



### **Selected Experience in the Entertainment & Media Industry**

- Survey of consumers who listen to select radio stations to determine preferred music
- Conducted several focus groups among anime fans in Los Angeles.
- Filmed a movie short in our focus group facility in NYC.
- Conducted a televised focus group in NYC with influential thought leaders for a top 5 national broadcasting network
- Conducted several focus groups with financial advisors for a prominent American media company.
- Study of Hispanic and Asian Americans to determine programming for these market segments
- Focus groups of US international business travelers to Asia to determine programming for this market segment
- Quantitative online survey of frequent consumer and business travelers to determine entertainment programming for an airline
- Global quantitative telephone survey to determine “exportability” of US entertainment in Asia, Europe and Latin America
- Global study covering Asia, Latin America and Europe to assess the usage of DVDs
- Reaction to films in Mexico via intercepts outside of movie theaters
- Focus groups for Hispanics and Asians in New York to assess a new music product
- Focus groups for the development of new programming/entertainment products in the US
- Study for programming for the Hispanic community in the Southwestern market segment of the US
- Focus groups of upscale consumers to assess their investment in home theaters and home entertainment centers

- Conducted a qualitative study on home theater.
- Conducted a qualitative study among users of interview streaming sites using a focus group approach.
- Conducted study to understand the improvements and pain points after watching media usage scenes.
- Conducted market intelligence study among dealers of under cabinet kitchen TVs to determine market trends, competitor and buying center profiles
- Conducted a cinema study in New York City
- Conducted a player piano study in Los Angeles.

### **Sample of Current and Past Clients in the Entertainment and Media Industry**

- ABC
- BBC
- Bertlesman
- CNN
- Comedy Central
- Donghwa Tech
- Dongyoung Media
- Forbes
- NBC Universal
- Ogilvy & Mather
- Sports Illustrated
- Thomas Publishing
- Ziff Davis