



## **Gas Station TV Boasts 70 Percent Advertising Brand Recall According to Latest Nielsen Media Study**

*Consumers overwhelmingly agree, GSTV is a good source for product information*

**DETROIT – Jan. 28, 2008** – Gas Station TV ([www.gstv.com](http://www.gstv.com)), the industry-leader in digital out-of-home media, has once again demonstrated its effectiveness in reaching mobile consumers, as 70 percent of participants in a recent Nielsen Media Research study recalled advertising shown on its network. The study also showed that 78 percent of participants agree that GSTV is a good source of product information, and 84 percent will watch or listen to GSTV at their next visit.

The study was conducted at GSTV-equipped gas stations in some of the nation's top media markets including New York, Los Angeles, Chicago and Atlanta.

"The research in this year's study of expanded markets shows consistency in the data that people are engaged in their viewing of GSTV while they pump their gas," said Paul Lindstrom, vice president, Nielsen Strategic Media Research. "We are excited about our expanded relationship with GSTV for regular audience measurement during 2008. GSTV is committed to providing the advertising community with the tools to simplify the buying process."

Results from the study also showed that advertising national brand recall on the GSTV network averaged an extremely high 50 percent among respondents recalling one or more brands. Additionally, 84 percent of the key 18-24 year old demographic recalled more than one ad.

"We all know the TV commercial is not dead," said David Leider, CEO of GSTV. "Yet, with DVR penetration reaching its tipping point and millions of people each week getting their TV fix 'off the couch' where they work and play, advertisers are forced to develop new and creative ways to engage their audiences. GSTV has once again proven that it is an effective strategy for reaching today's on-the-go consumer. At-the-pump digital video from GSTV, printable maps and driving directions have transformed the gas station into a true media destination – and some of the nation's largest, most recognized brands are taking notice. As the Nielsen numbers show, consumers are willingly engaged in GSTV's content and extremely receptive to our advertisers' messaging."

With more than 30 million viewers a month in over 365 cities in the nation's top media markets, GSTV is at the forefront of the digital media landscape. The company is in partnership with some of the world's most recognized advertisers, gas station retailers and pump technology providers. Most recently, GSTV entered into partnership with CBS Corporation to provide viewers with the most dynamic mix of news and customized entertainment content.

### **About the Study**

The GSTV research was an intercept study conducted across thirty-three four-hour dayparts at 20 client provided stations in the greater Atlanta, Chicago, Los Angeles, and New York areas August 10-23, 2007. Interviews were conducted with 595 station visitors 18+ after they completed their refueling experience. Viewing estimates assume 100



percent media compliance. Recall estimates reflect total unaided, aided and photoprompted recall. Agreement estimates reflect strongly and somewhat agree on a five point scale.

### **About The Nielsen Company**

The Nielsen Company is a global information and media company with leading market positions and recognized brands in marketing information (ACNielsen), media information (Nielsen Media Research), online intelligence (NetRatings and BuzzMetrics), trade shows and business publications (Billboard, The Hollywood Reporter, Adweek). The privately held company is active in more than 100 countries, with headquarters in Haarlem, the Netherlands, and New York, USA. For more information, please visit [www.nielsen.com](http://www.nielsen.com).

### **About Gas Station TV**

Gas Station TV is the premier digital video network at the pump. GSTV reaches captive consumers for 4 ½ to 5 minutes during a natural pause point in their day. There is only one channel: No DVRs, channel surfing, or multitasking. GSTV provides a programming experience with exclusive news and entertainment content from CBS, sports from ESPN, and local weather – to engage customers and enable marketers to connect with "on-the-go" consumers like no other media. The content, programmed for a highly desirable and captive audience, can be specifically tailored to geography and time of day.

GSTV is currently on over 5,000 screens in 365 cities including top media markets such as New York, Los Angeles, Chicago, Philadelphia, San Francisco, Dallas, Houston, Washington D.C., Atlanta, Detroit, Tampa, and San Diego at select Chevron, Conoco-Phillips, Citgo, Exxon-Mobil, Murphy USA, Shell, Speedway, Valero and Sunoco stations. Gas Station TV will be on over 12,000+ screens at leading gas retailers in the Top 15 DMAs in 2008. GSTV is a proven tool for driving business for advertisers and increasing the revenue stream for participating gas retailers. Please visit <http://www.gstv.com> for more information.

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