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Approximately 8 Million Americans Engage in “Idol” Chatter Every Day

*Study: American Idol Among Most Talked About Brands in the Country –
For Better and Worse*

NEW BRUNSWICK, NJ, May 18, 2007 -- With Blake and Jordin vying to be crowned the American Idol next week, it will be nearly impossible to avoid hearing someone in the office or on the street talking about the hit show. In fact, whether it's viewers talking about the strange odyssey of Sanjaya's hair or Simon's snarky commentary, approximately 8 million Americans are talking about *American Idol* on any given day. This makes it the 17th most talked about brand in the country, ahead of corporate giants like Nike and Honda.

These results from TalkTrack™, the Keller Fay Group's measurement program for word of mouth (WOM) marketing, underscore the overwhelming presence that *American Idol* has in the everyday conversations of Americans. Although *American Idol* has broken plenty of ground as one of the first television series to incorporate fan voting into the outcome of the show, the sheer number of people talking about it is astonishing.

Unfortunately for the show, not all of what the public is saying is positive. According to Keller Fay Group, the word of mouth for *American Idol* is far more mixed than the word of mouth for other popular television programs. Nearly half of all conversations (41%) are either “mixed” or “negative”, according to the study, giving *Idol* the worst “Net Advocacy” number of any show surveyed. Topics of conversation include, among other things:

- **Sanjaya, Sanjaya, Sanjaya:** Obviously, Sanjaya's presence (and hair) served as a huge catalyst for countless conversations.
- **The holy trinity of Idol hosts:** Simon, Paula and Randy bring three uniquely entertaining perspectives to each contestant and their opinions keep America talking.

- **The talent (and lack of talent):** Whether it's the good, the bad or the ugly, each contestant offers something in the way of entertainment. Various musical styles and geographic origins also keep people interested on an individual level.

Other interesting survey findings include:

- Within weeks of its debut this year, *American Idol* climbed to the most talked about television show – and then kept going, more than doubling the more-than-respectable totals for its closest rivals (*CSI*, *Grey's Anatomy*, *Lost* and *24*).
- In terms of the most positive talk, however, *American Idol* significantly trails its' competitors, with a net advocacy of only 12. Other television shows fair considerably better: *24* (74), *Grey's Anatomy* (65), *CSI* (65) and *Lost* (59) were all more than five times more positively talked about. (Net advocacy is a measure of positive word of mouth less negative or mixed word of mouth. The average net advocacy score across all brands measured in TalkTrack is 38.)

Now, with the finale one week away, the chatter will grow even louder! Whether Jordin or Blake is the next *American Idol*, one thing is for certain – people around every water-cooler in America will be talking about it – for better or worse!

About TalkTrack™

Developed by The Keller Fay Group, TalkTrack is the first continuous monitoring system of marketing-relevant conversations in America in whatever form they occur, including face-to-face, telephone and the Internet. It is used by marketers to help maximize positive word of mouth about their brands, which has been proven to be a leading indicator of brand growth. Each day, TalkTrack interviews a new sample of 100 nationally representative Americans ages 13 or older, which amounts to more than 35,000 interviews each year. TalkTrack studies more than 250,000 brand conversations annually across all major consumer categories.

About The Keller Fay Group

The Keller Fay Group is the first full-service market research company focused exclusively on word of mouth (WOM) marketing with its full suite of best-in-class research techniques. The company measures WOM trends and campaign effectiveness; tests concepts, ads and messages to maximize their WOM potential; and offer a complete array of custom research and advisory services related to WOM. The firm was founded by Ed Keller, former CEO of RoperASW and NOP World Consumer and co-author of *The Influentials: One American in Ten Tells the other Nine How to Vote, Where to Eat and What to Buy*, and Brad Fay, former managing director at Roper and NOP World.