



# Cinema Advertising Council and IMMI Research

Study fielded 5/23/08 to 7/6/08



**Presentation updated as of 2/10/09**



# Background on CAC/IMMI Research

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## **Research Goals**

- Illustrate the benefits of cinema advertising through new metrics
- Determine the impact of cinema on ROI (Return on Investment)

## **Why IMMI?**

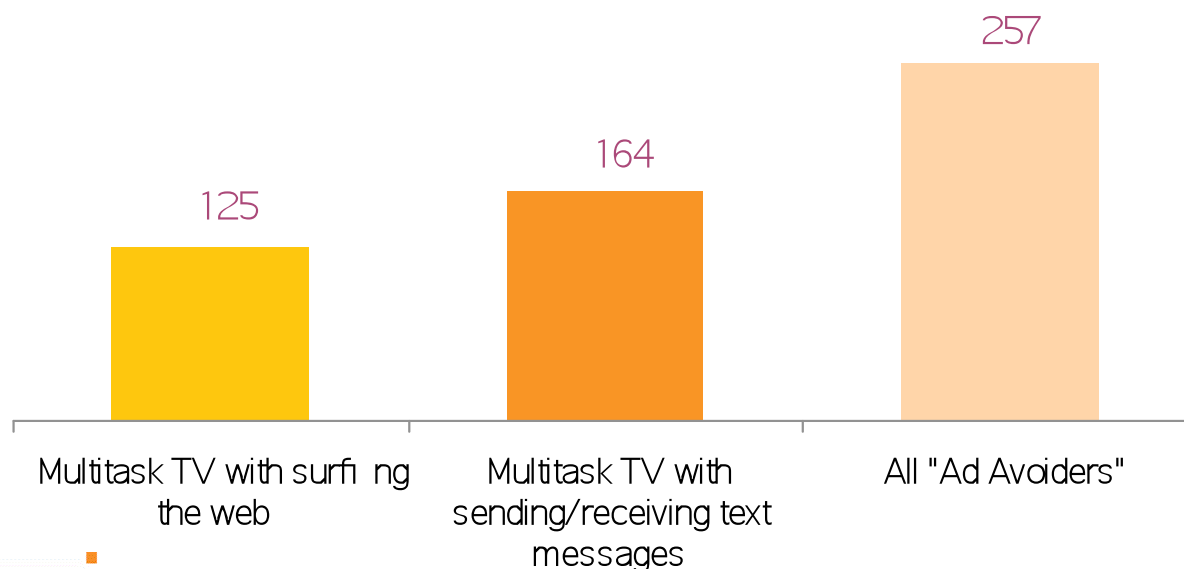
- Innovative cell phone technology which uses audio signals to track media consumption
- Provides uniform measurement across all audio based media
- System is non-invasive and passive
- Supported in the marketplace
  - Nielsen Out of Home TV Metrics
  - WPP's Kantar Media



# Moviegoers Are Multi-Taskers With Traditional Mediums

- Cinema delivers the hard-to-reach “multi-tasking” segment of the population
  - Moviegoers are 25% more likely to surf the web while watching TV and 64% more likely to text message while watching TV
    - Moviegoers are +157% more likely to see ads in cinema compared to other media measured

Index to Total 13-54 Year Olds/Total Sample  
Based on Exposure to Advertising Campaigns In-Cinema



Source: IMMI Research, 5/23/08 to 7/6/08, measurement of panelists content and ad exposure on behalf of the Cinema Advertising Council

