


interpret
Plan. Test. Measure.

GPS: 37.44307 N, 122.17152 W
 Location: Shoe Store
 Store special on boots, wedges
 Friends nearby: 3
 Next meeting: 45 minutes
 Travel time to office: 14 minutes





How Do We Work?

Interpret's consulting offers clients methodological *breadth* and *category depth*

- ⇒ We are agnostic in terms of research methods with a breadth of experience across a multitude of methodologies
- ⇒ We have a breadth of experience working with clients from all areas of the industry (manufacturers, distributors, retailers and advertisers)
- ⇒ We value a customized, personal relationship with each client so that results are strategic and actionable, specific to each unique client relationship





New Media Measure's™ Methodology

(US & UK presently)

Robust Sample

- Online sample of 9,000 respondents per quarter
- People 12-65 representative of the US/UK population and weighted to the most current census information
- Fresh sample collected each quarter to ensure sample quality and objectivity

Consistent Tracking

- 13 Quarters of data measured starting with Q1 2007
- Fields quarterly at the end of each calendar quarter
- Multi-wave data combinations and trending are available

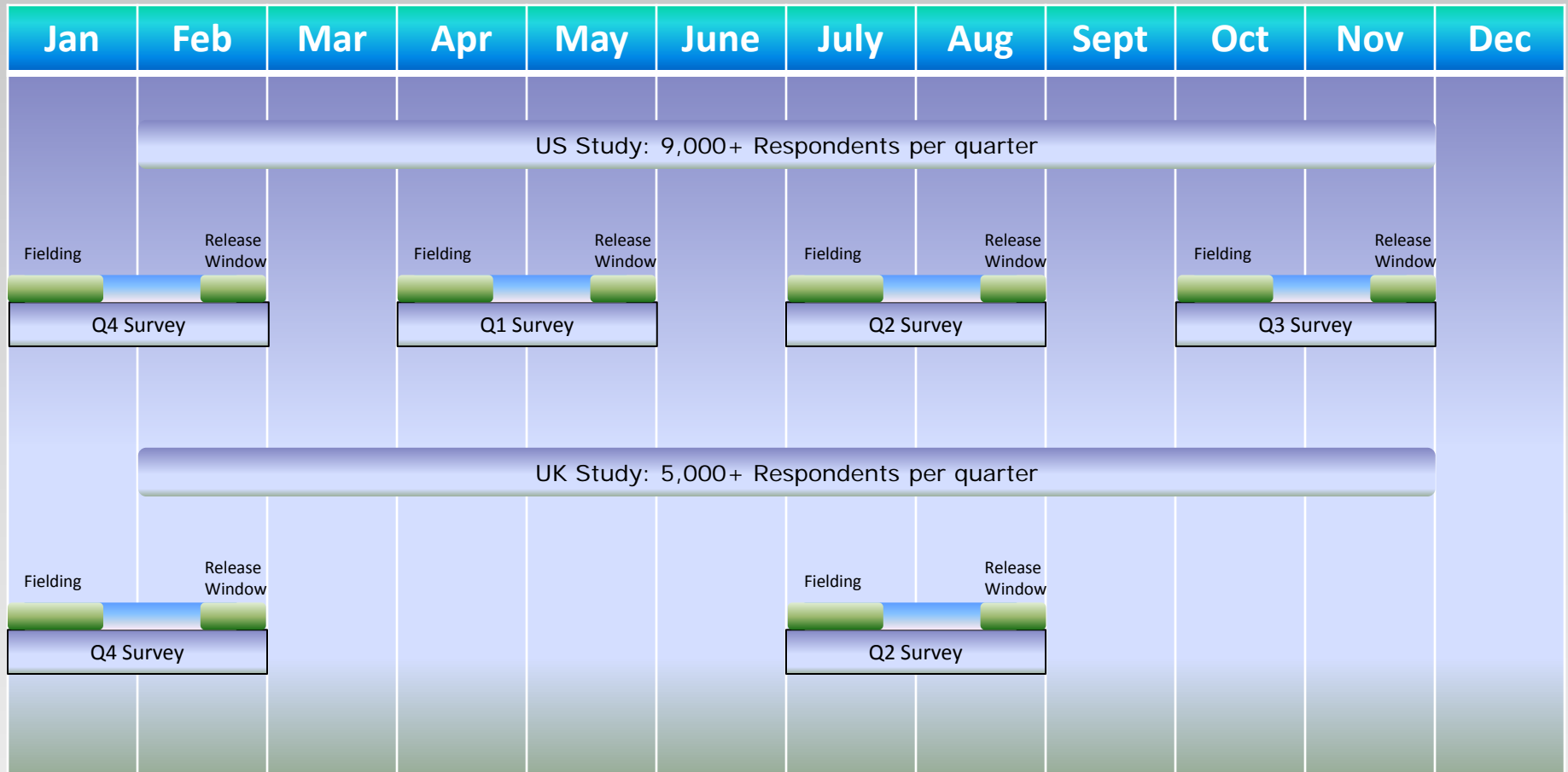
Adaptive Data

- Survey is adjusted quarterly to account for market dynamics, media changes, new technology, and new media devices
- Full or partial data sets are available via online analysis tools
- Data can be analyzed, calibrated or re-based in online portal.

