

Mediamark Research & Intelligence

Providing the Sharpest Picture Possible
of the American Consumer



Mediamark Research & Intelligence to Launch Pilot Test to Measure Magazine Readership in all Digital Formats

--Learning from 1,000 In-Home Interviews will Inform MRI's National Survey--

NEW YORK, NY: March 29th, 2010—Beginning next month, Mediamark Research & Intelligence (MRI) will conduct 1,000 in-home interviews, nationwide, to test the most effective way to question consumers about their magazine readership across all available formats and devices. This large-scale test is designed as a forerunner to incorporating new interview language into MRI's national *Survey of the American Consumer*, which provides consumer magazine audience ratings.

“The magazine industry is poised for what many believe will be a powerful game changer-- e-reading in all its forms, including via tablets and mobile apps,” said Kathi Love, President and Chief Executive Officer of MRI. “MRI intends to take the lead in measuring magazine content across all devices as, and if, consumers' magazine-reading behavior changes.”

MRI has measured consumer adoption of new devices which can be used to read magazines—such as e-readers and the iPhone—since those devices were introduced into the marketplace. This pilot test is designed to determine how best to measure the extent to which individual magazine titles are being read on these new tools.

The magazine formats and the devices used to read magazines which will be measured in the pilot test include:

- Magazines printed on paper.
- Magazine websites.
- Electronic reproductions of magazines (such as those provided by Zinio and Texterity).
- Mobile magazine reading (on cell phones; smart phones such as the iPhone and Blackberry; and via mobile apps).
- E-readers (such as Kindle, the Nook and Sony E-Reader).
- Tablets (such as The Skiff and the new iPad).

“The test is designed to ensure that future questions asked as part of MRI's *Survey of the American Consumer* are articulated in a way that is clearly understood by the respondent,” said Love. “This is important because new technologies are expressed in many ways and not always uniformly understood by all

consumers. The results of this pilot test will inform us as to how to most accurately incorporate questions about magazine reading across multiple platforms into our *Survey of the American Consumer*.”

The pilot test will be conducted from April to November of 2010. MRI expects that learning from the pilot test could be incorporated into The *Survey of the American Consumer* –in the form of new questions--in late 2011 at the earliest.

About MRI...

Founded in 1979, MRI interviews approximately 26,000 U.S. adults in their homes each year, asking about their use of media, their consumption of products and their lifestyles and attitudes. Because these interviews are structured as an area probability study, the results are projectable to the entire U.S. adult population.

MRI is the country's leading provider of magazine audience and multimedia research data. The company releases data from *Survey of the American Consumer* (adults 18+) twice yearly, in the spring and fall. MRI data have become the basic media-planning currency for the majority of the media plans that are created each year by national advertisers and their agencies.

MRI Starch, a leader in providing marketing intelligence of print advertising effectiveness, is a division of MRI.

MRI is part of GfK Group, Nuremberg, Germany. The GfK Group is the No. 4 market research organization worldwide. Its activities cover the three business sectors of Custom Research, Retail and Technology and Media. The Group has 115 companies covering more than 100 countries. Of a total of approximately 10,000 employees, more than 80% are based outside Germany.

For more information, please visit <http://www.mediamark.com/>.

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