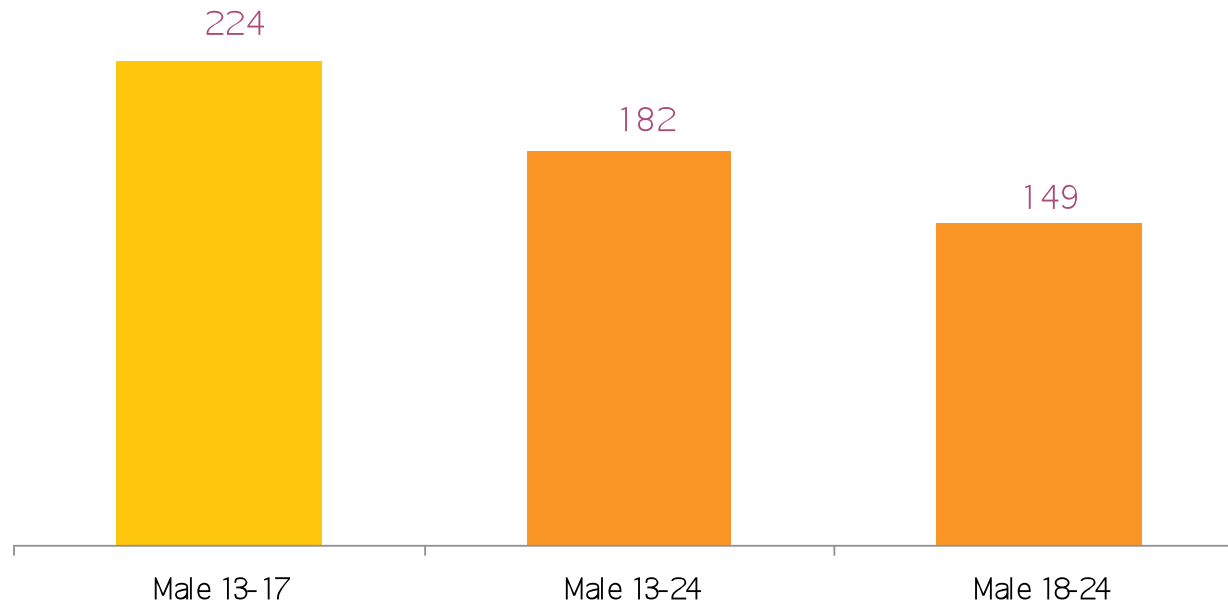
All Ad Avoiders = ad avoiders (see less than 13 ads/hour), commercial skippers (low % of ads seen vs programming, watch time shifted), channel surfers (watch >8 channels/hour) and TV nomads = > 25 viewing events/month are OOH



# Cinema Delivers Young, Hard-To-Reach Desirable Consumers

- Males teens are +124 percent more likely than the average to see ads at the movies vs ads in other mediums
  - Young Adult Males 18-24 are +49% more likely to see ads at the movies vs ads in other mediums

Index to Total Samples  
Cinema Overall: Young Males Delivered

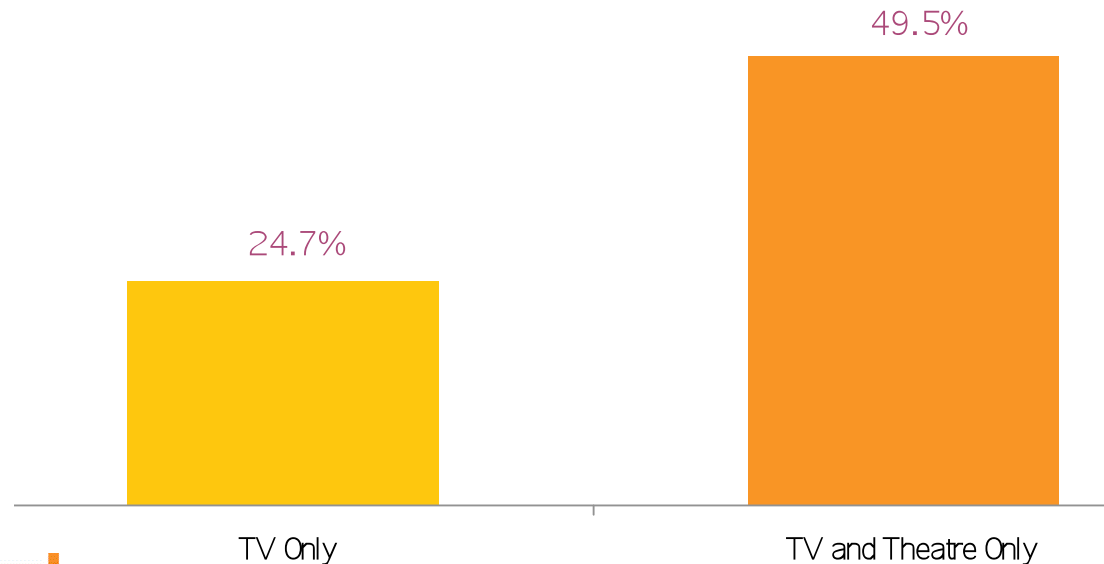




# Cinema Advertising In Media Mix Doubles Return on Investment

- 24.7 percent of panelists exposed to specific programming promotions through “TV Only”, tuned-in to watch the program
  - Tune-in to at least one of the cable shows doubles to 49.5% based on consumers who saw ads for the them via “TV and Cinema Only”

