

For Immediate Release:

Time Warner Inc. Opens State of the Art Medialab in New York City, Giving a 360° View of Consumer Behavior

Research and Development Lab Incorporates Cutting-Edge Technology to Better Understand Engagement with Media Content and Advertising.

Available to Time Warner businesses and ad clients, lab features biometric monitoring and eye-tracking, a 50-seat screening room, in-home living room simulation, live broadcast capability and a complete 360° media-to-retail experience.

NEW YORK – January 25, 2012 – Time Warner Inc. today announced the opening of a state of the art Medialab for research and development at its worldwide headquarters in New York City. The Time Warner Medialab has been designed to generate valuable insights into consumer behavior, evolving media habits and industry trends across all of Time Warner's businesses, brands and advertising partners.

“By opening this lab, we’re able to elevate the art of creating and distributing compelling content to the next level,” said Jeff Bewkes, Chairman and CEO Time Warner Inc. “The Medialab’s cutting-edge technologies and the breadth of its research capabilities will give our businesses and ad partners an unmatched ability to look inside the mind of the consumer as we develop even more engaging content. And that fact that it is located in the heart of New York City makes it even more valuable.”

The Time Warner Medialab, located within Time Warner Center on New York’s Columbus Circle, provides an unprecedented destination for testing engagement throughout the entire consumer experience. The facility offers different everyday settings for conducting studies including a 50-seat theater, an in-home style living room, a consumer retail area with a mock checkout, an eye-tracking station and gaming stations, all observable live by researchers both at the lab and around the world.

The lab incorporates testing for consumer emotion through biometric monitoring devices that measure a participant’s physiological responses to content. The center’s virtual testing room is configured for eye-tracking studies that test the effectiveness of content and ads on PC/web, television and mobile devices. The lab also houses several large focus group and observation rooms, all equipped with the latest technical and mobile viewing devices.

Time Warner's premier partner in creating the Medialab was Ipsos MediaCT, a client-focused market research company that concentrates on analyzing consumer behavior. Ipsos MediaCT applied its specialization in understanding consumer behavior into the center's technology and research techniques. It is the only global market research company that is still controlled and operated by market researchers.

"Having the ability to effectively test consumer reaction to all types of media will revolutionize business and research," said Bruce Friend, President of Ipsos MediaCT. "The possibilities for transformative research in the lab connect content to the consumer like never before."

The Medialab complements existing labs and research capabilities at Time Warner's core divisions, HBO, Time Inc., Turner and Warner Bros. Ahead of the launch, HBO used the lab to test the latest version of HBO Go, and Turner's Adult Swim conducted biometrically-informed focus groups to test its new shows and content. One major differentiator of Time Warner's Medialab is its ability to utilize its research capabilities within live programming. CNN has already taken advantage of the research center during last night's State of the Union address by incorporating audience reaction during coverage. Turner will be experimenting in the lab during the NCAA Division I Men's Basketball Championship to show audience interaction with the games on various devices, while researchers are able to watch in the observation rooms. The retail research area will be stocked with NCAA advertiser products to offer participants the complete consumer experience.

The Medialab was spearheaded by the Time Warner Research Council, an internal group responsible for identifying and interpreting consumer trends, behavior and media habits across the industry and throughout Time Warner's businesses. The Research Council is composed of Kristen O'Hara, CMO, Global Media Group; Betsy Frank, Chief Research and Insights Officer, Time Inc; Jan Pasquale, SVP, Audience Measurement, HBO; Van Riley, SVP, Programming Research, HBO; Jack Wakshlag, Chief Research Officer, Turner Broadcasting and Bruce K Rosenblum, EVP Media Research and Insights, Warner Bros.

Innerscope Research and Schlesinger Associates also partnered with Time Warner and Ipsos MediaCT to create the Medialab. Innerscope Research is the leader in using neuroscience informed biometrics to deliver unique audience and consumer insights. Innerscope's biometric research approach to measures unconscious emotional responses to media and advertising content, a powerful and revealing method that can be woven into any test conducted in Time Warner's lab. Schlesinger Associates is a leading international market research company that offers a broad range of qualitative and quantitative resources for research and development needs. The organization provides recruitment for any methodology required by research studies.

The lab officially opens on January 25th. Its website will launch the same day, featuring examples of studies done by the Time Warner Research Council.

For more information please visit: www.timewarnermedialab.com

ABOUT TIME WARNER INC.

Time Warner Inc., a global leader in media and entertainment with businesses in television networks, filmed entertainment and publishing, uses its industry-leading operating scale and brands to create, package and deliver high-quality content worldwide through multiple distribution outlets.

ABOUT IPSOS MEDIACT

Ipsos MediaCT is the market research specialization within Ipsos built to reach, engage and more effectively understand today's digitally-driven consumer in the fast moving media, content and technology space. To learn more about our expertise and research solutions in each area, please visit www.ipsos-na.com or contact us at info@ipsos-na.com.

ABOUT INNERSCOPE RESEARCH

Innerscope Research, Inc. is dedicated to creating unique insights by measuring and analyzing unconscious emotional responses to media and marketing stimuli. With its breakthrough and validated Biometric Monitoring System™, Innerscope accurately predicts consumer behaviors, providing Fortune 100 advertisers and media companies with an unprecedented level of consumer insight. Founded by Harvard and MIT scientists, Innerscope leverages the latest advances in biometrics, neuroscience and eye tracking to measure moment-to-moment emotional engagement, the primary driver of behavior and choice. For more information, visit <http://www.innerscope.com>.

ABOUT SCHLESINGER ASSOCIATES

Schlesinger Associates provides qualitative and quantitative data collection solutions worldwide, with 22 offices and research facilities across the US, UK, France and Germany. For more information, visit www.SchlesingerAssociates.com.

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