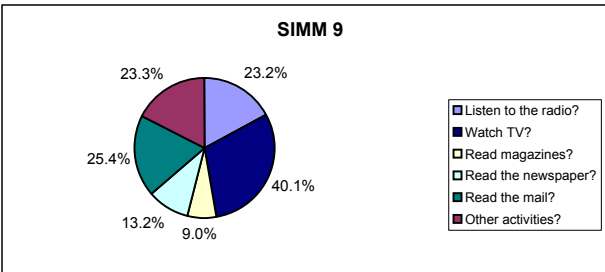
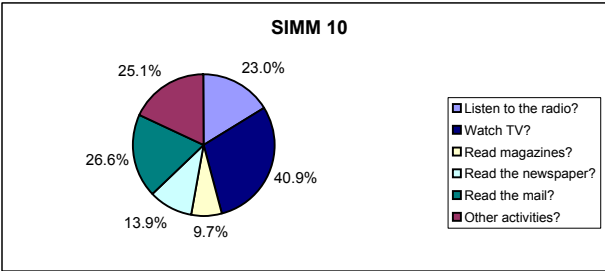


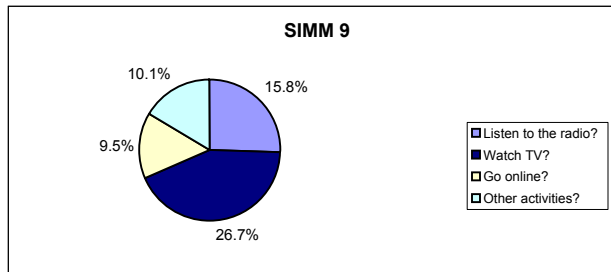
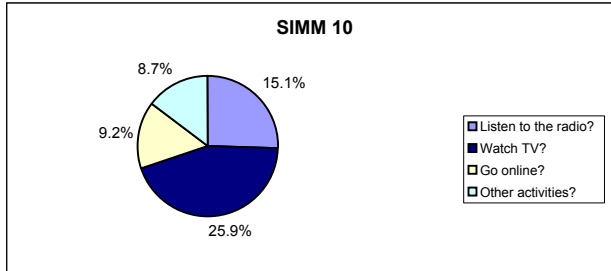


Source: BIGresearch Simultaneous Media Survey (SIMM)  
SIMM 10 (Jul 07) vs. SIMM 9 (Dec 06)

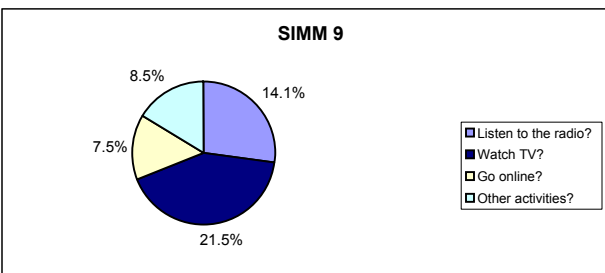
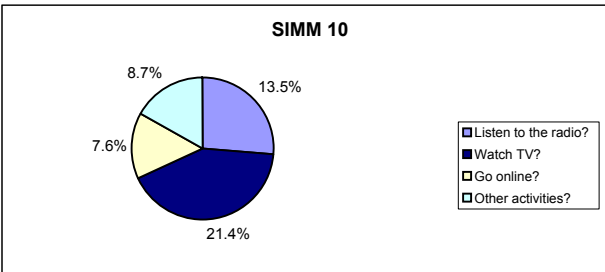
	SIMM 10	SIMM 9
When you go online, do you simultaneously...		
Listen to the radio?	23.0%	23.2%
Watch TV?	40.9%	40.1%
Read magazines?	9.7%	9.0%
Read the newspaper?	13.9%	13.2%
Read the mail?	26.6%	25.4%
Other activities?	25.1%	23.3%



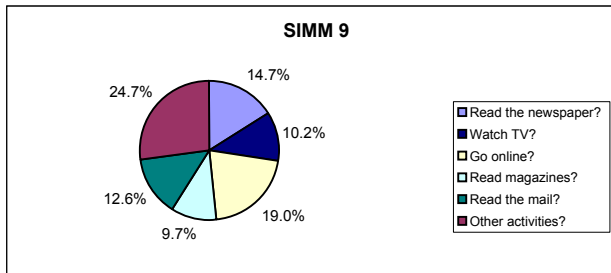
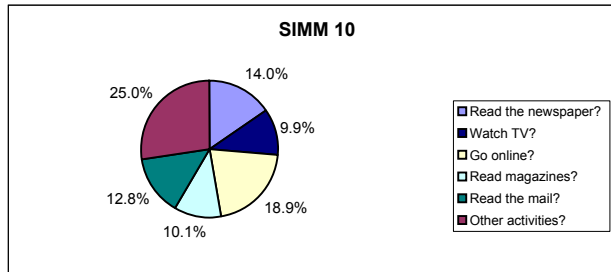
	SIMM 10	SIMM 9
When you read the newspaper, do you simultaneously...		
Listen to the radio?	15.1%	15.8%
Watch TV?	25.9%	26.7%
Go online?	9.2%	9.5%
Other activities?	8.7%	10.1%



