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For Immediate Release

Dialsmith Partners with Videolnk to Offer Second-By-Second “Scoring” of Super Bowl Ads

Portland, Ore (Jan 28th)—For the third year in a row, Dialsmith will be tallying how viewers rate every second of every Super Bowl ad. The online feature offered in partnership with the online video news and commentary site Videolnk (www.thevideolnk.com) is powered by Dialsmith’s video rating application Slidermetrix. Viewers interested in rating the pre-released Super Bowl ads, can go now to http://slidermetrix.com/sb_ads_2015/. Final results will be revealed next Monday.

Using Slidermetrix, viewers are asked to continuously rate the ad while they watch it, using an on-screen slider with a scale from 0 (“Hate It!”) to 100 (“Love It!”). After rating the ad, viewers will see how their feedback compared to other viewers. This continuous rating method is similar to the [Moment-to-Moment dial testing](#) that market research consultants do for their media clients who use the data for placement and programming decisions as well as for content direction, including decisions by advertisers on the content for ads that air during the Super Bowl. “So, in the case of a Super Bowl ad,” added David Paull, Founder and CEO of Dialsmith, “We get a real-time, second-by-second snapshot of each viewer’s opinion, providing a deeper level of data than what you get from some of the standard types of online video ratings—such as star or thumbs up/down ratings.”

Last year, Dialsmith collected more than 35,000 unique ratings on the Super Bowl ads in the week leading up to, and including, the Big Game. The top rated ads based on last year’s final Slidermetrix results were Budweiser’s “A Hero’s Welcome” and “Puppy Love,” followed by RadioShack’s “The 80’s Called.”

About Slidermetrix

Slidermetrix is a Software as a Service (SaaS) application that adds continuous, second-by-second 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 marketing and media researchers, Slidermetrix offers a fast, cost-effective approach to market test recorded video content. To view a demo or request subscription information, please 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 the Perception Analyzer, Perception Analyzer Online, ISX Scoring and Slidermetrix. Featured on CNN, FOX News, Food Network, ESPN X Games, The New York Times and more, Dialsmith’s Perception Analyzer tools are the gold standard for dial-based focus group testing, public opinion polling and audience engagement. To learn more, please visit www.dialsmith.com.

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