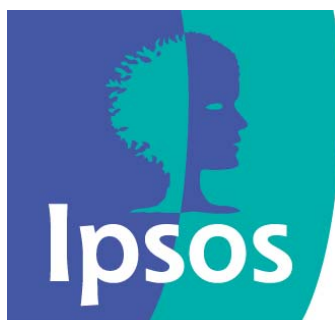


Walking the Red Carpet with Ipsos and Lumi

Oscar Broadcast Research Nabs Ipsos and Lumi Inaugural MRC Award

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London, UK and New York, NY, April 21, 2011 - Ipsos and Lumi Mobile have walked off with the first ever Mobile Research Conference Award. Ipsos, a leading global market research company, and Lumi, an innovative mobile technology provider, were named winners of the inaugural Mobile Research Conference Award for their joint project: **APPCAST: Live mobile engagement & insights - I'm having fun, can this really be research?**

The Ipsos Open Thinking Exchange in partnership with Ipsos OTX Media CT and Lumi Mobile conducted experimental interactive live research during the 2011 Oscar telecast broadcast on February 27 on ABC. Using downloaded mobile apps, Ipsos was able to see how viewers were reacting to the show in real time.

"Innovation is at the heart of our business and this award is testament to our commitment to leading the way in mobile research," says Shelley Zalis, chief executive for the Ipsos Open Thinking Exchange. "The research industry must reinvent itself for this new generation. By working with like-minded partners like Lumi Mobile, Ipsos is able to rise to the challenge. And this award is recognition of the work we are doing to advance research to new heights."



The key goal of the Appcast project was to develop a research method that supplies clients with rich research insight while simultaneously enhancing the participants' enjoyment of the experience. Appcast takes full advantage of the potential of the mobile phone as a research device but makes it interesting and fun, leaving consumers wanting more.

Lumi Mobile co-founder Rolfe Swinton adds: "Mobile devices such as phones and tablets are the ideal 'anywhere' tool that can provide instant feedback on live TV broadcasts. Our research on the Oscar broadcast was a powerful use of the second or third screen as an integral part of the viewing experience."

More than 75% of those who started the research event were still participating more than three hours later. In addition, a similar figure agreed it enhanced their TV watching experience.

"If research is designed to be fun and game-like, then engaged participants will willingly give their opinions and their time – even three continuous hours of it. Just as importantly, they will be ready to come back to give you more," adds AJ Johnson of the Ipsos Open Thinking Exchange.

Hosted by Globalpark, the Mobile Research Conference is the only research industry event entirely dedicated to mobile surveys, connecting scientific research and best corporate practice. Created to recognize the achievements and progress made in this new and exciting area of research, the first ever MRC award was presented in London on April 18 at the



conclusion of the opening day of the Conference. Further information on the Mobile Research Conference is available online at: www.mobileresearchconference.com/

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