*US Methodology shown above, sample and collection varies slightly for UK

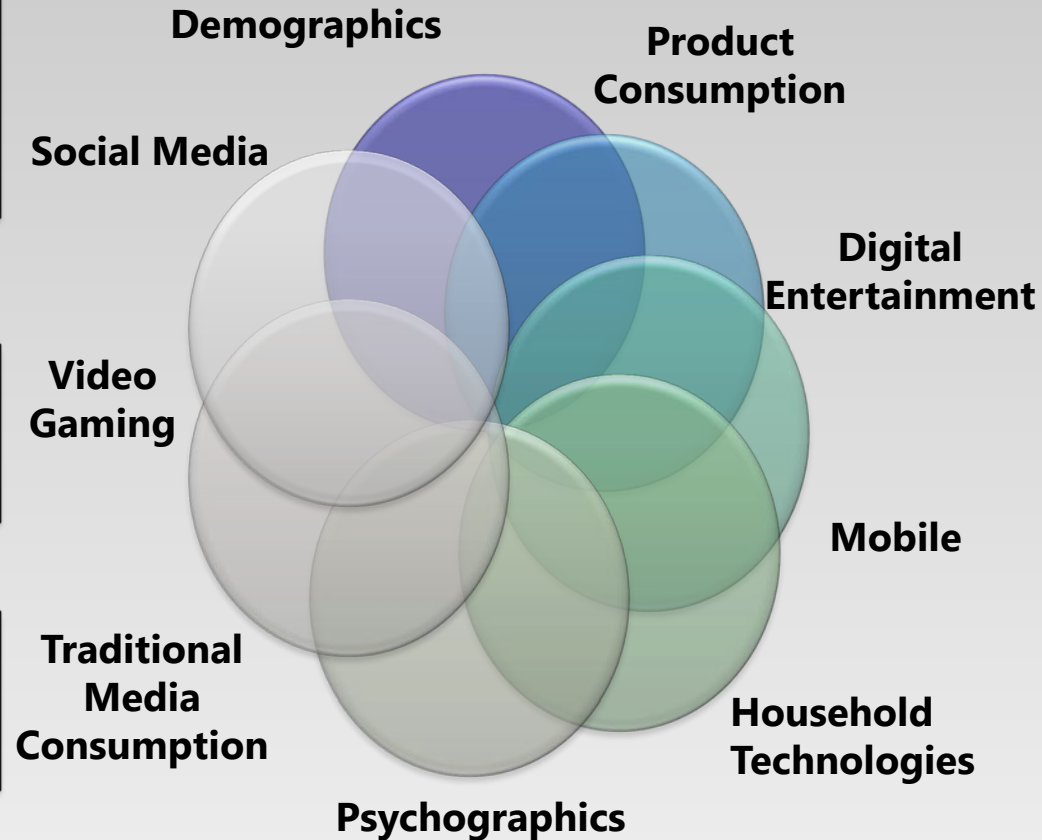
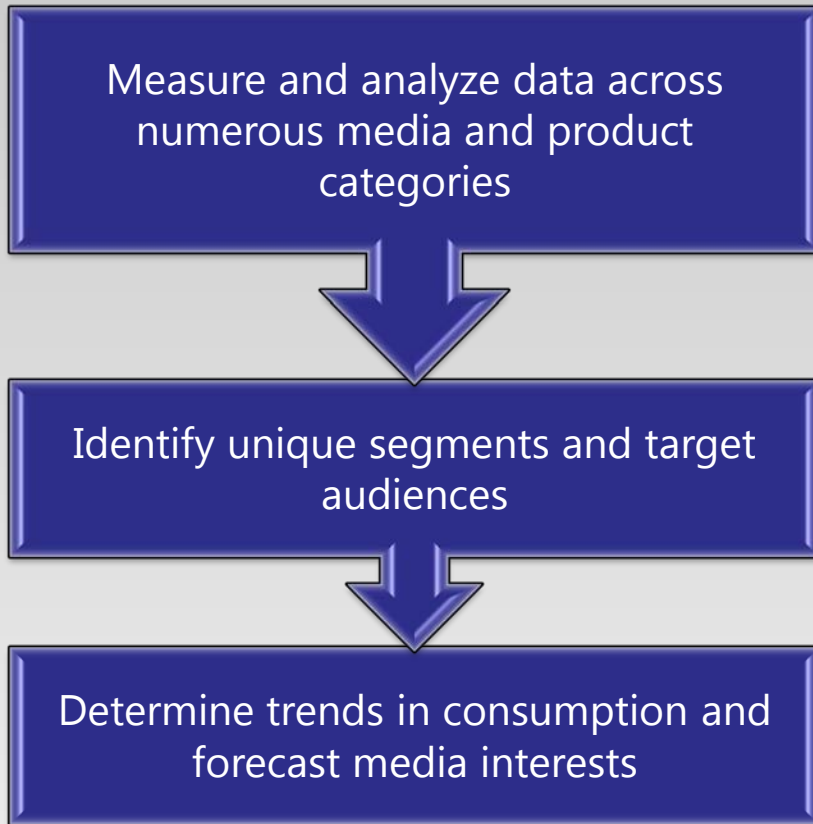


New Media Measure's™ Release Schedule (US & UK presently)



*US Methodology shown above, sample and collection varies slightly for UK

New Media Measure™ captures consumer behavior and attitudes across traditional and emerging media. In addition, subscribers have access to demographics, product consumption, retail behavior, and psychographics. These data can be crossed allowing for in-depth analyses across varying business metrics. Data is available in both the US and UK markets.





In-Depth Coverage of New Media Vehicles

Entertainment Consumption/ Household Technology

- DVDs, Blu-ray discs, home-theater, digital living room, online service subscriptions, handheld devices: this section covers them all, providing a robust picture of consumer technology trends and market opportunities.

Social Networking/ Web 2.0

- This section profiles social network users, with particular emphasis on cross-media consumption and emerging trends to help brands and business leaders navigate this dynamic space.

Digital Home Entertainment

- Streaming and downloading of video and music is now commonplace. Here, the differences between these behaviors are thoroughly explored, in order to identify viewers' preferred digital features, their reasons for owning and renting digital files, and other pertinent behaviors.

Mobile

- An examination of cell phone users' motivations for choosing their current provider and device. Breakout of smartphone, multimedia and basic phone users' feature and mobile web usage. Both advanced and casual mobile behaviors are tracked.

