



BYRON MEDIA INC.

46 WOODCUT LANE, SUITE 301
MANHASSET, NY 11030-2519
P: 516-627-5634
F: 516-627-4996
E: JOHN@BYRONMEDIA.COM
W: WWW.BYRONMEDIA.COM

Survey Highlights Rise of Social Media

As social media continue to exert ever expanding influence on American society, user data is telling a compelling story of how indispensable they are to many people. A recent study by Retrevo asked questions such as when, where, and how much time people spend on sites and services like Facebook and Twitter. Many users appear to be obsessed with checking in with their social media circles throughout the day and even the night.

Dr. John Morse of Byron Media predicts that social media will become increasingly connected to most on-line experiences...part of every web site. The differences between web site content and on-line discussions about the content will be become increasingly blurred.

Some of the insights pertaining to Twitter or Facebook:

- 48% of respondents check either service before they go to bed or as soon they wake up.
- 27% of respondents under the age of 25 check either service at some point after they have gone to bed compared to 20% over the age of 25
- 42% of respondents check either service "first thing in the morning" with iPhone users responding in the affirmative at a substantially higher rate.
- 23% of respondents under 25 check Facebook at least once a day compared to 29% over 25.
- 49% of respondents under 25 tolerate being interrupted by electronic messages during a meal while this is the case for only 27% of people over 25. By comparison, 11% under 25 and only 6% over 25 will allow an interruption during sex.

Retrevo, May, 2010

Traditional TV Screens Show Strong Growth Even in the Digital Age

The number of TV sets in 2009 had its largest year-over-year increase since 2006. There are now just under three TVs per home (2.93 TV sets per household). In 2009, the number of TV sets averaged 2.86; 2008 was at 2.83; 2007 tallied 2.79 and 2006 was at 2.73.

According to Nielsen's Television Audience Report, the number of U.S. homes with three or more TV sets is now at 55% -- an all-time high -- up from 54% a year ago. The report also reveals 34% of TV homes have a DVR, 46% are able to receive an HD signal, and less than 10% of homes receive TV programming via over-the-air signals.

MediaPost, April 28, 2010

Byron Media has reviewed all the available options, sources, and systems regarding cross-media measurement. Take advantage of our complimentary analysis summarizing current trends. It includes an introduction to Byron360, our exclusive strategic cross-media solution. Call 212-726-1093 or contact John@ByronMedia.com to schedule a presentation in your office or via webinar.