



Interpret Inks Deal With Mediabrands For New Media Measure™ Syndicated Survey

Initiative, UM Join as NMM Clients

Santa Monica, CA, February 1, 2011 – Interpret, a leading entertainment, media and technology market research firm, today announced that Mediabrands firms Initiative and UM have joined a growing list of subscribers to its [New Media Measure™](#) syndicated study.

New Media Measure™ is Interpret LLC's proprietary, quarterly survey of media behaviors, attitudes and product consumption. Designed to keep pace with the evolving media landscape, New Media Measure™ is the only quarterly syndicated product of its kind. Started in 2007, the service tracks consumer behavior with a unique focus on the five key pillars of new media – Digital Entertainment, Devices, Social Media, Mobile Behaviors and Video Games.

"UM has subscribed to New Media Measure for the past year, and we are pleased that we could extend our relationship with Interpret" said Michael Haggerty, SVP US Director of Research and Marketing Accountability, UM. "It has proven essential to provide fresh and ongoing data to our clients in order to plan for the rapid rise of emerging technologies and social media that has altered the way they can connect with their audience."

"With the media landscape changing so rapidly, it is necessary for buyers and sellers to be speaking a common language," said Michael Dowling, CEO of Interpret. "These deals further solidify New Media Measure's value as an informational currency for agencies, media companies, and publishers."

New Media Measure™ surveys 9,000 consumers aged 12-65, representative of the U.S. population and weighted to U.S. Census. Data collected includes: demographics, psychographics, brand consumption, traditional media consumption, online and social networking, mobile phone, video gaming, and digital entertainment. Data is available via *Interface*, a web-accessible, interactive analysis tool, through *Intrend*, quarterly trend reports, and through *Interpretations*, monthly whitepapers written by Interpret analysts. Current subscribers to the service represent many of the largest media planning/buying agencies and media companies.

About Interpret LLC

Interpret is the leading cross-media market research firm. The company applies proprietary, cutting-edge methodologies and extensive category knowledge to help clients plan, test, and measure business strategies in the fast-evolving media landscape. Interpret's unique combination of syndicated measurement products and custom market research services provides a common language across media for the key stakeholders of the digital age. www.interpretllc.com.

About Mediabrands

Created by Interpublic Group (IPG) to manage all of its global media-related assets, Mediabrands employs 6,500 communications specialists operating in 90 countries and manages \$32B in global media billings. A proven entity in helping clients maximize the impact of their marketing investment to deliver explosive business results, Mediabrands enhances the communications offering and performance across its network of media agencies including Initiative, UM, MAGNA and a roster of Specialty Service Groups. Mediabrands is part of Interpublic Group (NYSE: IPG), one of the world's leading organizations of advertising agencies and marketing services companies. For more information, please visit www.mediabrandsww.com.

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