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NTS News - MARCH **TWENTY TEN**

What's new at NTS...

Dialing **For** Dollars



Broadcast events do more than just attract a huge viewing audience population. Some audiences are pulled away from other entertainment media. The extraordinary broadcast media events such as Super Bowl, American Idol, and most recently the 2010 Winter Olympics, correlate in drop of interactive call services.

Nielsen reported 93 million viewers viewed the televised 2010 Olympics (source: Nielsen Media Research). That is nearly 30% of the US population. Old habits die hard. Callers return to their old entertainment habits which assures content publishers and distributors the phones will keep on ringing.

- **Watch & Listen**

Events such as Olympics, World Series, American Idol finale, and Super Bowl have audiences who shift their attention just for the special entertainment experience. Publishers recapture revenue when callers return to their entertainment routines and habits.

- **Preemptive Play**

There is no way to win an arm wrestle with special media events. Premium pay per call incentive programs launched prior to special broadcast events can protect against dramatic revenue drop.

- **Replenish & Refresh**

Long gone are "regular programming schedules" and libraries of "syndicated reruns" in broadcast. Fresh content is refreshing to audiences too. Commit to more creative content selections by consistently offering new and timed availability content choices.

**American Idol, ABC Lost, Super Bowl/NFL, Olympics and CSI Logos are Trademarks of their respective owners.*

Sincerely,

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