Video Games

- From title ownership to casual game play, this section focuses on gaming behaviors and ownership. Recent additions in this section focus on online access and the changing gaming marketplace.



Measuring Audience Reach Across Digital Media and New Technology Platforms

Many in industry currently use disparate Multi-Source Data





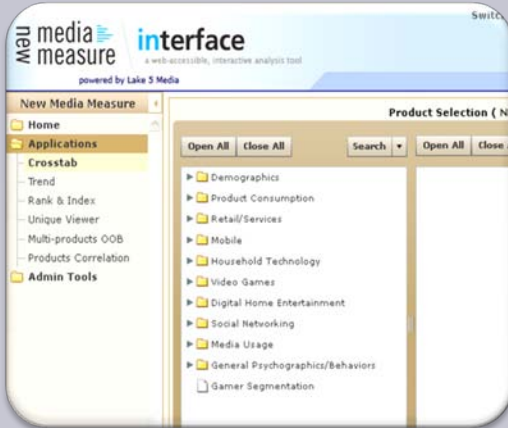
Measuring Audience Reach Across Digital Media and New Technology Platforms

New Media Measure™ Single-Source Data





New Media Measure™ Reporting



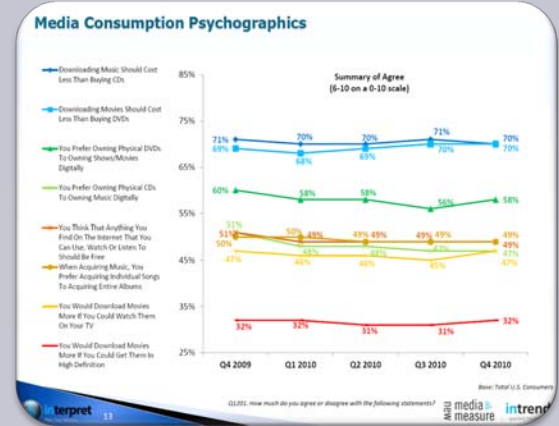
new media measure interpretations
monthly white papers from interpret analysts

Digital Media Interpretation

The Transmedia Embrace

SYNDICATED RESEARCH AND ANALYSIS FROM INTERPRET

Michael Dowling Interpret Lead Analyst
Yuni Hong Interpret Contributing Analyst



New Media Measure™ interface allows for instant access to the database through any browser on any computer with an Internet connection. The portal is capable of in-depth crosstabs as well as more advanced Z-Axis analyses.

New Media Measure™ interpretations are monthly syndicated research from Interpret's category experts, providing in-depth analyses on trends and market information in Digital Media, Mobile and Video Games

New Media Measure™ intrend reports are robust quarterly data reports focusing on 5 fast-evolving and converging categories of new media consumption: Household Tech, Mobile, Video Games, Social Media, and Digital Entertainment.



What's New!

interface

- Simplified User Interface
- Multi-wave analysis
- In-system graphing and tables



- Best aspects of Panels and Intercept testing in one place
- Non-Intrusive ad tracking via cookies
- 750,000 panelists

3D

Entertainment Study

- Awareness, Experiences, Interest and Intention
- Theatrical films, movie and TV consumption at home, cable and premium participation, game systems owned, types of televisions owned including specifications, home entertainment devices
- 1,400+ Respondents, 3 Wave Trending



Who Do We Work For?

Advertising/Media Planning



Digital Media



Mobile



Digital Home/Technology



Theatrical/DVD



Video Games





Where Have I Heard Your Name Before?

(Click on any article image for full article)

USA TODAY
Home News Travel Money Sports Life Tech Weather

TECHNOLOGY LIVE
News and gadgets from our network of reporters

Home Archives Related Topics Forum About

Report: Apple looking for antenna engineers
Jun 30, 2010

What Hulu Plus means to Netflix on demand

08:41 PM

Now that Hulu has vastly expanded its service beyond computers -- to iPhone, iPad and other devices --

VARIETY
Home | 10/4/2010 10:23 A.M. | Text size: a A

Latest News Latest Reviews Features People News Charts Opinions Events

FILM TV LEGIT MUSIC TECH INTERNATIONAL Hot Topics

3D News

Posted: Fri, Sep 17, 2010, 4:00am PT

Auds open to 3D TV
Consumers surveyed prefer the format

By ROBYN WEISMAN

Consumer awareness of 3D home technology has grown steadily this year and the rising knowledge is stoking interest in purchase of 3D devices, according to findings of new research.

