

media snapshot

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Mediamark Research, Inc.: First-Ever Survey of American Children

Mediamark Research, Inc. (MRI) conducted their first-ever survey of American children. 5,400 children (ages 6-11) responded to their American Kids Survey. The survey period was from March 8 through August 1, 2005. The questionnaire sought answers from the kids about their magazine readership, multimedia and product usage, lifestyles, and thoughts and feelings. Among the most interesting findings:

- About 58% of all respondents, when asked what they do when TV commercials come on, said they watch them.
- Almost 60% of all the respondents have a TV in their own room.
- Portable CD players considerably outnumber portable MP3 players (48.4 % v. 4.2%) for music listening.

SELECTED RESULTS OF AMERICAN KIDS SURVEY:

ONLINE USAGE- When it comes to online usage, 59% of all the kids

WHAT IS HOT IN MEDIA TODAY
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surveyed had been online in the last 30 days, while only 8.1% go online every day. While online, the largest percentage (42.6%) of respondents played games. Interestingly, more girls than boys (13.6% v. 7.6%) used email while online. 2.6% of all respondents had frequented chat rooms within the last 30 days.

THOUGHTS AND FEELINGS- 70.2% of all respondents completely agreed with the statement "I want to make a lot of money when I am older." Just 50.8% completely agreed with "I often do things to help other people."

ITEMS IN YOUR ROOM- More girls than boys have a CD player in their room (65.8% v. 54.1%), while more boys than girls have a video game system (47.1% v. 24.4%). 16.8% of all respondents said they have a computer in their room, while only 6.6% say they have Internet access.

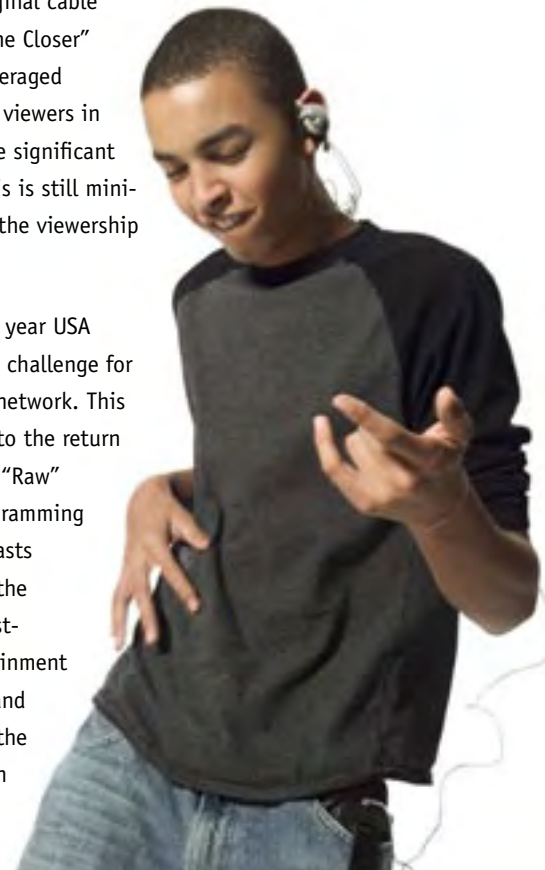
For more information on the American Kids Survey and a more complete list of the results, visit Mediamark Research, Inc. at www.mediamark.com.

Source: http://www.mediamark.com/mri/docs/press/pr_11-21-05_KidsStudy.htm

2005 Cable Winners

TNT won the ratings race in 2005 for viewers ages 18-49, averaging almost 1.2 million in primetime (8p-11p). This last year, the network was fueled by two new drama series that ranked in the top three new original cable series for the year. "The Closer" and "Wanted" both averaged more than 1.5 million viewers in the 18-49 demo. While significant in the cable world, this is still minimal in comparison to the viewership of top network shows.

In the last part of the year USA gave TNT a formidable challenge for the title of top cable network. This was in large part due to the return of Monday night WWE "Raw" telecasts to their programming schedule. "Raw" telecasts regularly rank among the highest-rated and most-watched cable entertainment programs. TBS, ESPN and Lifetime rounded out the top five respectively in viewers 18-49.



2005 Cable Winners *(continued)*

Notably, "Adult Swim," the late-night programming block on Cartoon Network, had a banner year in 2005, out-delivering its competition ("The Daily Show with Jon Stewart," "The Tonight Show with Jay Leno," "The Late Show with David Letterman," and "Jimmy Kimmel Live").

In the kids' category, Nickelodeon managed to increase its considerable lead in the category. It finished the year in first place for kids ages 2-11 with 1.2 million viewers, ahead of Cartoon Network's 774,000 and Disney's 747,000. Nickelodeon also was encouraged by an 8% increase in tween viewing with its show "Zoey 101" being the third-highest-ranked tween program after FOX's "American Idol" and CBS's "Survivor: Palau."

Take Your Cable Channels with You on the Road

In 2002, Blake and Jason Krikorian, brothers who are both Silicon Valley engineers, were traveling so much they missed many of their beloved San Francisco Giants baseball games, and at the time the Giants were in a pennant race. This spurred them both into finding a way to access their home programming on their laptops from anywhere in the world. From that, the Slingbox was born. After several years developing the product, their company Sling Media released its first boxes in July. The Slingbox lets consumers connect with their home cable or satellite hookups when they travel. While the Slingbox technology is revolutionary in its own right, it has the potential to further splinter television viewing.

As with music, where many younger consumers are forgoing CDs in favor of downloadable songs, television viewers – with the help of devices like Slingbox – are expected to download more and more of their programming when and where they want it. "The trend over the past 30 years is toward fragmentation," said John Mansell, a cable industry analyst at Kagan Research. "It makes life more complicated" for cable and satellite operators and programmers. For consumers, it could not be any simpler. The box (which is about the size of a shoe) sells for \$250 and unlike TiVo does not require a monthly subscription. The box can be hooked to a cable set-top box or a digital video recorder, and must be linked to a broadband line so the video can be "streamed" to a laptop or other device. Faster

connection speeds provide better video quality (aka better viewing). Users install software on their laptops that communicate with the Slingbox over a high-speed Internet connection at a hotel or other remote location. Users can watch what is playing live on the cable or satellite service at home, or anything stored on a digital video recorder. A virtual remote control that appears on the laptop allows users to change channels or play, pause or rewind a recorded program.

Even for all its conveniences, the Slingbox will probably not appeal to the masses if connection speeds are slow and the picture is jerky (plus the inconvenience of having to view it on a small computer screen versus their large screen television at home). But Mr. Krikorian, who has worked as an engineer in Silicon Valley for 15 years, says he has developed a solution called stream-optimization technology. This means that through a sophisticated software program, this technology will automatically adjust the video stream to match the quality of the broadband connection. Mr. Krikorian names the technology "Lebowski" after his favorite movie, "The Big Lebowski."



Brands in the News: Winners and Losers

Below are the top 5 winning and losing brands/celebrities of 2005 and the predicted winners and losers of 2006.

2005 WINNERS

1. iPod
2. Google
3. Oprah
4. eBay
5. Las Vegas

2005 LOSERS

1. United Airlines
2. Howard Stern
3. Britney Spears
4. Blockbuster Video
5. Miami

2006 PREDICTED WINNERS

1. Google
2. Oprah
3. eBay
4. Las Vegas
5. iPod

2006 PREDICTED LOSERS

1. Britney Spears
2. United Airlines
3. Howard Stern
4. Hummer
5. *The Apprentice*
(with Donald Trump)