

FINAL DRAFT

OPTIMEDIA U.S. LAUNCHES CONTENT POWER RATINGS REPORT

Media Industry's First Multi-Media Ratings Report Measures Total Value of Television Shows Across All Platforms, Reveals Surprise Winners

NEW YORK (March 4, 2008) - Optimedia International US Inc. (<http://www.optimedia-us.com>) a Publicis Groupe-owned communications planning and buying agency, has released its inaugural **2007 Content Power Ratings Report**, a comprehensive quarterly ratings index that ranks the relative reach and power of the top 100 television programs, based on the number and quality of viewers across important digital and traditional media.

Using data culled from the agency's own primary research, as well as from Nielsen Media Research's NTI database, comScore's Media Metrix, E-Poll's FastTrack™, Keller Fay Group's TalkTrack, and Factiva, this comprehensive report ranks network and cable programs using four criteria:

- **Audience size** across TV, Web and mobile properties
- **Audience Appeal** – including awareness, core values, and quality
- **Interest** —including PR mentions and word-of-mouth 'buzz'
- **Streaming** – the extent to which the program is watched online

The Content Power Ratings Report provides agencies, networks and advertisers with an independent assessment of a television program's true commercial value and footprint. Optimedia plans to release the report quarterly.

Antony Young, president of Optimedia US, said, "A television program today is far more than just ratings – Web presence, ability to drive word-of-mouth and engagement value are all factors we take into account when valuing a program for advertisers. As we head into this year's upfront season, the need to understand a program's pulling power across all media platforms is more important than ever, and the Content Power Ratings Report provides the industry with an independent gauge of a television show's true market value."

Added Larry Novenster, head of broadcast for Optimedia, “As we strive to associate our clients with the best content on all media platforms, we see this service as a necessary next step in the evolution of media buying.”

KEY FINDINGS:

Some key findings of the Content Power Ratings Report include:

- The top three shows in total Content Power Ratings were **American Idol** (FOX), **Dancing with the Stars** and **Grey’s Anatomy** (both ABC), on the strength of their television, Web ratings and level of buzz they generate consistently
- NBC shows **Heroes**, **The Office** and **30 Rock**, despite being ranked 27th, 79th and 88th in television rating rankings in 2007, are ranked 4th, 6th and 18th respectively in terms of content power ratings
- CW’s **Gossip Girl**, while recording low television ratings, outranks ABC’s **Private Practice** and NBC’s **Bionic Woman** due to the high level of interface with its audiences via online, mobile, PR, generated word-of-mouth, and the strength of its appeal to its core audience
- **Army Wives** (Lifetime) was the top-ranked cable show in the Content Power Ratings, ahead of network primetime reality shows such as **The Biggest Loser** (NBC) and **Are You Smarter than a 5th Grader?** (FOX)
- **Pushing Daisies** (ABC) was the strongest new show last year, ranked 13th overall

Greg Kahn, SVP, Director of Strategic Resources, Optimedia, added, “In this report, we’ve reflected not just audience size, but audience appeal – which has become a more important factor in the cluttered media environment. Our research supports a case for valuing the quality of shows, not just their TV ratings, as this is a better judge of responsiveness to advertising and sponsorship.”

Optimedia will make its top 100 Content Power Ratings Report available online via <http://www.optimedia-us.com>

OPTIMEDIA CONTENT POWER RATINGS TOP 20

Rank - Content Power Ratings	Rank - TV Impressions	Program	Network
1	1	American Idol	FOX
2	2	Dancing with the Stars	ABC
3	7	Grey's Anatomy	ABC
4	27	Heroes	NBC
5	3	CSI: Crime Scene Investigation	CBS
6	79	The Office	NBC
7	15	Lost	ABC
8	5	Deal or No Deal	NBC
9	20	Desperate Housewives	ABC
10	6	House	FOX
11	51	Ugly Betty	ABC
12	4	CSI: Miami	CBS
13	38	Pushing Daisies	ABC
14	8	Survivor	CBS
15	115	Gossip Girl	CW
16	16	CSI: NY	CBS
17	84	Friday Night Lights	NBC
18	88	30 Rock	NBC
19	41	Law & Order	NBC
20	59	Prison Break	FOX

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About Optimedia

Optimedia US (<http://www.optimedia-us.com/>) is a media agency that specializes in integrated marketing communications strategies. Its proposition is summed up in the expression “Never Settle, Never Stop ...” Optimedia is an agency that loves to challenge.

With offices in New York, Dallas, Indianapolis, San Francisco and Seattle, Optimedia works on such clients as T-Mobile, Nestlé, L’Oreal, Lancome, Sanofi- Aventis and British Airways.

Optimedia is owned by Publicis Groupe, the largest media agency services group in the US. It is part of the ZO Worldwide Network.