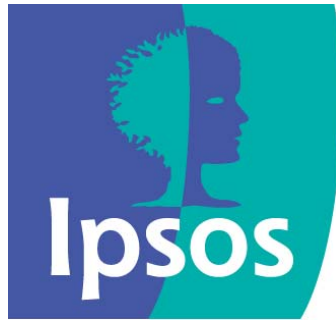


Ipsos OTX MediaCT Nominated for MRC Award

Nomination Recognizes Experimental Appcast Work with Lumi Mobile

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Nomination Recognizes Experimental Appcast Work with Lumi Mobile

Los Angeles, CA and London, UK – Ipsos OTX MediaCT has been nominated as a finalist for the prestigious Mobile Research Conference (MRC) award for its Appcast project work with Lumi Mobile.

The nomination comes after Ipsos and Lumi conducted experimental research live during the Oscar telecast using downloaded mobile apps to get a peek at how viewers were reacting to the show. 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.

“The key goal of the Appcast project was to develop a research method that supplies clients with rich research insight and increases participants’ enjoyment of the experience,” says Andrew Leary from Ipsos OTX MediaCT. “To take full advantage of the mobile phone as a research device but make it interesting and fun and leaving consumers wanting more.”

The MRC Awards, introduced as part of the third annual Mobile Research Conference, aim to encourage and recognize innovation in conducting market research through mobile devices.

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- 1 -

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The award winner will be announced at the drinks reception at the close of day one of the MRC Conference in London on April 18.

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