% Conversion of 3 Cable TV Programs  
Any Viewing of Programs (Premiere or Encore)





# Any Cinema Outperforms TV on Conversion By A Ratio of 24 to 1

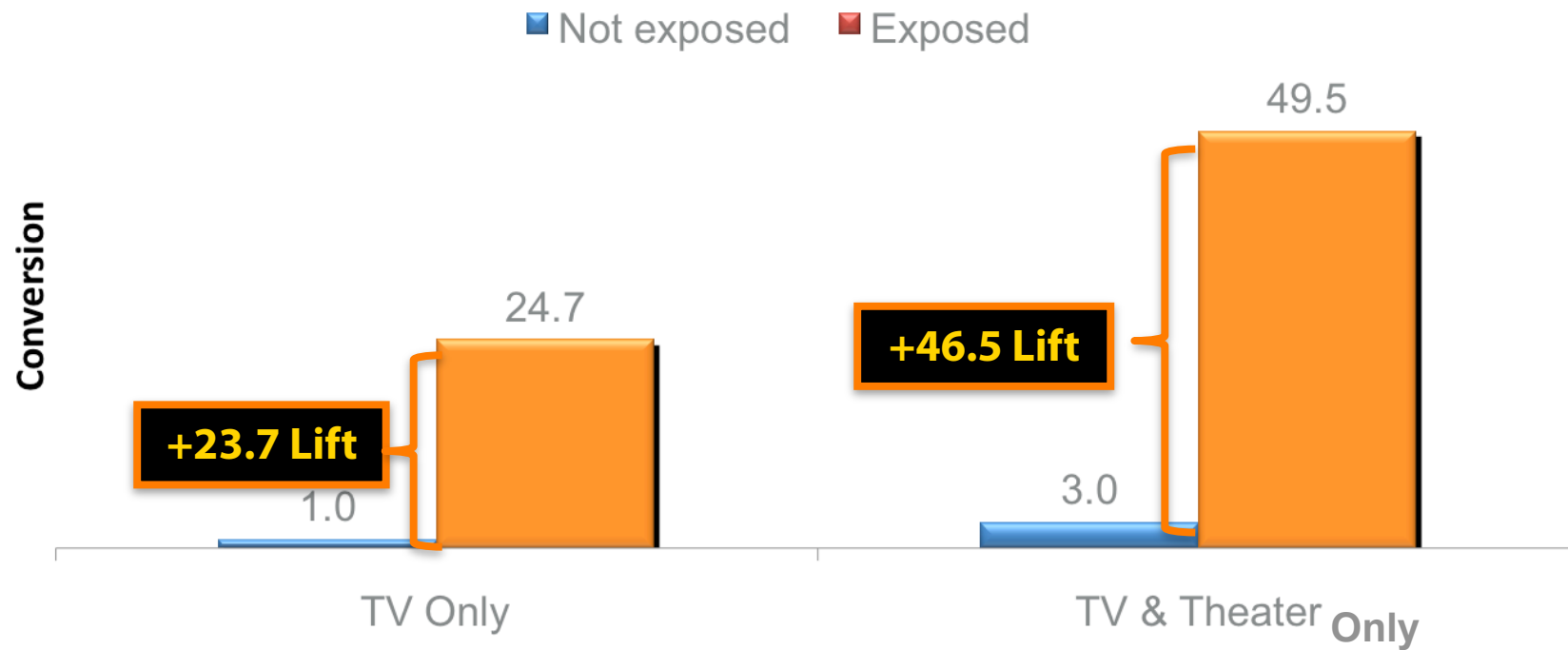
- For any TV exposure, the conversion to watching the program was 26.8% (frequency of ad exposure was 21.6 per person)
  - For any Cinema exposure, the conversion to watching the program was 42.3% (frequency of exposure was ad 1.8 per person)

