



Study Insights

In the aggregate, reactions and response from **315,000** study participants have been collected and analyzed.

Studies Conducted Via the Internet

- Study participants with completed responses **195,000**
- Studies completed **363**
 - Types of studies completed involved the following:
 - Television ads 744
 - Videos (music videos only) 375
 - Videos (other than music videos) 31
 - Audio clips (songs, music clips, radio ads, ring tones, etc) 2,569
 - News media tests (anchors, weather, content and talent) 162
 - Printed media (logos, layouts, etc) 72
 - Political media (ads, speeches debates) 31
 - Live US Presidential debates 6
 - TurboFocus group segments 58

Studies Conducted Via a Fixed Facility

- Study participants with completed responses **120,000**
- More than **705** participant group sessions conducted via fixed facility locations nationally located. (Group sessions generally consisted of up to as many as 26 participants.) These participant reactions to hundreds of network television shows, proposed pilot programs, advertising and branding proved to be invaluable to a substantial representation of top tier organizations across a variety of Industry sectors representing:
 - Major television networks and associated entities
 - Radio stations
 - Consumer products
 - Consumer package goods
 - Financial services
 - Health care
 - Higher education
 - Political organizations