

The Media Audit

NEWS RELEASE

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NBC to Get Qualitative Profiles of Local Web Site Audiences for 13 Network Owned/Operated Stations

Houston - September 5, 2000 - NBC has signed a contract with The Media Audit for local web ratings and qualitative audience data for the web sites of 13 network-owned and operated stations.

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

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 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 also 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.

For additional information:

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