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NIELSEN SURVEY CONFIRMS CAPTIVATE NETWORK DELIVERS HIGHLY DESIRABLE AUDIENCE FOR BRAND-NAME ADVERTISERS

More than 4 million viewers with average income above \$100,000 watch Captivate screens every month.

CHELMSFORD, Mass., Feb. 9, 2010 – [Captivate Network](#) delivers an audience of over four million employed, high-income consumers who watch the company's elevator screens and use the content on them to help make buying decisions, according to a survey by [The Nielsen Company](#).

The Nielsen survey shows that the company delivers more than 31 million impressions to over four million viewers in an average month. Captivate delivers more viewers than popular shows such as Mad Money, Larry King Live and Hardball w/ Chris Matthews, combined. The survey also confirmed that Captivate reaches a highly desirable demographic group composed of professionals ages 25 to 54 with an average income of \$108,000.

The survey involved over 1,000 on-site interviews in 46 buildings throughout 15 U.S. and Canadian markets. Unlike other digital place-based advertising research reports, Captivate's Nielsen report provides brand-name advertisers with detailed metrics about how viewers interact with Captivate screens. Captivate commissioned Nielsen researchers to manually count people leaving the building and confirm if they went in the elevator; if they noticed the screen; how long they were in the elevator; and demographic information. The methodology was consistent with the Audience Metrics Guidelines published by the Out-of-Home Video Advertising Bureau ([OVAB](#)) that ensure uniformity and accuracy in audience reporting metrics.

"Advertisers want proof that their digital out-of-home campaigns are reaching the right people. Captivate Network is providing advertisers with highly credible, best-in-class viewership and demographic metrics," said Paul Lindstrom, senior vice president at The Nielsen Company. "Captivate is the first digital out-of-home company to offer both U.S. and Canadian advertisers audience metrics that are consistent with OVAB guidelines. Advertisers can rely on Captivate's audience metrics with the same confidence they've grown to expect from print and broadcast media." CONTINUED



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Captivate Network consists of more than 7,500 digital screens in the U.S. and 1,500 in Canada. Through its screen network and [interactive Web site](#), Captivate has shown a consistent ability to engage viewers with compelling content. The Nielsen survey confirms that Captivate consistently reaches an audience of “spend-ready” consumers in office towers throughout North America. In addition, the survey measured not just how many people rode the elevator, but also how long they viewed the screens, and recalled, responded or recommended advertisements seen on the network.

Captivate Network Founder and President Mike DiFranza is also chairman of the OVAB board and has consistently advocated for industry standards. Although Captivate and other companies have provided traffic metrics for years, they needed the OVAB guidelines in order to deliver audience metrics. “This research represents a significant milestone for our company and the industry. The research enables Captivate to elevate its trading currency from traffic to audience metrics. Captivate is now able to provide our clients with the same currency used to plan and buy television and many other forms of traditional media,” DiFranza said. “In addition, the Nielsen research confirmed that Captivate delivers over four million upscale consumers, which many have identified as the consumer segment that will lead us out of the economic downturn.”

About Captivate Network

Captivate Network is the leading media solutions company in the digital place-based advertising market. Through multiple touch points – on screen, on line and on site – Captivate enables advertisers to engage a highly desirable and targeted audience of millions of employed, “spend-ready” consumers at a time and place when they are most inclined to make business and personal buying decisions. Captivate’s viewership metrics were recently validated by [The Nielsen Company](#) in a survey of over 1,000 visitors. Captivate was founded in 1997 and acquired by Gannett in 2004. The company is headquartered in Massachusetts, with offices throughout North America. For more information visit www.captivate.com.

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