# Simmons Launches TV BehaviorGraphics Website.

Contributed by Simmons
Tuesday, 05 July 2005

Revolutionary way of targeting consumers by their TV viewing habits only a click away.

DEERFIELD BEACH, FL. - May 24, 2005 - Simmons, an Experian company and the most respected authority on the behavior of the American consumer, today announced the launch of the brand new Simmons Television (TV) BehaviorGraphics website, www.tvbehaviorgraphics.com. Television BehaviorGraphics is a behavioral targeting system that identifies customers of products and services based on their television viewing behavior.

"We are very excited about the launch of TVBehaviorGraphics.com," said Chris Wilson, president and COO of Simmons Market Research. "The website will offer current and potential clients the latest news and updates on TVBehaviorGraphics, as well as an email help desk, a Frequently Asked Questions (FAQs) section, and a breakdown of the different kinds of BehaviorGraphics groups."

With versions available for adults, teenagers and children, TV BehaviorGraphics is based on consumer preferences for broadcast, cable and syndicated television programming. Introduced in 2002, it was developed through an innovative integration process that merges the Nielsen National Television Index and National Hispanic Television Index with the unified Simmons National Consumer Survey. Adults from both datasets are then pooled together based on common television viewing patterns. The result is a single system of behavioral segments that reflect the media and marketplace preferences of both General Market and Hispanic consumers.

"Counting heads just doesn't cut it anymore," said Eileen Merken, director of analytic services for Simmons Market Research. "TV BehaviorGraphics takes the guess work out the age-old advertising question: which viewers are buying what products?"

For more information, please visit us at www.tvbehaviorgraphics.com or contact Dave Aneckstein at 954-427-4104, Ext. 148 or davea@smrb.com.

Simmons Market Research
Simmons, an Experian Company, has been a leading chronicler of the American consumer for over 50 years. From the products they buy and the brands they prefer, to their internet shopping behaviors, attitudes, and lifestyles, Simmons measures over 30,000 American consumers each year using statistically projectable samples. Simmons' samples include the largest representation of all Americans, including, Hispanic, African American, Asian and other consumers and are used by over 500 clients worldwide to provide the most complete picture available on America's consumers. We welcome you ... to the world of the American Consumer ... through the eyes of the authority in the business... Simmons, an Experian Company