



Media Research Firm Interpret Announces inchartsdata.com

Site includes consumer data across new media attitudes and behaviors

Santa Monica, CA, September 27, 2011 – Interpret, a leading entertainment, media and technology market research firm, today announced the launch of inchartsdata.com, a comprehensive online store of new media data, reports and trends. Available through the site's ecommerce engine, data and analysis come from Interpret's proprietary syndicated products, including New Media Measure™ and FanDNA™. New Media Measure™ is the most comprehensive source of consumer data covering the key pillars of new media: social media, digital entertainment, video games, mobile usage and personal technologies. FanDNA™ is the ultimate source of celebrity and brand connection, going beyond existing fan affinity tools to deliver fit scores based on celebrity influence. The site offers single data charts, trend slides, whitepaper analysis from Interpret analysts, and much more.

"We wanted to have a place where we could share the wealth of our new media data," said [Michael Dowling](#), CEO of Interpret. "With incharts, anyone can access and make use of the data fast, and cost efficiently, whether it's an analyst's whitepaper, an in-depth trend report or a single graph."

The site features *Interpretations* reports, monthly whitepapers from Interpret analysts that focus on the evolving digital landscape and what it means for business leaders; *Intrends* reports, quarterly in-depth trend reports that cover a wide swath of media and technology trends; and, individual charts, for those who need a credible, independent data point.

New Media Measure™ is Interpret LLC's proprietary, quarterly survey of media behaviors, attitudes and product consumption. New Media Measure™ supplies the means to better measure and keep track of fast-changing consumer behaviors, surveying 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.

Contact

310-255-0590 / sales@interpretllc.com