	SIMM 10	SIMM 9
When you read magazines, do you simultaneously...		
Listen to the radio?	13.5%	14.1%
Watch TV?	21.4%	21.5%
Go online?	7.6%	7.5%
Other activities?	8.7%	8.5%

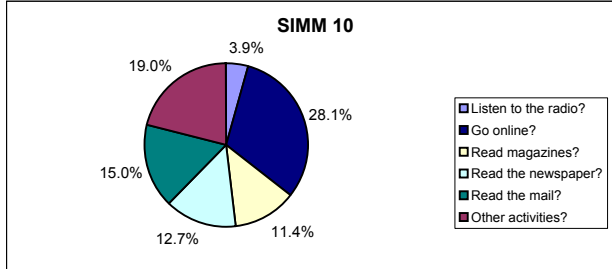


	SIMM 10	SIMM 9
When you listen to the radio, do you simultaneously...		
Read the newspaper?	14.0%	14.7%
Watch TV?	9.9%	10.2%
Go online?	18.9%	19.0%
Read magazines?	10.1%	9.7%
Read the mail?	12.8%	12.6%
Other activities?	25.0%	24.7%



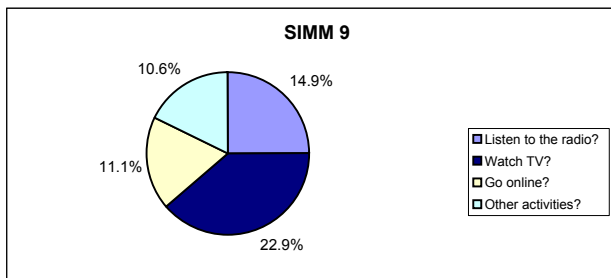
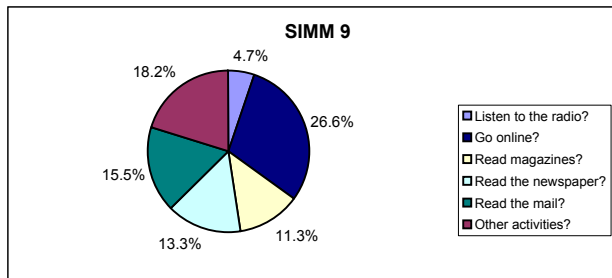
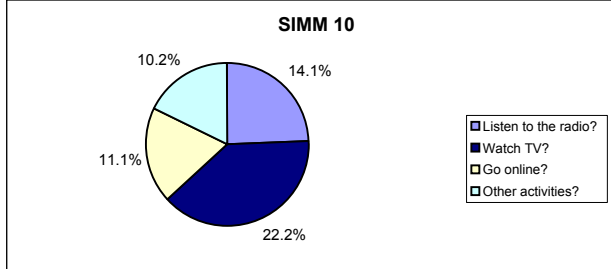
**When you watch TV, do you simultaneously...**

Listen to the radio?	3.9%	4.7%
Go online?	28.1%	26.6%
Read magazines?	11.4%	11.3%
Read the newspaper?	12.7%	13.3%
Read the mail?	15.0%	15.5%
Other activities?	19.0%	18.2%



**When you read the mail, do you simultaneously...**

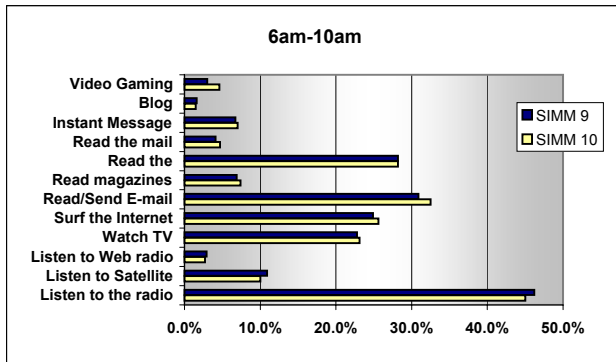
Listen to the radio?	14.1%	14.9%
Watch TV?	22.2%	22.9%
Go online?	11.1%	11.1%
Other activities?	10.2%	10.6%



**Comparison of Media Usage SIMM 10 vs. SIMM 9 – WEEKDAY  
Drive Time vs. Prime Time**

**6am-10am**

	SIMM 10	SIMM 9
Listen to the radio	45.0%	46.2%
Listen to Satellite radio	10.0%	10.9%
Listen to Web radio	2.7%	2.9%
Watch TV	23.1%	22.8%
Surf the Internet	25.6%	24.9%
Read/Send E-mail	32.5%	30.9%
Read magazines	7.4%	6.9%
Read the newspaper	28.2%	28.2%
Read the mail	4.7%	4.1%
Instant Message	7.0%	6.7%
Blog	1.5%	1.6%
Video Gaming	4.6%	3.0%



**7:30pm-11pm**

	SIMM 10	SIMM 9
Listen to the radio	8.0%	8.9%
Listen to Satellite radio	4.2%	4.7%
Listen to Web radio	3.4%	3.4%
Watch TV	75.1%	74.9%
Surf the Internet	43.1%	42.9%
Read/Send E-mail	39.4%	39.2%
Read magazines	25.6%	25.6%
Read the newspaper	9.5%	10.8%
Read the mail	13.9%	15.8%
Instant Message	15.9%	15.3%
Blog	3.8%	3.9%
Video Gaming	21.9%	18.6%

