

Slidermetrix Announces Results of Moment-To-Moment Super Bowl Advertisement Favorability Ratings

Philly.com featured first-of-its-kind audience rating application to identify best and worst moments from this year's Super Bowl advertisements

PORTLAND, OREGON (February 6) -Slidermetrix announced today results of the best and worst moments from this year's line-up of advertisements televised during the Super Bowl. The ratings were provided by visitors to *Philly.com* that participated in this first-of-its-kind audience rating application, powered by Slidermetrix. *Philly.com*, the most popular news website in the Philadelphia region, joined Dialsmith, developers of Slidermetrix, in offering *Philly.com* visitors the unique experience of viewing and continuously rating a selection of featured Super Bowl advertisements.

Slidermetrix is an application with a slider that allowed *Philly.com* visitors to not only rate Super Bowl advertisements as they viewed them, but to also see how their personal ratings compared to other visitor's ratings. Visitors were asked to rate ads on a scale from 1 (Hate it) to 100 (Love it). Slidermetrix captured ratings for every second of every ad, allowing *Philly.com* to not only see which ads had the highest and lowest overall aggregated scores, but also identify the highest and lowest moments for each ad. Gender information for each visitor was also collected so ratings results could be segmented.

Budweiser Clydesdale and Jeep Race to the Highest Super Bowl Ad Ratings by Philly.com Visitors

Based off of results from almost 7,500 unique ratings and at least 150 hours spent viewing and rating the Super Bowl ads, *Philly.com* visitors gave the highest overall rating to Budweiser's (Clydesdale) "Brotherhood" ad and to Jeep's "Whole Again" ad. Both received an overall score of 61 out of 100. Top-rated among male *Philly.com* visitors was the Jeep commercial, receiving a score of 62. Among females, a local spot by TD Bank received high marks with a score of 64, while on a national level, the Budweiser Clydesdale spot held the top spot with a 60.

According to *Philly.com* visitors, the top overall moment from all the Super Bowl ads was the touching conclusion of the Budweiser Clydesdale ad, where trainer and horse are happily reunited. That moment received an overall rating of 72. See the clip: <https://go.slidermetrix.com/apps/dme/com-report/dme/13/h9g68a0dkj#demographic=0.0&all=1&loop-start=54.1&loop-end=67.47541014249208>

Calvin Klein's "Concept" Super Bowl Ad brings up the Rear with Philly.com Visitors

Philly.com visitors gave the lowest overall rating to Calvin Klein's "Concept" ad, which received a score of 43. The "Concept" ad also had the distinction of the lowest overall moment from all the Super Bowl ads, bottoming out at 40, with the "classic" underwear clad model stare down seen in the following clip: <https://go.slidermetrix.com/apps/dme/com-report/dme/13/6cxv68p13r#demographic=0.0&all=1&loop-start=19.9&loop-end=25.14535532466701>

The "Concept" ad also reported the widest gap between male (40) and female (56) overall ratings at 16.

Philly.com visitors were also asked to rate SodaStream's unaired Super Bowl ad that was pulled by CBS. While the ad created its share of national buzz and controversy, it didn't seem to move the meter much with *Philly.com* visitors, who gave it an overall score of 53.

Finally, in the battle of the big name beverage providers whose ads were aired without issue during the Super Bowl, *Philly.com* visitors felt Coke's "Chase" ad (55) had a bit more taste than Pepsi Next's "Party" ad (52).

About Slidermetrix

Slidermetrix is a Software as a Service (SaaS) application that adds moment-to-moment rating capabilities to embedded online video. Through the Slidermetrix application, a fully customizable slider is added below a video allowing viewers to continuously rate it as they watch. Real-time feedback is captured for display back to the viewer or for use in research and/or reporting. For online publishers, Slidermetrix creates a unique and interactive experience that increases viewer engagement and drives metrics for increased ad revenues. For market and media researchers, Slidermetrix offers a fast, cost-effective approach to market test recorded video content. For more information or to view a demo, visit www.slidermetrix.com.

About Dialsmith

Dialsmith is a Portland, Oregon-based technology company that develops products and services for research, audience engagement and live event scoring. We are pioneers in the development of tools for capturing and displaying continuous and moment-to-moment feedback and are the worldwide marketers, sellers and service providers for Perception Analyzer, Perception Analyzer Online, ISX Scoring and Slidermetrix. For more information, visit www.dialsmith.com.

About Interstate General Media

Interstate General Media LLC is the parent company of Philadelphia Media Network (PMN), publisher of *The Philadelphia Inquirer*, *Philadelphia Daily News*, *Philadelphia SportsWeek* and *Philly.com*. With its multiple brand platforms and integrated print and digital products, PMN is the region's largest media network and the industry's technological leader and innovator. Philadelphia Media Network publications reach an average weekly audience of 2.1 million adults – more than the combination of the three early evening television news shows or the combination of those radio stations ranked in the top five during morning drive-time programming.

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