

FOR IMMEDIATE RELEASE

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**GENERAL SENTIMENT AND Q SCORES DELIVER DAILY SOCIAL TELEVISION INSIGHTS VIA THE
LAUNCH OF THE SOCIAL TV AUDIENCE REACTION (STAR) MONITOR**

*General Sentiment's Trusted Analytics and Emotional Bonding Q Scores Offer a New Industry Standard in
Social TV Monitoring*

JERICHO, NY, October 7, 2011 – General Sentiment (GS) and The Q Scores Company today launched their Social TV Audience Reaction (STAR) Monitor, which provides comprehensive daily monitoring of every prime-time show across the broadcast universe and insight into online discussion and the emotional attachment between viewers and these shows.

Emotional Bonding Q scores and General Sentiment's online discussion analytics offer metrics that quantify discussion levels, emotional attribution and commitment strength among viewers. The GSQ STAR Monitor delivers competitive insight by assessing the audience's reactions to all shows that air new episodes on the same night.

The report combines General Sentiment's online Volume and Involvement metrics, which provide the daily emotional reaction, with Q Scores' nationally representative measures of ongoing audience devotion to determine program commitment and staying power. It is built upon a two-day trailing model that captures and takes into account viewer data for those using online media and DVR equipment for delayed program viewing. Daily tracking of prime-time shows in this manner provides a unique approach for networks, advertisers and media buyers to analyze which shows have the most committed audience and thereby gain valuable competitive insight.

"Tracking online conversations is the first step in the social TV monitoring process," said Greg Artzt, CEO of General Sentiment. "But determining the audience's emotional reaction in addition to the audience's long-

term commitment is necessary in order to get a more meaningful picture of a show's success. The GSQ STAR Monitor offers the comprehensive data necessary for networks to make sound decisions around their programming. It also provides the data essential to help brands determine where best to invest their advertising dollars."

The GSQ STAR Monitor is the new industry standard in social TV monitoring. The report is an enhanced version of the TV Audience Evaluation Reports (TVAERs) that GS and Q Scores developed last year to provide insight into audience involvement and emotional reaction, and it complements GS's newly released TV Brand Match product, which offers data on the suitability of advertisers. When used together, these three tools complete the media buying equation.

"The GSQ STAR Monitor is a real-time version of the TVAER we launched last year with the addition of more bells and whistles," said Henry Schafer, executive vice president of The Q Scores Company.

"Audience involvement continues to be key, and emotional commitment is crucial in social TV monitoring. Rather than reporting to the industry on a weekly basis, we can now generate a daily analysis, which provides an even more accurate picture of a show's success or failure to engage and hold onto its audience over time."

General Sentiment and Q Scores launched the TV Audience Evaluation Reports (TVAER) last September, and in August of this year, General Sentiment released its cutting-edge TV Brand Match technology. The launch of the GSQ STAR Monitor is an addition to an already robust suite of TV monitoring services offered by General Sentiment and Q Scores.

For more information on the General Sentiment and Q Scores GSQ STAR Monitor, go to:

www.generalsentiment.com/mvreport/gsq-star-monitor-report.html

About General Sentiment

General Sentiment is a social media monitoring and analytics company delivering insights that change the way brands make product and marketing decisions. Fueled by large-scale natural language processing and text analytics developed over the course of seven years of university research, General Sentiment monitors and interprets online conversations, discovering actionable social insights for its clients.

General Sentiment is a trusted source of industry intelligence, offering quarterly reports which rank and analyze brands across various sectors. It also provides a dashboard, an API and a custom reporting

service, all of which allow corporate executives to comprehensively understand brand perception, identify trending topics in specific industries and optimize the effectiveness of marketing campaigns.

For more information, visit www.generalsentiment.com.

About Q Scores

Since 1963, The Q Scores Company (a.k.a. Marketing Evaluations, Inc) has provided clients with data to aid in their marketing, advertising, licensing, and media efforts. Q Scores are the industry standard for measuring familiarity and appeal of performers, broadcast and cable programs, sports and sports personalities, company and brand names, licensed properties and characters, as well as deceased performers. Based on its “one of my favorites” concept, Q Scores actually summarize the various perceptions and feelings that consumers have, into a single, but revealing, “likeability and emotional commitment” measurement. Currently, there are eight Q Score services, including Performer Q, TVQ, Cable Q, Cartoon Q, Sports Q, Brand Attachment Q, Kids Brand Q, and Dead Q. For more information, contact us or visit www.qscores.com.