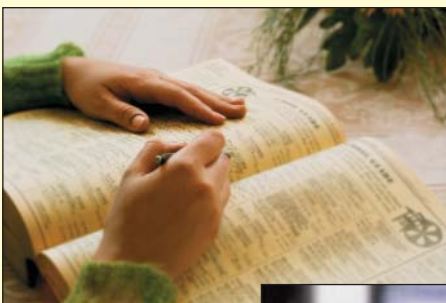


KNOWLEDGE NETWORKS/SRI

Founded in 1969 (as Statistical Research, Inc.), Knowledge Networks/SRI sets the standard for accurate and statistically reliable media research. Counting all of the major radio and television networks and Yellow Pages publishers — as well as many advertisers and ad agencies — as clients, KN/SRI provides insights that companies rely upon to make smarter media marketing choices. KN/SRI collaborates with clients to design studies that zero in on the questions that need to be answered, producing clear, actionable data and analyses. And, at a time when "research reports" based on unknown or unreliable samples have become common, KN/SRI studies are still distinguished by

- Probability sampling
- Industry leading response rates
- Expert design
- In-depth interviewing by thoroughly trained personnel

Our time-tested methods have provided consistent reliable results for over 25 years.



Since the 1990s, KN/SRI has been applying its How People Use® methodology toward understanding consumers' engagement with media in the context of their busy lives. We have been tracking PC and Internet use for more than a decade and have developed a variety of software for optimizing the use of individual and multiple media. And in 2005, KN/SRI was selected by the Yellow Pages industry to establish and operate Yellow Pages Market ReporterSM, the first syndicated measurement of directory usage in geographies across the country.

A significant share of KN/SRI's work has been in media audience measurement. In an arena where survey results are used to buy and sell billions of dollars in advertising, KN/SRI has earned a reputation for accuracy and thoroughness; major TV and radio networks and advertising agencies regularly call on KN/SRI for proprietary research and use our syndicated studies as benchmarks.

Yellow Pages research has been a company specialty for more than 20 years, with studies conducted for the Yellow Pages Integrated Media Association (YPIMA), as well as its previous incarnations — the National Yellow Pages Service Association (NYPSA) and the American Association of Yellow Pages Publishers (AAYPP). Study topics have included nationwide YP use and trends; usage of hundreds of specific YP product service headings; and tracking of YP ad campaigns.

KN/SRI Products and Services

- Proprietary research
- Yellow Pages Market ReporterSM
- The Home Technology Monitor[™]
- MultiMedia Mentor[™]

KN/SRI Timeline

- 1972: Established RADAR[®] (Radio's All Dimension Audience Research) — the only measurement of national network radio audience delivery. (The service is now owned by Arbitron.)
- 1989: Released a landmark, six-volume report on the "peplemeter."
- 1990: KN/SRI cofounders Gale Metzger and Gerald Glasser received media research's most prestigious honor — the Hugh Malcolm Beville, Jr., Award of the National Association of Broadcasters and the Broadcast Education Association.
- 1994: Began measuring Internet connectivity during the early stages of the medium; the measurement is now part of The Home Technology Monitor.[™]
- 1994: Developed/tested an alternative national TV ratings system known as S.M.A.R.T (Systems for Measuring And Reporting Television), which was supported by 33 advertisers, agencies, and telecasters.
- 2001: Created the first custom application of MultiMedia Mentor[™] for ESPN, giving the sports network an ideal tool for establishing the collective reach of its combined media outlets.

KN/SRI Experts

- Gale D. Metzger: Senior Consultant – KN/SRI cofounder and a pioneer in innovative, high-quality media research for almost 40 years
- Maura E. Clancey: Senior Vice President & Managing Director — winner of the Advertising Research Foundation's 1994 Richard L. Lysaker Award
- Jane Dennison-Bauer: Senior Vice President & Managing Director — leader of the Yellow Pages' research program
- Robert DeFelice: Vice President, Client Service — liaison for the MultiMedia Mentor[™] service
- David C. Tice: Vice President, Client Service — coordinates KN/SRI's The Home Technology Monitor[™] and its sports media research

If you would like to learn more about Knowledge Networks/SRI's products and services, please contact:

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