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With **sampling** now a powerful new movie marketing tool, it's now possible to run **full length movie trailers and scenes from films** on a new network of large plasma screens in college student unions and recreation centers at **50 major universities** across the country.

The University Network, which Grove Communications represents for all entertainment industry advertising buys, is already generating **approximately 2 million weekly impressions** on the country's biggest and busiest college campuses. Among these schools are UCLA, USC, Ohio State, Michigan State, University of Miami, University of Kentucky and University of Texas at Austin. Plans call for The Network to expand to 100 schools by the end of this year and from there to over 500 colleges within the next two to three years.

By making **The University Network** part of your basic network television media campaigns for films targeted to college students, **you can now achieve on-campus sampling** -- running your full length movie trailers (approximately 2 1/2 minutes) and reaching an audience of college students during the course of their daily activities on campus.

Movie trailers shown on The University Network will air 12 times per hour for an 18 to 24 hour day (depending on the college) seven days per week. That's 216 to 288 airings per day and 1,512 to 2,016 airings per week with 2 1/2 minutes per airing.

These trailers will play on **The University Network's** state of the art plasma screens. These screens command students interest and attention because they are used by every one of the colleges to communicate important digitally displayed text information to students about key campus activities, registration for classes, major social events, important special lectures, etc. The placement of these screens in student unions and recreation centers makes them highly visible and convenient to students using those facilities, which typically includes all students on campus.

Besides running full-length trailers, it's also possible to run **60 second "Hollywood Update" segments** that either present **one complete scene from a movie** or that take an overall look at a film through the feature segment approach we've pioneered over the years in our programming on major airlines and on cable television.

The trailers and segments we air will reach **an audience that's made up entirely of college students with none of the wasted circulation** you get from other television networks. In the case of **The University Network**, professors, teaching assistants, other college employees and any non-students on campus are not included in the total number of weekly impressions being offered. While they can't help seeing your movie marketing materials on these screens, you'll only be paying to reach students.

Moreover, college students will see your movie trailers in an environment that is **completely lacking in the movie marketing clutter** that is now found in all other advertising media. Unlike other television networks, newspapers, radio, magazines, out of home media and movie theater auditoriums, the number of advertising minutes available per week on **The University Network** is extremely limited.

Each hour on The University Network allows for only 4 1/2 minutes of commercial time. Only one movie trailer can be shown per week because there's only one segment running 2 1/2 minutes that can be sold. There are only two 60-second segments available for sale. All three of these segments are separated by non-advertising materials.

Because **The University Network** will also be running advertising buys by DVD distributors, video game companies, record labels, television networks, computer manufacturers and any number of other companies eager to sell their products to college students, we anticipate that

booking time well in advance is going to be essential. It will be possible for those who plan ahead to book all three segments for a week (or longer, if it's available) to market a movie by showing a full-length trailer and then to show two 60 second film clips from the same picture. That type of three-pronged buy would effectively shut out all other advertising.

The college students viewing movie marketing materials on these screens will see them not as advertising, but as programming. In keeping with our approach in other media we will brand everything we present with our **"Hollywood Update"** banner and we will make it local by combining that with the name of each school. Our opening logo, for instance, at UCLA will be: **"Hollywood Update At UCLA"** while at Ohio State it will be **"Hollywood Update At Ohio State."** Everything about these screens is local because the text information is specific to each college campus.

An indication of the impact that movie trailers can have on **The University Network** was found in a recent market research survey conducted from Mar. 24 - Apr. 9 by Atlanta based Titan Network LLC. We arranged with DreamWorks to play its trailer for "Envy," a movie targeted to college audiences, full length and at no cost during this research study. Titan's preliminary report indicates that **there was a 67 percent average unaided recall by college students of materials such as the "Envy" trailer that were shown during this period on The University Network.** That level of success suggests that **The University Network** can play a key role in helping Hollywood get its message across to college students across America.