne Marie Kelly, Vice President, Marketing and Strategic Planning, MRI: 212-884-9204, [annemarie.kelly@mediamark.com](mailto:annemarie.kelly@mediamark.com); Steve Ellwanger, Press Counsel Group: 203-656-3775, [steve@presscounselonline.com](mailto:steve@presscounselonline.com)

**NEW YORK, NY, June 25, 2007**— With the release today of MediaDay, the advertising industry has research that details the daily media usage of American consumers---including *when* they use particular media, *where* they are when they use them, *what else* they are doing at the time and *how engaged* they are with each medium.

Top-line results show that TV and radio are the most heavily used media on an average day; fewer consumers, however report they were “very focused” when using these media when compared with the number who said they were “very focused” when surfing the Internet or reading magazines or newspapers.

For instance, television is used by 83.6% of respondents, compared to 68.2% for radio, 55.6% for newspapers, 52.6% for the Internet and 37.6% for magazines. However, 34.7% of TV viewers and 16.5% of radio listeners report being “Very Focused” while using these media. This compares to 54.6% for Internet users, 50.0% for newspaper readers and 41.8% for magazine readers.

Top-Line MediaDay Usage Analysis AVERAGE DAY OF TOTAL ADULTS									
	Television						Radio		
Base: All Adults	% Adults who Used Medium	Adults "Very Focused" while using Medium	Multitasking: Adults Engaged in No Other Activity (At Home)				% Adults who Used Medium	"Very Focused" while using Medium	Multitasking: Engaged in No Other Activity (At Home)
	(%)	(%)	(%)				(%)	(%)	(%)
<b>Total</b>	<b>83.6</b>	<b>34.7</b>	<b>45.9</b>				<b>68.2</b>	<b>16.5</b>	<b>28.6</b>
Daypart Summary:									
5AM-9AM	31.5	31.4	36.3				38.4	21.6	27.4
9AM-5PM	40.4	30.6	42.3				44.1	13.3	20.3
5PM-12AM	72.0	37.0	47.1				28.6	17.2	32.3
12AM-5AM	12.1	39.6	74.5				4.8	27.8	69.3
	Newspaper			Internet			Magazine		
	% Adults who Used Medium	"Very Focused" while using Medium	Multitasking: Engaged in No Other Activity (At Home)	% Adults who Used Medium	"Very Focused" while using Medium	Multitasking: Engaged in No Other Activity (At Home)	% Adults who Used Medium	"Very Focused" while using Medium	Multitasking: Engaged in No Other Activity (At Home)
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
<b>Total</b>	<b>55.6</b>	<b>50.0</b>	<b>53.7</b>	<b>52.6</b>	<b>54.6</b>	<b>51.3</b>	<b>37.6</b>	<b>41.8</b>	<b>50.3</b>
Daypart Summary:									
5AM-9AM	25.4	58.8	53.3	18.8	60.2	55.1	5.7	46.9	48.5
9AM-5PM	25.5	45.8	56.5	29.8	54.1	49.1	18.0	41.3	54.9
5PM-12AM	15.3	42.4	48.4	29.6	53.6	51.4	16.0	40.8	47.6
12AM-5AM	1.2	63.6	81.7	3.6	49.9	57.6	1.2	46.0	40.6

Moreover, despite the rise of multi-tasking in American society, more than one-half of Internet users and magazine/newspaper readers report they are engaged in no other activity when using those media at home. More than 70% of radio listeners are engaged in another activity while listening, compared to 54.1% of TV viewers who multi-task while watching this medium.

MediaDay is conducted via a telephone recontact of 8,000 adults (aged 18+) who also participate in MRI's national *Survey of the American Consumer*. Results are integrated with these respondents' previously collected product usage and attitudinal data, resulting in data detailing the daily media behaviors for hundreds of specific marketing targets.

"The industry has been asking for more granular data about consumers and their media choices, and MediaDay helps answer that need," said Kathi Love, President and CEO at MRI. "This new study can be used to gain insight on potential connection points with consumer targets, craft better cross platform programs and generally improve media plan efficiency by knowing what media specific consumers focus on and when they focus on them."

Media Day data can be viewed in increments as small as 15 minutes across the entire 24-hour day. The information also can be viewed in hourly segments as well as custom-created dayparts.

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### ***About MRI...***

Founded in 1979, MRI interviews approximately 26,000 U.S. adults in their homes each year, asking about their use of media, their consumption of products and their lifestyles and attitudes.

MRI is the country's leading provider of magazine audience and multimedia research data. The company releases data from *Survey of the American Consumer* (adults 18+) twice yearly, in the spring and fall. MRI data have become the basic media-planning currency for the majority of the media plans that are created each year by national advertisers and their agencies. The company's 26,000 in-home interviews each year represent the biggest survey of its kind.

MRI is part of GfK Group AG, Nuremberg, Germany.