	<u># of Spots</u>	<u>Freq</u>	<u>% Conversion</u>	<u>Conversion/ Exposure</u>
TV	55,836	21.6	26.8%	1.2
Cinema	215	1.8	42.3%	23.5





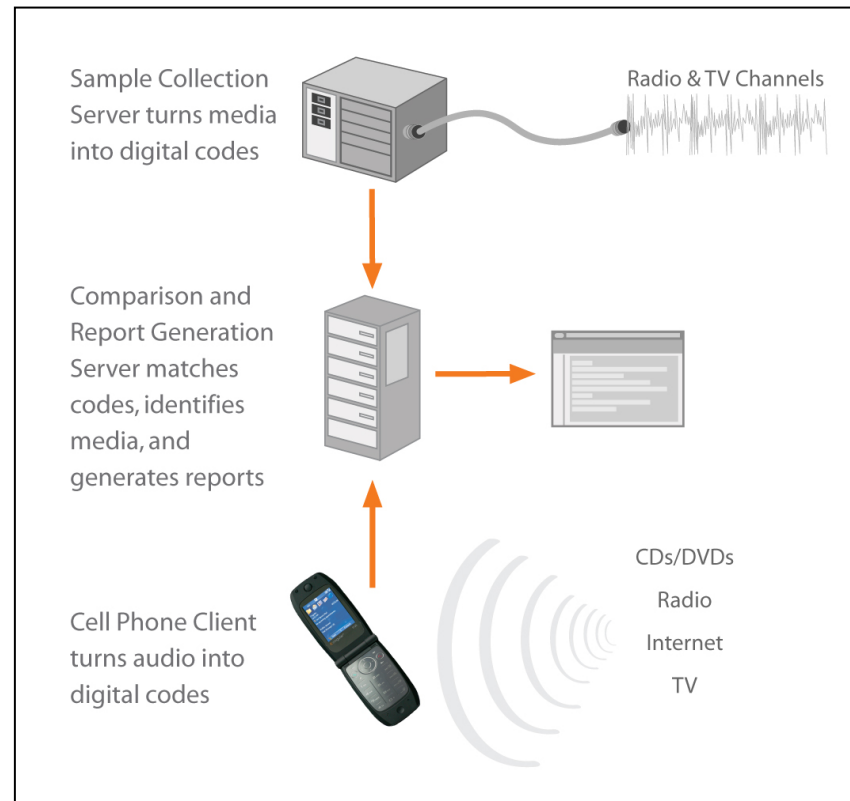
# Conversion Still Doubles Excluding Non-Ad Exposure



