



Tracking movies every week since 2002

Since its launch in 2002, Movie Dailies has been the industry-leading movie tracking study used by studios, distributors and media owners to track and adjust marketing campaigns and gauge potential box office success for new releases.

The largest weekly sample for tracking data you can trust

Movie Dailies delivers the largest weekly sample size of any movie tracker in the US today – 1500 movie-goers aged 13–64. This large sample size provides greater accuracy and ultimately greater confidence that you are observing and reacting to real changes in the marketplace.

Focus on your target groups

Movie Dailies' large weekly sample size means you can focus on the target group(s) of most interest for each movie. These groups can be based on age/gender, race, education, parents, movie-going avidity and/or genre fans – and with a sample that starts at 13 years, we have accurate data for the important teen market.

More in-depth metrics

Movie Dailies tracks the key metrics of awareness, interest and choice for each movie as well as further measures to help you better understand how the campaign is working and the movie's box office potential.

Additional tracking metrics available to all subscribers of Movie Dailies include:

Definite Interest Intensity (DII): To ascertain just how committed an audience is to seeing a movie in theaters. DII is a crucial measure during periods when several movies may be on a movie-goers' radar

Title & Star Conversion: To give an indication of the movie star/franchise power among those who haven't been exposed to the campaign

Websites: Allowing you to see which sites being used (or considered) for a campaign deliver the most engaged, influential audience for a movie

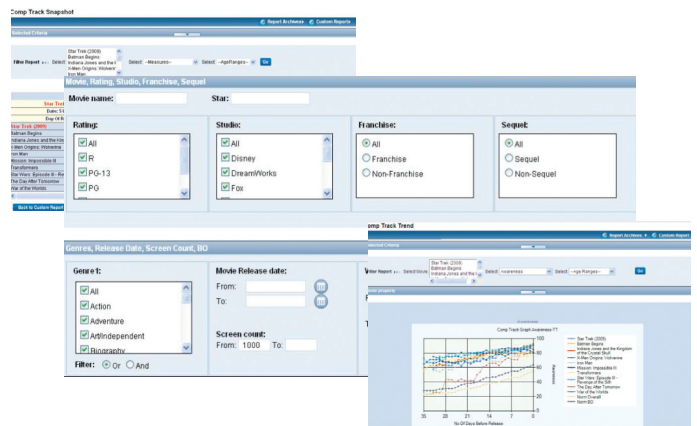
Comprehensive benchmark data

To help gauge how well a movie is tracking in the weeks leading up to its release we have norms for every metric, based on different demographic target groups, different genres of movies and for different stages in a movie's life-cycle. Furthermore, our extensive database means we can pull out comp title data to provide an accurate assessment of a movie's tracking data relative to its peer group.

Timely and easy to use reporting

Data from Movie Dailies is delivered in a range of formats to ensure you have the data you need, when you need it.

Daily reports are delivered each weekday by 8 am PST. Depending on your needs we can provide topline, snapshot reports, executive summaries, comparison charts and trend reports, as well as full data tabulations. In addition, as a subscriber to Movie Dailies you have access to our easy to use insights portal. This allows you to dig deeper into a movie's tracking scores and also to carry out custom analysis of our database of more than 1,000 movies.



Ipsos MediaCT

The Media, Content & Technology Research Experts

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Available each week in the US and internationally

Movie Dailies is available each week in the US, UK, Germany, Japan and Australia. We also track on a regular basis the important international markets of France, Russia and South Korea, making Movie Dailies the most widely available movie tracker on the market today.

From the movie experts

Movie Dailies is another high value offering from the Motion Picture Group (MPG), a specialist division of Ipsos MediaCT. MPG brings together a wealth of theatrical experience, technological innovation and strong analytical support to help you make smart decisions. www.worldwidempg.com



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About Ipsos MediaCT

Ipsos MediaCT is the market research specialization within Ipsos built to reach, engage and more effectively understand today's digitally-driven consumer in the fast moving media, content and technology space. We work with leading companies in technology, entertainment and all sectors of media—TV, online, print, mobile, outdoor, radio—helping owners and advertisers to better understand different audiences, the content they consume, the channels they use to consume it and the technology they use to discover, talk about and access this content.

We do this through industry-leading products and services such as LMX (Longitudinal Media eXperience) and the Ipsos Mendelsohn Affluent Survey; as well as through custom research to answer specific and often complex questions from our clients. Many of these questions are focused on cross-platform effects and the relationship between different media channels. They also cover the consumer's relationship with new technology and how it impacts on their attitudes and decisions. Answering them requires an innovative approach to market research together with sector experience and ultimately, thought leadership.

The senior team at Ipsos MediaCT has extensive experience of working with and for media owners, studios, agencies, advertisers, technology and entertainment companies, allowing us to look at the issues from all angles. The techniques we use to answer research briefs encompass a wide range of approaches from the humble survey or focus group to semi-ethnographic online techniques, biometric testing and the use of on-device metering.

Ipsos MediaCT is a specialist division within Ipsos, one of the world's largest market research agencies. Ipsos has offices in 84 countries, generating revenues of €1.140 billion (\$1.6 billion U.S.) in 2010. Alongside media, content & technology, Ipsos has specialist practices in advertising, loyalty, marketing and public opinion research.

