



THIRD SCREEN MEDIA LAUNCHES THE FIRST-OF-ITS-KIND MOBILE ADVERTISING CAMPAIGN BRAND AWARENESS AND MEDIA EFFECTIVENESS RESEARCH SURVEY

TSM|MediaEffect Offers Tangible Mobile Metrics for Agencies and Brands

BOSTON – September 11, 2006 – Third Screen Media, the leading provider of mobile advertising and marketing software and services, today announced the launch of TSM|MediaEffect, the first-of-its-kind mobile advertising campaign brand awareness and effectiveness research survey. TSM|MediaEffect is the only survey tool available that measures mobile advertising media effectiveness by frequency of exposure to an advertiser’s message.

Customized to each brand and individual campaign, TSM|MediaEffect allows brands and agencies to learn more about the mobile audience than ever before. The industry’s first survey tool effectively measures the mobile audiences aided recall, brand awareness, competitive set, demographics, favorability, message association, product awareness, purchase intent, usability/usage and optimal frequency capping. TSM|MediaEffect is enabled by mobile subscribers opting in to participate directly on the mobile device screen. Third Screen Media utilizes a control-exposed methodology intended to capture clean data sets. In addition to providing valuable campaign metrics, Third Screen Media offers in-depth analysis of the data, as well as a full report.

The revolutionary capabilities of the TSM|MediaEffect survey were put to the test during a recent mobile advertising campaign conducted by Ogilvy’s Digital Innovation Group and its client, Lenovo. The campaign targeted Lenovo’s audience through WAP (Wireless Application Protocol) banners on selected sites on CBS SportsLine, Go2, USA TODAY, among others. Special offers on the banners drove consumers to a WAP site where they could elect to take a survey by entering a contest for a free phone upgrade.

“With the introduction of a metrics-rich survey for mobile advertising campaigns, Third Screen Media has delivered a solution that will encourage an even greater number of brands to explore the mobile platform for their consumer outreach,” said Maria Mandel, executive director, Digital Innovation Group at OgilvyInteractive. “Today the average online click through rate is a mere .20%, so the 6.66%-rate achieved with the Lenovo campaign underscores the vast potential of advertising to a targeted mobile consumer base.”



Ogilvy documented an unprecedented click-through rate of 6.66% against an industry average of 3%, with a brand awareness increase of 188% as a result of exposure to the advertisements. The survey also was successful in building significant brand recall for Lenovo as the maker of the ThinkPad brand, which was once an IBM product. In addition, the TSM|MediaEffect survey offers filtered responses based on frequency of exposure to brand advertisements across Third Screen Media's TSM|Network of sites. This level of detail provides the optimal frequency capping levels and the data media planners require to develop effective mobile advertising campaigns.

"The mobile advertising industry has seen tremendous growth as of late," said Tom Burgess, CEO, Third Screen Media. "For the first time, agencies and their respective brands have the capability to accurately measure the effectiveness of their campaigns, adding value and validity to the mobile ad buy."

As part of the CTIA Wireless I.T. and Entertainment Show this week, Burgess will participate in "Defining the Mobile Advertising Ecosystem: On and Off-Deck Opportunities...How to Monetize the Third Screen", along with representatives from MediaVestWW, CBS Digital and Sprint Mobile Media Network. The panel, moderated by Roger Entner of Ovum, will discuss the growing opportunities on the mobile platform for companies such as Lenovo.

PLACE: Los Angeles Convention Center, Room 411
DATE: September 13, 2006
TIME: 12:30 – 1:15 p.m.

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About Third Screen Media

Third Screen Media (TSM) is a software and services company that enables advertising on mobile phones and wireless devices. TSM's MADX product suite links advertisers, publishers, and mobile phone carriers together on a common platform to increase the efficiency and time-to-market for the buying and selling of mobile advertising in WAP, video, MMS and downloadable applications. MADX goes beyond ad delivery by providing in-depth research, planning and publisher inventory management analytical tools, yielding the highest possible ROI. Third Screen Media also operates the TSM|Network, the largest single source of mobile advertising inventory offering best-in-class content, targeted demographics and broad reach. Customers and partners such as USA TODAY, MasterCard, Dunkin Donuts, MSN, The Weather Channel and the world's largest advertising agencies rely on Third Screen Media's products and services to manage advertising campaigns uniquely optimized for mobile devices. For more information about Third Screen Media, visit www.thirdscreenmedia.com.

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