

## MEDIA ALERT

### NAB 2009 Update:

## **IBM AND MARKETSHARE PARTNERS TO DEMO INNOVATIVE MARKETING MEASUREMENT SOLUTION**

**LAS VEGAS** -- April 16, 2009 – IBM and MarketShare Partners (MSP), a leading marketing analytics firm, will be demonstrating a new strategic and operational marketing analytics solution for media companies in the IBM booth (SU-3717) at the National Association of Broadcasters' show in Las Vegas, NV, April 20-23, 2009. The new capability combines IBM's Cognos Now and Cognos 8 reporting analytics software with MSP's Media Allocation and Optimization software to provide media companies and broadcasters with a holistic view of the consumer and advertiser.

The integrated solution brings together the best of both worlds – the reporting and business intelligence of IBM's Cognos Now and Cognos 8, and the strategic analysis and automated modeling capabilities of MSP's software. It is designed to provide companies with the overall strategic insight along with the operational tools to translate that insight into real-time reporting for day-to-day adjustments and decisions. This will allow media companies to maximize their advertising and content franchises as well as track their operational and workflow efficiency.

"We are pleased to join IBM today to demonstrate such a powerful marketing analytics and reporting solution for media companies," said Wes Nichols, co-CEO of MarketShare Partners. "The new software will be an industry first -- marrying an external market view to actual business execution."

IBM's Cognos Now delivers an operational business intelligence solution that continuously monitors time-sensitive, key performance indicators (KPIs) across media platforms such as network and cable TV, online video, and mobile video. This allows media companies to better optimize across their media platforms the overall inventory yield, advertising campaign management and sales force performance. MSP's automated modeling software helps increase the value of companies' advertising inventory through cross-platform consumer analysis and revenue optimization tools. This provides media companies with an objective, data-driven methodology to help their customers and advertisers allocate marketing dollars more effectively.

### **About MarketShare Partners**

MarketShare Partners (MSP) is the industry's leading marketing analytics firm that is transforming the world of resource allocation and marketing measurement. Founded in 2005, MSP has helped companies of all sizes enhance their advertising and sales programs, including many of the world's most recognizable brands. The company has developed a suite of proprietary software solutions

that enables companies to determine how best to target the 21<sup>st</sup> Century consumer who, in this era of fragmentation, social media, search and DVRs, is harder to reach. By evaluating key drivers of a company's business, such as macro-economic factors, product innovation, industry and client-specific data as well as brand buzz, MSP helps companies make smarter decisions regarding where to most effectively spend their marketing, sales and promotional dollars. For more information, go to [www.marketsharepartners.com](http://www.marketsharepartners.com).

**About IBM:**

For more information about IBM, visit [www.ibm.com](http://www.ibm.com).

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