

The Media Audit

NEWS RELEASE

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The Media Audit to Provide Qualitative Audience Profiles for 33 IBS TV Web Sites

Houston - September 12, 2000 - Internet Broadcasting Systems, Inc. has contracted with The Media Audit for qualitative audience data on 33 web sites developed and operated by IBS for local television stations in 31 markets.

The announcement was made by Phil Beswick, president of The Media Audit.

IBS is the first and largest network of local web channels in the US. Its web sites combine the "must know" local content of the dominant TV affiliate in a top market with a broad range of web services, backed by extensive promotion from the station. The company is partnered with Hearst-Argyle Television, Post-Newsweek Stations, McGraw-Hill Broadcasting Group, and in Canada with CanWest Global.

The Media Audit, a syndicated media ratings service currently covering 88 markets, provides both quantitative and qualitative data for media web sites as well as for traditional media. In addition to comprehensive audience profiles, The Media Audit provides trend data on market penetration and market share.

Traditional media - print, broadcast and outdoor - have used The Media Audit surveys in sales, marketing and management for over 29 years. In 1998, the surveys started providing data on local media web sites. The surveys now contain more than 400 fields of qualitative information in addition to quantitative measurements of local media audiences.

The Media Audit has more than 1700 clients that include radio and television stations, cable television networks, cable television operators, daily newspapers, alternative weekly newspapers, city and regional magazines, shopper publications, outdoor billboard companies, direct mail houses and local Internet web sites for daily newspapers, television and radio stations, alternative newspapers, shoppers and city guides. The client base includes more than 500 advertising agencies, media buying services and advertisers.

The Media Audit is a product of International Demographics, Inc., a 29-year-old Houston firm that is engaged exclusively in syndicated, multiple-media surveys conducted at the local market level.

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