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NBC'S MOVE OF "EARL" TO THURSDAYS PREDICTED TO BEAT CBS' "SURVIVOR" WITH MEN 18-49; ABC'S "GREY'S ANATOMY" EXPECTED TO TIE CBS' "CSI" WITH WOMEN 18-49

Phi Power Communications Nationwide Survey Reveals Showdowns This Fall Season

Santa Monica (June 13, 2006) – Seeking to make some early predictions after the networks recently announced their new schedules for the 2006/2007 season, the independent online research firm Phi Power Communications conducted a nationwide survey of 1,233 adult and teenage TV viewers. Respondents indicated their current media usage, their favorite network, and which shows they are likely to watch this fall based on being shown when they would air and against which other shows. The survey was started May 19, the day after the final announcement was made during the recent upfront trade event, and completed May 23rd.

Phi Power's Executive VP of Research and Program Development, Geoff Huntington, formerly NBC's VP of Program Research who conducted that network's program testing through 25 years of lows and highs, monitored this year's upfront announcements. "The networks spend a ton of money conducting their own research up to the last second to identify their best pilots, but they typically don't know what the other guys are putting where, so they don't pre-test their shows head-to-head," he noted. Huntington indicated that the networks, particularly Fox, made it difficult by announcing two different schedules for the first and second part of the season, so Phi Power split the sample into equal halves of over 600 respondents each, and presented the two schedules to the two halves.

That paid off as the results significantly changed when "24" hit the schedule at 9 p.m. on Mondays, and "American Idol" returned on Fox. NBC's move of "My Name is Earl" to 8 p.m. Thursday beat CBS' "Survivor" with men 18-49, and ABC's move of "Grey's Anatomy" from Sunday to Thursday at 9 p.m. tied "CSI" with a key audience, women 18-49. After the survey was completed, NBC announced a revised schedule, moving "Deal or No Deal" into a Thursday 9 p.m. slot, so the final outcome of that match-up remains to be seen.

The study also examined usage of traditional media and emerging media and hardware. Looking specifically at teenagers age 13-17 who watch television, a vast majority of the online-survey participants also indicated that they play video games (80%), watch video online (78%), go out to the movies (73%), and download music (71%). Slightly more than half send text messages (53%). Readership of newspapers among teenagers, however, was limited to about a third (only 33% indicated they read a newspaper regularly or occasionally).

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License agreements and copies of the complete Network 2006/2007 Schedule Study including an Interactive Dashboard where results can be instantaneously compared for over 26 sub-segments are available from www.phipower.com or by calling Phi Power Sales at 310-457-2355.

About Phi Power Communications, Inc.

Phi Power is a full-service research firm specializing in the design and deployment of online, Flash-based surveys. These highly visual and interactive studies present a variety of multi-media stimuli and quickly gather candid and accurate feedback. With its TRUSTe-certified partners and respectful policies, Phi Power protects respondents' anonymity, encourages honesty, and is committed to delivering the highest quality research. Phi Power advises a wide variety of industries, and can be reached online at www.phipower.com, by calling 310-457-2355 or by writing to 1223 Wilshire Boulevard, #872, Santa Monica, CA 90403.

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