



How Advertisers Can Benefit from the Decline of Traditional TV

The Transmedia Embrace – Consumers Who Watch Traditional and Digital TV Are an Advertiser’s Dream

Santa Monica, CA, May 4, 2011 – Interpret, a leading entertainment, media and technology market research firm, today released its [Interpretations](#) report, “The Transmedia Embrace,” which found while there is degradation in traditional TV consumption, there is also good news for traditional television.

The report reveals that consumers who watch only on television and not through digital options has decreased by more than 9 million consumers. Better news for programmers and advertisers, the study finds that consumers are using both traditional and digital options in their consumption of video programming. It’s not an “either/or” consideration for advertisers, but rather a question of how best to optimize the use of both in concert. According to Interpret’s New Media Measure™ study, this “hybrid” consumer is growing -- those who watch both traditional and digital TV has increased from 72.1 million to 75.3 million in the past year.

“Not only are they growing, but those who watch both traditional and digital TV are an extremely attractive group to advertisers – they are younger and have higher incomes, said Michael Dowling, CEO of Interpret. “Interestingly, they are also more active on social network websites compared to others, suggesting another platform for marketers to further strengthen and enhance their messaging.”

[Click here](#) for more information about this report.

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™ supplies the means to better measure and keep track of fast-changing consumer behaviors. 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.

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.

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