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Contact: Erik Milster
For CIMM
(212) 446-1866
emilster@sloanepr.com

A+E Networks, Scripps Networks Join the Coalition for Innovative Media Measurement

-- Team with existing CIMM Members including television content providers, media agencies and advertisers to identify new ways to effectively measure audiences across multiple platforms --

NEW YORK, NY – September 7, 2011 – The Coalition for Innovative Media Measurement (CIMM / cimm-us.org), today announced that A+E Networks and Scripps Networks LLC are the newest members of the industry alliance focused on finding the best ways to measure changing media audiences.

“The combination of rapid technology advancements and shifting consumer behavior is quickly changing the media landscape in how we consume media and how we measure that consumption,” said Mike Greco, EVP Research, A+E Networks. “It’s critical that the industry comes together to map our best practice and leverage new insights and innovations. We are extremely excited to be partnering with media companies and advertisers through CIMM to activate new tools and insights into our businesses.”

Mike Pardee, SVP Research, Scripps Networks LLC, said, “We are thrilled to join this exceptional coalition of top research and media experts in the search for new, innovative, yet practical and timely solutions for the increasingly complex research and technological demands of today’s media environment. We are impressed with ability of the CIMM to inspire, prototype and execute real-world trials of potential solutions to the most pressing research and measurement problems facing the industry, and, in so doing, enable the rapid commercialization bringing to market of products and services with immediate marketplace value.”

Jane Clarke, Managing Director for CIMM, said, “We are delighted to welcome our two newest members to the team and look forward to working with them to explore and identify best practices for cross-platform measurement that will help enable monetization and improve ROI for member companies.”

CIMM now has 24 active members.

The coalition’s most recent initiatives include a CIMM-sponsored whitepaper on ‘Best Practices in Cross-Platform Advertising Effectiveness Measurement’ as well as its cross-media research initiative USA TouchPoints that chronicles how consumers interact with media across all platforms during their daily life activities including TV, radio, print, online and mobile. The data is now being fused with existing media measurement services to create a time-based, cross-platform media planning tool.

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About CIMM

The Coalition for Innovative Media Measurement (CIMM) was founded by several leading television content providers, media agencies and advertisers to promote innovation in audience measurement for television and cross-platform video. CIMM will explore and identify new methodologies and approaches to audience measurement through a series of pilot studies with independent measurement companies focusing on two key areas: the current and future potential of television measurement through set-top-box data, and new methods for cross-platform media measurement. www.cimm-us.org

Current participants are: A+E Networks, AT&T, Belo, CBS Corporation, Carat USA, Comcast Networks, ConAgra, Discovery Communications, Gannett, GroupM, Hearst, Interpublic Group's Mediabrands, Microsoft, NBC Universal, News Corporation, Omnicom Media Group, P&G, PepsiCo, Publicis Groupe, Scripps Networks, Time Warner, Unilever, Viacom, and The Walt Disney Company.