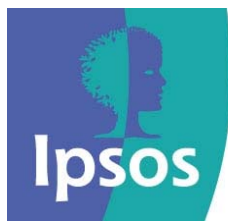


# ABC Research Gets a Backstage Pass to Viewers' Living Rooms

*Panelists Find Oscar Telecast on ABC More Enjoyable with  
AppCast Mobile Applications*

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## ABC Research Gets a Backstage Pass to Viewers'

### Living Rooms

#### *Panelists Find Oscar Telecast on ABC More Enjoyable with AppCast Mobile Applications*

New York, NY, March 2, 2011 - ABC, in partnership with the market research company Ipsos, and mobile technology company Lumi Mobile, conducted experimental research live during the Oscar telecast using downloaded mobile apps to get a peek at how viewers were reacting to the show.

"We took the idea of our digital Oscar 'backstage pass' and applied it to research. Instead of going behind the velvet rope, we went in front of the living room couch to listen and interact with viewers in real time as they responded to the show," said Charles Kennedy, SVP, ABC Research.

Using a combination of chat, polls, trivia and open-ended questions, a panel of over 100 viewers created an extended virtual Oscar viewing party that offered unique insight into how the different show elements -- including the promos for upcoming ABC series -- were being received. Some of the key findings:

- 88% of panelists said the AppCast mobile application made watching the Oscars more enjoyable.



- 92% of participants said that AppCast-type interactive applications would make them more likely to watch live TV events.

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