# The IMMI Approach

Utilizing cell phones and special software to track exposure and conversion

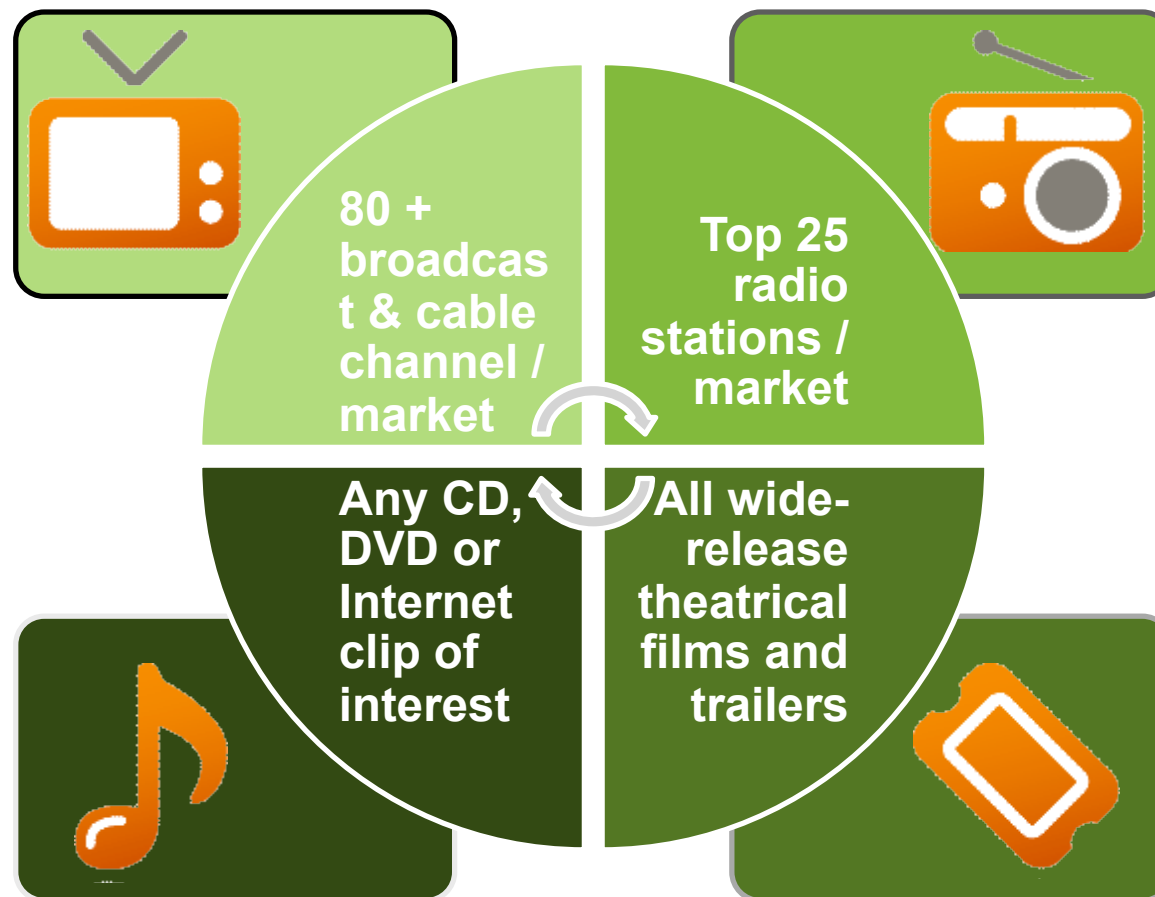
- Panelists carry cell phones
- Software on phone captures all media & ambient audio
- Fingerprint of audio created “on the fly”
- Fingerprints continuously sent to IMMI servers
- Matched to fingerprints created by IMMI Media Monitors





# IMMI Media Monitoring Coverage

Major media regularly monitored or project-based as directed



- > 99.9% accuracy in lab tests
- Data can be viewed by DMA or as national rollup
- 2-year IMMI/panelist relationship
- High levels of compliance on a regular basis (87% + daily)
- Recruitment:
  - List-Assisted RDD for adults 18-54
  - In person recruiting for teens 13-17 due to need for clear parental consent
  - Cell-phone only, in addition to Landline only & Landline + Cell
  - Balanced: Sample is within 5% of age and gender of 2006 ACS
  - Weighting: Adjusted for age, gender and race by DMA. National numbers are reported with weighting based on national Census figures





# The IMMI Key Terms/Definitions

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- Conversion The percent of panelists who saw an ad (Driver) for the show (Target) and subsequently watched the target show. Conversion quantifies the behavior of watching the show conditional on having viewed an ad
- Lift The percentage point change in target viewing attributed to seeing advertisements. It compares conversions among those who saw ads and those who did not
- Ad Avoider: Exposed to ~13 or less ads per hour
- Commercial Skipper: % of commercial seconds vs TV show seconds, # of ads seen and if program is in delayed viewing mode
- Channel Surfer: greater than 8 channels viewed / hour
- TV Nomad: over 25 out of home viewing events per month
- Frequency: the average number of times a panelist was exposed to an ad



# Methodology Highlights

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**Field Period:** Memorial Day weekend through Independence Day weekend (5/23/08 – 7/6/08)

**Sample:** 3,000 panel members in New York, Los Angeles, Chicago, Houston, Tampa and Denver (500 in each market) with a mobile phone, asking them to carry it with them wherever they go.

**Phones:** equipped with a technology that creates digital signatures of all audio media (television, radio, movies, etc.) to which it has been exposed.

**Results:** IMMI then determined levels of exposure to content and advertising across a wide variety of media platforms, as well as certain types of consumer behavior, based on a timeline of when the media was viewed or heard inside and outside of the home