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**User Insight Invests \$500,000 in Yearlong Research Project to Study How Social Media Affects Consumer TV Consumption**

*#SoMeTVExperiment to study general TV viewing habits, participation in Social TV and which TV programs cause the biggest social media waves*

**ATLANTA (March 1, 2011)** – User Insight - an international research firm that gathers and analyzes the voice of the customer to provide insight into user behavior, create intuitive products and inform marketing strategy ([www.UserInsight.com](http://www.UserInsight.com)) - is investing \$500,000 of its own resources to conduct The Social TV Experiment. This yearlong research project focuses on consumer behavior in order to identify:

- The user types most likely to be avid participants in Social TV
- How user types will most likely use Social TV tool
- What features/functionality would be most appealing to each user type
- What apps, interfaces and/or mediums will most likely lead the pack as companies scramble to market Social TV products
- How these products could most successfully be marketed to the public

As part of this research, User Insight is conducting research (including qualitative and quantitative surveys, as well as in-person interviews) about topics such as general TV viewing habits, participation in social media, knowledge about Social TV and TV shows that cause the biggest social media waves.

Multiple industries will find uses for this type of research, which could directly impact companies' bottom lines, including:

- **Television:** How TV programs can better engage viewers; how Social TV can provide another promotion avenue, thereby giving newly launched shows a better chance of survival; which types of shows would most likely attract Social TV participants; how Social TV's real-time feedback compares to Neilson ratings
- **Technology:** What Social TV prototypes (including apps, features and services) would be most effective and marketable to each consumer type
- **Advertising and marketing:** How to better engage viewers and receive instant feedback; how Social TV provides another avenue for advertising during widely watched shows
- **Sports:** How to boost consumer participation, including fantasy football
- **Telecommunications:** What devices are best equipped to work with Social TV
- **User Experience:** How this research was conducted

"User Insight is using its best-in-field research practices, as well as \$500,000 of its own resources, to study the Social TV trend, which is largely anticipated to change the television industry but still not very well understood. We look forward to shedding light on the topic and helping various industries better align production and marketing plans with what Social TV products best speak to consumers' interests," said Kevin O'Connor, president and co-founder of User Insight. "Throughout this yearlong research project, User Insight can be a resource for reporters, bloggers and businesses alike about consumer behavior as it pertains to TV viewing, especially as viewing relates to social media."

For real-time information about this project, follow User Insight's blog (<http://www.userinsight.com/blog/>), which is updated weekly, or on Twitter at **#SoMeTVExperiment** for general updates and **#SoMeTVInsight** for real-time updates on insights derived from the research.

**About User Insight**

User Insight, an international research firm headquartered in Atlanta, Ga., has been recognized as one of the fastest-growing privately held companies in the United States by Inc. Magazine three years running. Employing a consistent methodology and dedicating a full team of diversified industry professionals to every client engagement, User Insight gathers and analyzes the voice of the customer to provide insight to user behavior, create intuitive products and lead market strategy. Currently, User Insight has conducted research across the U.S. as well as in 15 countries for more than 300 clients spanning 25 industries. For more information, please visit [www.UserInsight.com](http://www.UserInsight.com).

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