



Media-Screen's Josh Crandall To Speak About Advertising In New Media At Digital Hollywood Fall On Oct. 26

(SAN FRANCISCO & SANTA MONICA, Calif.) — Oct. 16, 2006 - Josh Crandall, principal and managing director for Media-Screen (<http://www.media-screen.com>), a market research firm that focuses on the online consumer market, will participate in a panel entitled "Advertising Innovation! OnDemand, In-Game, Social Networks, RSS, Blogs, PODs & Mobile" at Digital Hollywood Fall in Santa Monica, Calif.

As more consumers flock to the Internet and other new media for ad supported entertainment and information services, it is imperative that companies understand how to leverage the medium and appeal to consumers. Crandall will draw from his experience working with Electronic Arts and DIRECTV in their online and interactive media divisions to provide insight on the subject.

Additionally, he will share findings from Media-Screen's new study, Netpop (being released in late October) to provide attendees details on the kinds of information the U.S. broadband population is accessing, where they are accessing information using different media channels, and what this means for both content providers and advertisers. Netpop highlights the diversity within the broadband population, with a special focus on their attitudes and behaviors around advertising, shopping, entertainment, information, and mobile devices.

Crandall will be speak on Thursday, October 26 from 11:05 am to 12:20 pm. He will be joined by other experts, including executives from Massive Inc., Nielsen Media, Navic Networks, Inc., Imaginova and Rutberg & Company.

More information about the Digital Hollywood Fall can be found at: <http://www.digitalhollywood.com/LAFall06Agenda.html>

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About Media-Screen

Media-Screen provides strategic market research services focusing on the online consumer in the US and around the world. Since 1997, the firm's research and consumer insights have influenced the product development and marketing decisions of companies competing in the digital and physical marketplaces. Based in San Francisco, Media-Screen works with Fortune 1000 companies interested in competing effectively in the modern consumer market. For more information, please visit www.media-screen.com.