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Contact: **Beth Buursema**  
**B and B Public Relations, LLC**  
[bethbuursema@bellsouth.net](mailto:bethbuursema@bellsouth.net)  
678-234-9016

## **NewMediaMetrics Predicts the Outcome of the Fall Primetime Schedule for Fourth Year!**

New York, NY (February 2, 2009) -- NewMediaMetrics, the company founded on an analytically proven, predictive single source approach known as Emotional Attachment (EA)<sup>™</sup>, has done it again. For four years in a row, NewMediaMetrics(NMM) has successfully predicted the outcome of the Fall Primetime schedule six months in advance by predicting the actual rank order and ratings of new pilot shows and returning shows. This year, NMM performed with an 86.4% accuracy.

Each June, NMM measures the Emotional Attachment (EA) for each new and returning show across 40+ demographic cuts. These "EA Ratings" are then used to predict Nielsen ratings and rank order as of the end of the Fall Season. Predictions are then compared to actual ratings/ranks at the tail end of the season. For example, this year, June's predictions were compared to actual average Nielsen ratings as of December 14, 2008.

This year NMM predicted *Fringe*, *The Eleventh Hour* and *Life on Mars* would be strong performing new shows; and others like *Crusoe*, *Americas Toughest Jobs* and the *Ex-List* to be poorer performers. Even so, they still predicted that none of the new shows coming out this fall would outperform retuning favorites like *CSI*, *House* and *Grey's Anatomy*.

"We really started the process of predicting the Fall Season as a means to simply prove that EA was predictive of media behavior. We already knew our proprietary, patent-protected approach was highly predictive of brand buying behavior and wanted to be able to link brand buyers with the media they consume most intently" says NMM Principle Gary Reisman.

"After our first year of predictions in 2005 came in with an 86% accuracy – everyone thought we just got lucky"- says NMM Principle Denise Larson. "But with each year, our models get more data and we get more accurate. Now with four years of proof, we know we are not lucky, we are actually right!"

NewMediaMetrics works with marketers to help them link their most lucrative revenue generating targets directly to the media they most intently view. This process is referred to as "Buyer Rich Media Environments". Marketers and Advertisers can tap into their TV, Sports and/or 360 Cross-Platform syndicated studies or develop comprehensive custom studies. NewMediaMetrics is taking this approach one step further and applying it to the Digital Content Marketplace. This will align brand marketers with the digital content ideas that are predicted to draw intent viewing. To learn more about NewMediaMetrics, visit the company's website: [www.newmediametrics.net](http://www.newmediametrics.net) or contact Beth Buursema at [bethbuursema@bellsouth.net](mailto:bethbuursema@bellsouth.net) or 678-234-9016.