



STATISTICAL
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S•M•A•R•T

(Systems for Measuring And Reporting Television)

New S•M•A•R•T Funding from TV Networks

Westfield, New Jersey, November 15, 1996. Statistical Research, Inc. (SRI) announced today that ABC, CBS and NBC have committed to an expansion of the S•M•A•R•T™ (Systems for Measuring And Reporting Television) Philadelphia laboratory. The new funding will complete the research and development of a 21st century television measurement system for network, syndication, and cable TV.

The S•M•A•R•T Philadelphia laboratory project was launched in February 1994. It grew out of earlier SRI methodological work done for CONTAM (Committee On Nationwide Television Audience Measurement) as part of the continuing CONTAM effort to understand and to improve nationwide television audience measurement.

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111 PROSPECT STREET
WESTFIELD
NEW JERSEY 07090
(908) 654-4000

S•M•A•R•T™ is a Trademark of Statistical Research, Inc.

The S•M•A•R•T initiative has three parts:

- The Philadelphia lab.

A 500-home panel operating in Philadelphia that generates daily television usage levels by sets and by persons.

- The UTPC system.

An innovative electronic system designed to encode programs at transmission and to decode in the home. The new Universal Television Program Code (UTPC) system is more accurate and comprehensive than the present method and will make possible automated measurement for all program ratings in the future, including programs which are digitally transmitted by compressed signals.

- A full-access, real-time reporting system.

Guided by an industry committee to address user reporting needs, a S•M•A•R•T reporting system has been designed and demonstrated. The reporting system software and Philadelphia TV usage data will be available on PCs for S•M•A•R•T participants.

The S•M•A•R•T initiative is an industry-wide effort. It has involved advertisers and agencies, as well as other media -- broadcast, cable and syndication -- and will continue to seek their active participation.

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SRI is a leading independent research firm specializing in media, marketing and statistical methodological research. SRI has done significant work for the television and radio networks, PBS, the telecommunications and yellow pages industries, as well as industry groups such as the Association of National Advertisers. SRI produces RADAR®, the network radio audience measurement service.

For more information, please call George Hooper at (908) 654-4000.

