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**New Research Indicates Television Viewers are Flicking and Clicking  
From The TV to the Computer Screen**

*American Marketing Association Releases New Research to Kick-off Mplanet™ 2006;  
AT&T's Randall Stephenson Highlights "Three-Screen Reality" for Consumers*

**Mplanet, Orlando, Nov. 30, 2006** – The American Marketing Association announced new research at the opening of Mplanet™ today that reveals that consumers are reaching for their remote control, then their mouse, making more of a connection between broadcast and the Web than ever before.

“We are seeing the landscape expand where the television experience is being enhanced by other media channels. Broadband is breathing new life into broadcast. Consumers are embracing the ways that marketers are blending traditional and non-traditional media channels,” said Dennis Dunlap, Chief Executive Officer, American Marketing Association.

AMA’s research indicates that in the last month more than a third of adults have watched a show, then engaged in some type of Web activity related to that programming. Young adults (aged 18 to 24) are significantly more likely to visit a show-related site than their older counterparts, and women are more likely than men to jump online to submit a vote or participate in a contest related to the show.

“This is a dynamic time,” said Nancy Costopulos, Chief Marketing Officer, American Marketing Association. “Consumers are gaining more control and marketers have to reach consumers in more relevant ways. This blending of the broadcast and Internet means marketers now have a better feel for age, household income, psychographics, hobbies, purchase behaviors, and thus are reaching consumers at touchpoints that are really meaningful to them.”

**The New “Three Screen Reality” for Consumer and Marketers**

Mplanet keynote speaker Randall Stephenson, Chief Operating Officer, AT&T, opened the conference by revealing how three screens – television, computers and cell phones – create a new world of opportunities for consumers and marketers.

Mr. Stephenson told the 900-plus marketers in attendance that AT&T is delivering on the promise of converged communication, where the consumer is in the center of the mediums most convenient to them. This new communications structure will deliver the right message, through the right medium, at the right time – bringing message relevance to consumers, and audience relevance to marketers.

“The modern-day Rosetta stone for doing this is IP – or Internet Protocol,” Stephenson said in his remarks. “IP is the common language that can be shared among today’s networks and devices, making for quick and easy hand-offs between the three screens. It sends the TV show you recorded on your DVR last night directly onto your cell-phone to watch during your commute. While waiting in line for your morning latte, you’ll be able to use your wireless device to access the Web sites bookmarked on your home computer ... or set the DVR to record tonight’s Grey’s Anatomy.”

Stephenson also noted that AT&T’s U-Verse service will allow viewers to interact with television in new ways.

“For example, viewers could click to learn more about the cool chair in a sitcom character’s living room or buy the jersey of the St. Louis Cardinal who just got the last strike-out to win the World Series – and complete the transaction before the batter gets back to the dugout,” he said.

### **AMA Research Results**

As part of its first-ever Mplanet (Nov. 29-Dec. 1), AMA is releasing a series of research reports that measure consumer attitudes toward new online mediums, the best channels by which to reach today’s savvy consumer, and how they are finding out about the newest and hottest products this holiday season.

The most recent AMA research revealed adults have visited a TV show-related Web site to either:

- Submit a vote or participate in a sweepstakes or contest (21 percent)
- Watch a previously aired episode (12 percent)
- Watch exclusive online footage, such as alternate endings to programs and behind-the-scenes video (10 percent)

AMA released the research in conjunction with its inaugural Mplanet. With more than 30 program sessions and more than 60 speakers, Mplanet’s program was strategically designed to enable marketers to explore new solutions and hear about future trends that will impact 2007 and beyond. The content for Mplanet was developed in collaboration with strategic partners McKinsey and Co., The Wharton School and Spencer Stuart.

Comparisons among respondents, based on demographic characteristics, reveal that:

- Respondents 18 to 24 years of age (56 percent) are more likely than respondents 25 years of age or older (33 percent) to visit a TV show-related Web site after watching that program to participate in any activity at all.
- Women (25 percent) are more likely than men (17 percent) to visit a TV show-related Web site to submit a vote or participate in a sweepstakes or contest.
- Respondents living alone were *less* likely than those living with someone to visit a TV show-related Web site to:
  - Watch a previously-aired episode (10 percent versus 15 percent, respectively)
  - Watch exclusive online footage, such as alternate endings for the show and behind-the-scenes video (8 percent versus 18 percent, respectively)

### **Survey Methodology**

Between November 9–12, 2006, Opinion Research Corporation conducted online interviews with 1,098 Internet-representative consumers 18 years of age or older in the continental United States. The sample was comprised of 527 men and 571 women. The sampling error associated with a sample size of 1,098 is plus/minus two to three percentage points at a 95 percent confidence level.

### **About the American Marketing Association**

The American Marketing Association (AMA) is the largest marketing association in North America. It is a professional association for individuals and organizations involved in the practice, teaching and study of marketing worldwide. It is also the source that marketers turn to every day for information/resources, education/training and professional networking. AMA members are connected to a network of experienced marketers nearly 40,000 strong and include leading marketing academics, researchers and practitioners from every industry.

AMA offers highly acclaimed seminars, workshops and Hot Topic events focused on the immediate needs of marketers, as well as trends shaping the future. AMA's website, [MarketingPower.com](http://MarketingPower.com), is the everyday connection to marketing data, articles, case studies, best practices and a robust job bank. The AMA also is the source for the field's top magazines and journals, including *Marketing News*. AMA local chapters keep members in touch with the best people and the best practices. For more information on the AMA, please visit [www.MarketPower.com](http://www.MarketPower.com).