

**4<sup>th</sup> November 2005**  
**Release: Attention Inc**  
**Introduces New Services**

Following an extensive period of research and development, we are introducing two new products.

The **Attention™ System** is designed to reduce development and acquisition risks. Working with scientists at Bristol University in England, David Graham & Associates' research and development team have identified a series of "drivers" that secure attention. These are used to identify the strengths and weaknesses of screen entertainment. The Attention™ System will be taken to the market in three stages.

- In the first stage, clients, such as producers, will be given an opportunity to see how the general principles apply to their work, helping them to identify ways in which the prospects of success could be improved.
- In the second stage, we will launch an enhanced version of the traditional focus group, combining traditional qualitative techniques with psycho-physiological monitoring. This is designed to reduce the bias and subjectivity problems of traditional groups.
- In the third phase, Attention™ will deliver a full prediction and evaluation service. The performance of individual items will be predicted after assessment against the key drivers. This will be developed jointly by DGA and TAPE Consultancy Ltd.

The **Preference™ System** uses Microgenres® and specialised regression techniques, designed by



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David Graham & Associates' Head of Econometrics. It identifies the specific tastes of particular groups. It is a powerful scheduling and planning tool and will be particularly suited to non-linear or on-demand services, where it can be used to support selection and recommendation functions.

Both systems are to be launched simultaneously in the UK and in the US. The US launch will be by Attention Inc., which is jointly owned by David Graham & Associates and its sister company, TAPE Consultancy Ltd.

Says David Graham, Chief Executive of David Graham & Associates:

*"Both these systems represent a substantial investment in research and development and break new ground in the precision in which they address the development and delivery of content."*

<http://www.dganet.co.uk/>

The logo for TAPE Consultancy, featuring the word "TAPE" in a bold, red, italicized sans-serif font, centered within a white rounded square.

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