

FOR IMMEDIATE RELEASE  
July 20, 2005

## Data Accuracy the Key for Alcohol Responsibility Report

NATICK, MA. Virtual Media Resources (VMR) announced today the classification of more than 800,000 alcohol product and responsibility ads that aired on television from 2001 through 2003, to support the findings of the most recent research report released by The Center on Alcohol Marketing and Youth (CAMY). The report *Alcohol Industry "Responsibility" Advertising on Television, 2001 to 2003* released today by CAMY relied on the precise classification and analysis of all alcohol industry ads that aired on Cable, Network and Spot TV over a three year period.

VMR staff viewed and precisely categorized 826,345 alcohol industry television ads for the analysis. Additionally, occurrence data licensed by CAMY from TNS Media Intelligence were integrated with audience data licensed from Nielsen Media Research to compare youth audience exposure for product advertising to that of responsibility. VMR analysts monitored, integrated and analyzed the data of these product and responsibility advertisements to support the findings of the CAMY report.

"It was essential that the product and responsibility ads be classified and analyzed with complete accuracy for this report," said David Jernigan, Research Director at CAMY. "The classification schema and analysis tools developed by VMR were essential for CAMY to accurately evaluate the status of 'responsibility advertising' within the alcohol industry"

The level and intensity of review of standard industry data is unusual. "We are deploying market research data to examine areas of great concern to the public, advertisers, and academic researchers" said Craig Ross, Principal at VMR. "The integrity of the analysis is our top priority morning, noon, and night. Everyone has a great deal riding on this information."

### **About CAMY**

The Center on Alcohol Marketing and Youth at Georgetown University monitors the marketing practices of the alcohol industry to focus attention and action on industry practices that jeopardize the health and safety of America's youth. Reducing high rates of underage alcohol consumption and the suffering caused by alcohol-related injuries and deaths among young people requires using the public health strategies of limiting the access to and the appeal of alcohol to underage persons.

The Center is supported by grants from The Pew Charitable Trusts and the Robert Wood Johnson Foundation to Georgetown University.

### **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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