



TEENS SAY ZAC EFRON HOTTER THAN PIRATE FAVORITES DEPP/BLOOM OR TRANSFORMERS' SHIA LABEOUF

New Research From OTX and eCRUSH Examines Teens' Movie-Going Behavior and Preferences

LOS ANGELES, CA – August, 24 , 2007 – OTX (Online Testing eXchange), the leading global consumer research and consulting firm, released new results from its Teen Topix study. The Teen Topix survey taps into the complex lives of the 13 -17 year old set and is done in conjunction with eCRUSH, a leading PG-13 social networking site. 750 teens across the country were surveyed about their movie-going behavior and preferences.

Zac Efron of *High School Musical* fame and this summer's theatrical *Hairspray* was the name most often mentioned when teens were asked "who is the hottest male movie star of the summer," followed by Johnny Depp, Orlando Bloom (both from *Pirates*), Shia LaBeouf (*Transformers*), and Daniel Radcliffe (*Harry Potter*).

Hottest Male Movie Star of the Summer

Zac Efron, <i>Hairspray</i>
Johnny Depp, <i>Pirates</i>
Orlando Bloom, <i>Pirates</i>
Shia LaBeouf, <i>Transformers</i>
Daniel Radcliffe, <i>Harry Potter</i>

Hottest Female Movie Star of the Summer

Jessica Alba, <i>Fantastic Four</i>
Jessica Biel, <i>Chuck and Larry</i>
Keira Knightly, <i>Pirates</i>
Megan Fox, <i>Transformers</i>
Emma Watson, <i>Harry Potter</i>

The survey also found that majority of teens see movies within the first two weeks. 27% say they usually go on opening weekend and an additional 44% go within the first two weeks. And teens find out about the latest movies by traditional means with 61% saying they get information from TV ads and 46% from in-theater trailers. Entertainment websites (15%), social networking sites (15%), video sharing sites (13%), and movie ticket sites (8%), all fall to the bottom of the information hierarchy. Buzz is also a source of information especially among friends and others in school.

When do you usually see movies

Opening Weekend	27%
Within the first two weeks	44%
Some time after the second weekend	20%
I prefer to see movies on video/DVD	8%
I prefer to wait and see movies on TV	1%



Where do you usually get information about movies

TV ads	61%
Trailers/previews in a movie theater	46%
Friends / boyfriend / girlfriend talk about it or tell you about it	46%
Other kids in school talk about it or tell you about it	41%
Family members talk about it or tell you about it	32%
Internet ads	29%
Magazine ads	25%
Talk/news/entertainment shows (like Access Hollywood or TRL)	23%
Movie or studio websites	18%
Newspaper/magazine articles or reviews	17%
Radio ads	17%
Newspaper ads or listings	16%
Entertainment websites (like imdb.com or rottentomatoes.com)	15%
Social networking websites (like myspace.com or facebook.com)	15%
Outdoor ads or billboards	15%
Radio shows	14%
Video sharing websites (like youtube.com)	13%
Blogs	9%
Ticket selling websites (like fandango.com or movietickets.com)	8%

Buzz is also key to influencing movie going decisions for this group. 70% of teens say the fact that people are talking about a movie makes them want to see it in the theater. This exceeds the influence of trailers (68%), ads (65%), or reviews (48%).



Which of the following makes you want to see a movie in the theater

Top 2 Box

The genre (e.g., Action, Comedy)	77%
The storyline or plot	71%
People are talking about it	70%
The trailer	68%
The stars	67%
The special effects	66%
The advertisements	65%
My friends' opinions	65%
Because it's a sequel	56%
Movie reviews	48%

"This type of information adds another dimension to the research movie studios need about today's teens," said Bruce Friend, President of Media and Entertainment Insights for OTX. "As studios begin to think of their films as brands and brand franchises, information about the teen audience is crucial to targeting, establishing launch plans and making determinations of which films may become the next big franchise."

Another key finding of the study was that teens are viewing movies they missed in theaters in more traditional ways. When teens were asked how they plan to view specific movies they didn't see in the theater, most (69%) said they would rent or buy the DVD, Pay-per-view and TV were also mentioned as options by about 1 in 10, but downloads were in the 1%-5% range depending on title.

"Teens are savvy consumers," said Amy Gibby, President of eCRUSH. "This wave of the Teen Topix study gives movie marketers a sense of the complex decision making process teens go through when deciding which movie to see."

Additional data about possible movie sequels and anticipated Fall/Winter films are featured below.

Top 5 Movies Teens Want to see Sequels/ Another Sequel for

Pirates of the Caribbean
Harry Potter
Transformers
Spiderman
Shrek

Top 5 Fall/Winter Movies (Intent to View) (Top 2 Box)

Saw IV
National Treasures: Book of Secrets
Mama's Boy
Fred Claus
I Am Legend, Alvin and the Chipmunks, Enchanted (tie)

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.

About eCRUSH

The eCRUSH Network, acquired by Hearst Magazines Digital Media in January 2007, is a group of PG-13 sites related to universal truths of crushing, flirting, and all forms of teen connectivity.

eCRUSH® is the original "crush" site — a way for users to find out anonymously if someone they like feels the same about them, with no chance of rejection. The site launched on Valentine's Day 1999, and has matched close to 1MM users.

eSPIN® is a profile-based site that offers the old junior-high game with a modern twist. Designed with safety in mind (all youth submissions are screened to remove any personally identifiable information and inappropriate content before they can be posted), this is the premier way for gen-Y to connect, flirt and make new friends online. Launched in 2001, eSPIN-the-Bottle™ has over 2,500,000 users and is growing rapidly. HighSchoolStyleBoard is a photo-rating site with a few new twists. Users can post photos in numerous categories, such as "Best Hair" and "Preppiest." Multiple votes per page and an extensive "Top 500" list in each category keeps users returning to this site.

Surveys4Teens is an email based resource for teens who are interested in age-appropriate research. Surveys4Teens has a unique audience of over 250,000 teens.

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