Interpret research veep Michael (Yuanzhe) Cai, presenting the results of his firm's latest study at Variety's 3D Entertainment Summit, also said 3D films are attracting larger audiences among all age groups.

"It was a surprise because we kept hearing more and more negative comments in the industry about the future of 3D, and so we didn't expect to see (3D) content reception improved across the board," Cai

Home Media
MAGAZINE
ADVANCING THE FUTURE OF CONTENT

Home Media Magazine » 2010 » September Digital Distribution Not Affecting Game Industry 2010

Report: Digital Distribution Not Affecting Game Industry

By: Billy Gill | Posted: 21 Sep 2010
bill@questline.com

While streaming and downloads may be taking an increasing bite of the home video pie, digital distribution is hardly affecting video games, according to a report by research firm Interpret.

The report shows 80% of gamers do not buy games digitally. In the first quarter of 2010, distribution grew on core PC platforms (e.g. Valve's Steam) and consoles (such as Xbox Live Marketplace) but decreased on casual game portal sites in favor of social and mobile gaming, compared with the first quarter of 2009.

Additionally the report said the 20% of people who bought games digitally also purchased 2.7 games on average every six months at retail locations, which was 20% more retail purchases than those who did not buy games digitally.

"We're optimistic that both the publishing and retail sides of the game industry avoid overreacting to a vision of rapid transition to digital distribution that fails to reflect reality," said Brandon Lyle, managing strategist for Interpret.

Social Times
Your Social Media Source

POWER TOOLS FOR FACEBOOK

HOME SOCIAL GAMES MARKETING VIRTUAL GOODS WEB VIDEO JOBS

« This Week in Viral Videos - July 23, 2010 »
Why RockYou and Facebook Agreed To A Five Year Love Affair »

Study: Free Still Favorite Price for Mobile Apps

Posted by Neil O'Sullivan on July 23rd, 2010 10:15 AM

The continued proliferation of social networks, further growth of streaming video and the domination of free mobile apps in the marketplace. No surprises there. But taking a closer look at the quarterly **New Media Measure** study issued by **Interpret** reveals a number of less obvious trends in media behaviors, device ownership, attitudes and product consumption.

Social networking shows no hints of waning popularity, as usage of

GAMEDAILY

Search for Articles

Main Consoles Games Downloads Videos Screens Cheats Reviews Previews Features

GameDaily / News / Fears of Digital Disrupting Retail 'Unfounded,' says Interpret

Fears of Digital Disrupting Retail 'Unfounded,' says Interpret

September 20, 2010 | By: IndustryGamers

The rise of downloadable content and digital downloads on Xbox Live, PlayStation Network, WiiWare, combined with the rise of online and social/casual gaming on PC has everyone talking about the soaring digital sector and the impending "death" of retail and big name stores like GameStop.

Wedbush Morgan analyst Michael Pachter previously said that it would take about 20 years for digital to completely replace physical discs, and now new research from Interpret LLC has shined a spotlight on retail remaining the "cornerstone of game sales." The **Interpretations** report, suggests that the growth rate

Yuni Hong
Account Executive
22 W. 23rd Street, 5th Floor
New York, NY 10010
yuni.hong@interpretllc.com
P: 646-205-4869
www.interpretllc.com

Alex Place
Account Executive
227 Broadway, Suite 300
Santa Monica, CA 90401
alexandra.place@interpretllc.com
p: 310-255-0590 ext. 346
www.interpretllc.com



interpret
Plan. Test. Measure.