

## Awareness of Writers' Strike High Among TV Viewers

### **OTX Survey: 44% Of Viewing Public To Watch Favorite Shows Even If In Repeats**

**LOS ANGELES, CA – December 7, 2007 –** OTX (Online Testing eXchange), a leading global consumer research and consulting firm, announced today results from a survey among the TV viewers about the WGA (Writers Guild of America) strike. The survey, conducted from the 26<sup>th</sup> of November to the 2<sup>nd</sup> of December, was part of OTX's **TV Dailies** syndicated study. **TV Dailies** polls 3,100 people ages 13-64 each week about their viewing habits and intent to watch new and returning TV programs and special events.



The survey found that 73% of all TV viewers are aware of the strike, and among those 41% support it. And, while 51% of TV viewers are disappointed that some of their favorite shows will go or have gone into repeats, 44% say they will continue to watch their favorite shows even in repeats. 26% also said they will likely watch more reality programming, as these shows may not be affected by the strike. Furthermore, 15% agreed that they will likely record original episodes of their favorite shows, so they can watch them when they go into repeats. However, 29% said they will likely lose interest in many of the new shows that recently premiered, if they go into repeats soon.

"This is the first study to ask TV viewers their opinions of the strike," said Bruce Friend, President of Media and Entertainment for OTX. "Consumers today are very savvy about how the entertainment industry works and are cognizant of how issues like the strike will affect them."

The survey also sheds light on other methods viewers will use to keep themselves entertained during the strike. These include:

- Watching more DVDs (renting or buying) – 41%**
- Go to the movie theater more often – 19%**
- Watching more original content on the Internet – 16%**

#### **About OTX (Online Testing eXchange)**

OTX (Online Testing eXchange) is a global consumer research and consulting firm that has established itself as a leading provider of online-based research. The company specializes in providing innovative, cutting-edge online technology, products and analysis to the marketing, entertainment and advertising communities. OTX has developed the most innovative products available for online research today – products that work to uncover deeper and more profound consumer insight. Today the company is one of the fastest growing research companies in the United States and has offices in Los Angeles, New York, Cincinnati, Miami, Chicago and London, with strategic partners in Japan, Australia, Russia and China.

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