



OTX
The
News

FALL TV SEASON COMES INTO FOCUS AS OTX RELEASES EARLY AWARENESS, INTEREST AND BUZZ FOR NEW BROADCAST SHOWS

Los Angeles, CA – August, 8, 2007 – OTX (Online Testing eXchange), the leading global consumer research and consulting firm, announced today the latest findings for the new fall broadcast programs from *TV Dailies*, the firm's syndicated service that measures awareness, intent to view and buzz as well as other key pre-premiere metrics, for hundreds of new programs and events on both broadcast and cable.

TV Dailies polls over 3100 people ages 13-64 each week. The most recent results for the new fall broadcast programs on critical measures of "awareness", "intent to view", and "buzz" among Adults 18-49 are featured below.

"As the TV landscape continues to expand and fragment, marketing campaigns for new shows are getting more complex and more creative," said Bruce Friend, President, Media and Entertainment Insights for OTX. "Broadcast and cable networks can no longer look at just one metric, awareness, to gauge potential new show success. In addition to awareness, viewing intent (if, when, and how they intend to view new shows), the intensity level of viewing interest, buzz and program appeal are also critically important drivers of program viewing success, and *TV Dailies* measures all of these indicators on an ongoing basis."

With more than six weeks until the official start of the fall season, the data suggests that NBC's *Bionic Woman* and ABC's *Cavemen* are generating the most awareness, interest and buzz. CBS' *Cane* and FOX Network's *Next Great American Band* are also emerging as top shows on key metrics.

OTX also measures if the buzz for a new TV show is positive, neutral, or negative. For a full breakdown on the buzz for the new broadcast shows below, please contact your OTX representative.

Top 10 New Shows on Awareness

Bionic Woman (NBC)
Cavemen (ABC)
Kid Nation (CBS)
Pushing Daisies (ABC)
Cane (CBS)
Next Great American Band (FOX)
K-ville (FOX)
Journeyman (NBC)
The Big Bang Theory (CBS)
Reaper (CW)**
Gossip Girl (CW)**
Chuck (NBC)**

**indicates tie for 10th place

Top 5 New Shows on Intent to View (Will Definitely Watch)

Bionic Woman (NBC)
Cavemen (ABC)
Kitchen Nightmares (FOX)
Private Practice (ABC)
Cane (CBS)*
Pushing Daisies (ABC)*
K-ville (FOX)*
Kid Nation (CBS)*
Reaper (CW)*
Next Great American Band (FOX)*
Journeyman (NBC)*
The Big Bang Theory (CBS)*

*indicates tie for 5th place

Top 5 New Shows on Buzz

Cavemen (ABC)
Bionic Woman (NBC)
Kid Nation (CBS)
Pushing Daisies (ABC)
Kitchen Nightmares (FOX)*
Private Practice (ABC)*

*indicates tie for 5th place

Source: OTX *TV Dailies* weekly syndicated tracker, week of 7/30/07-8/5/07. All data based on total sample Adults 18-49, n=2000

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.

For more information contact:
Ajay Durani 212.886.5934
adurani@otxresearch.com
or visit www.otxresearch.com