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## **Virtual Media Resources Focuses on “Intelligence for Change”** New Strategic Focus for Innovative Media Research Firm

NATICK, MA. Virtual Media Resources today announced its new strategic focus: “Intelligence for Change.” The announcement reflects VMR’s successes and innovations meeting the challenges of new media and deploying media research and marketing data for public policy analysis.

“Over the last several years, we have been called upon by our clients to conduct innovative media research at the cutting edge of new media and to apply media research in new contexts,” explained Joshua Ostroff, VMR’s founder and Principal. “Our seasoned research staff and our unique multi-disciplined approach to media research, enable us to deliver results for our clients by charting new directions in media research.”

“Intelligence for Change” highlights VMR’s proven capabilities in two areas of media research: the impact of new media on audience measurement, and the intersection of public policy and media research. VMR’s launch in 2003 of the first product placement tracking service, Brand Airtime™, and the company’s subsequent work developing models for product placement valuation has established the company as a research innovator. VMR’s groundbreaking work in support of Georgetown University’s Center on Alcohol Marketing and Youth has set new standards in informing public health research with sound and replicable media research and analysis.

As Craig Ross, VMR Principal and Director of Analytic Services, explains, “We have proven ourselves by tackling big challenges, taking a macro-level view of entire categories, applying methods from many disciplines including economics, finance, statistics, and information technology, and charting a direction for our clients. Organizations seek us out to tackle unique problems, and we love the challenge.”

VMR has developed proposals and designed methods to apply media research in areas including new media, marketing ROI, and public policy issues including childhood obesity, underage drinking, and higher education.

### **About VMR**

Virtual Media Research delivers unimpeachable media research to organizations seeking to shape public policy, and to media companies and brand marketers that are blazing new trails. VMR offers a wide range of media research services including strategy formulation, information solutions, and advanced modeling and analysis. VMR is led by Principals Joshua Ostroff and Craig Ross.

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