



## **Exposure Analysis and Projection of Motion Picture Product Placement for The Ross Group**

### **Sony Pictures' Maid in Manhattan**

- **ALIVE Kabbalah Water Within Skincare**

Prepared January 21, 2003

## Overview

This report documents the amount of exposure ALIVE Kabbalah Water Within Skincare received as a result of product placements within the Sony Pictures motion picture “Maid in Manhattan”, which had recorded a box office gross of \$84,162,000 million as of January 13, 2003. Projected exposure figures stemming from theatric showings, video/DVD rentals and sales, as well television distribution, totaled \$1,253,310 of comparable exposure value for ALIVE Kabbalah Water Within Skin.

Impressions and values documented in this report are valued using the National Television Impression Value (NTIV®) derived Cost Per :30 Commercial Rate. NTIV methodology is based on the assumption that national television advertising is the most cost-effective means of generating the largest number of gross impressions. A cost-per-impression is derived, using nearly 2,300 nationally televised programs annually.

**For more specific information on the CP:30 and NTIV methodologies and the calculations utilized within this analysis, please refer to the Appendix.**

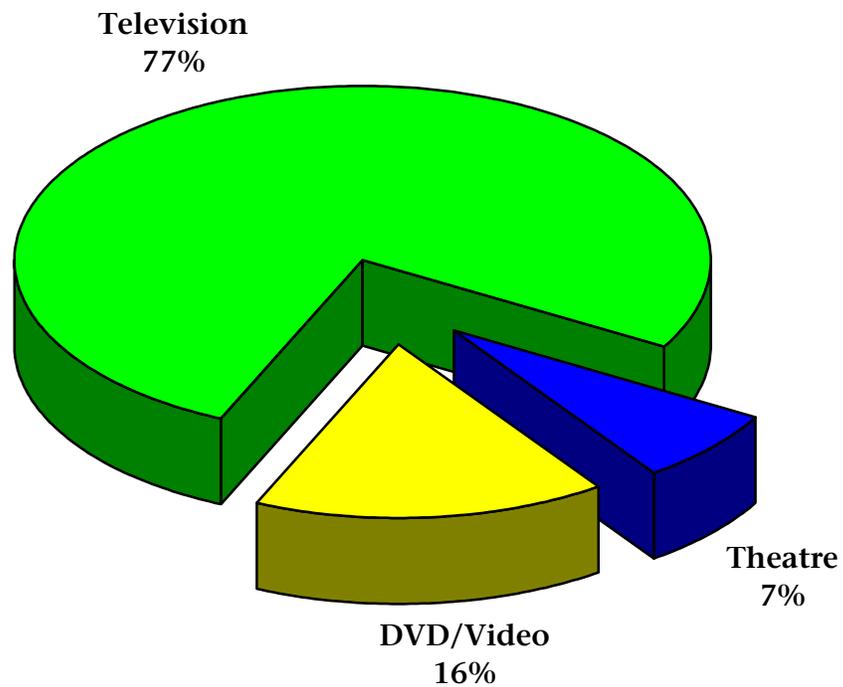
## Table of Contents

Section	Page
Projected Exposure Value Summary	3
Theatre Exposure Summary	4
Video/DVD Sales & Rental Projection	5
Television Projection	6
Appendix	7
Evaluation Methodology	

## Projected Exposure Value Summary

### ALIVE Kabbalah Water Within Skincare

Media Outlet	Exposure Value
Theatre	\$88,480
DVD/Video Sales & Rentals	203,520
Television	961,310
<b>Projected Total:</b>	<b>\$1,253,310</b>



## Theatre Exposure Summary

### ALIVE Kabbalah Water Within Skincare

Location	Segments	On-Screen Time	Exposure Value
Table in hotel room	5	0:14	\$88,480

Through January 13, 2003, "Maid In Manhattan" had grossed \$84,162,000 in box office receipts. When considering an average ticket price of \$5.85\*, a total of 14,386,666 individuals (i.e. impressions) had viewed the movie during its first five weeks in theatres.

To determine a value for the on-screen time monitored for ALIVE Kabbalah Water Within Skincare, a NTIV Derived Cost Per: 30 Commercial rate was applied. The CP:30 rate (\$189,615) is calculated by comparing the theatre viewing audience to the NTIV Factor.

During scenes taking place in one of the character's hotel suite, bottles of ALIVE Kabbalah Water Within Skincare appeared on table. The bottles were monitored on five separate occasions (durations of 5, 3, 4, 1 and 1 seconds each) as the movie's characters carried on various conversations.

\*Source: National Association of Theatre Owners

## Video/DVD Rental and Sales Projection

Location	Segments	On-Screen Time	Exposure Value
Table in hotel room	5	0:14	\$203,520

Revenue from video/DVD sales and rentals of the “Maid in Manhattan” movie is projected at \$148,902,000, based on the assumption that box office receipts typically generate 26% of a film’s revenue, while sales and rentals (46%) and television (28%) account for the remaining proceeds\*. Due to the fact that each sales or rental transaction generates an average of \$9\*\*, and considering a 2 viewers-per-transaction factor, it is estimated that this category will generate 33,089,335 viewers (impressions).

To determine a value for the on-screen time monitored during “Maid in Manhattan”, a cost per :30 (CP:30) commercial rate was applied. The CP:30 rate (\$436,115) is calculated by comparing the sales and rental viewing audience to the NTIV Factor.

\*Source: FilmSpace: Behind the Scenes,” ABN AMRO, Sept. 12, 2000.

\*\*Source: Ernst & Young for the DVD Entertainment Group, 2000.

## Television Projection

Location	Segments	On-Screen Time	Exposure Value
Table in hotel room	5	0:14	\$961,310

Revenue from television distribution (Pay-Per-View, premium cable, over-the-air broadcast, basic cable and syndication) of the “Maid in Manhattan” is projected at \$90,636,000, based on the assumption that television rights typically generate 28% of a film’s revenue, while sales and rentals (46%) and box office receipts (26%) account for the remaining proceeds\*.

Based on the assumption that television outlets would at least charge as much for advertising during the movie as what was paid in rights fees, and considering an average of 44 30-second commercials during a typical movie telecast, the cumulative CP:30 calculates to \$2,059,910, or \$68,665 per second. The cumulative CP:30 is then compared to ALIVE Kabbalah Water Within Skincare’s on-screen time to determine exposure value.

\*Source: FilmSpace: Behind the Scenes,” ABN AMRO, Sept. 12, 2000.

# Appendix

## Evaluation Methodology

### Value Analysis

Throughout the evaluation, the following formulas have been used to base comparative values, audience reach and gross impressions.

#### Method One: CP:30

The cost per :30 (CP:30) commercial rate—which is the non-discounted or estimated cost to air a commercial in a 30-second time block during a specific event broadcast—is the method used for determining the value of a brand's exposure during the particular broadcast in question.

The brand's exposure time and mentions are compared to the cost of purchasing commercials during the particular broadcast.

#### Method Two: NTIV Factor

The NTIV Factor—which is derived from an average of the CP:30 commercial rates televised programming, along with the corresponding viewing audiences for these programs—is the other method for assessing the value of a brand's exposure. The NTIV Factor represents the cost necessary to reach one viewer during a nationally televised broadcast. Impressions generated from the selected sections in the NTIV Analysis are then applied to the NTIV Factor.

The NTIV Factor is derived from the viewerships and non-discounted or estimated commercial rates of nearly 2,300 televised programs airing within the past 12 months. Broadcasts airing on ABC, CBS, Fox, NBC, ESPN, ESPN2, ABC Family, TNN, TNT, PAX, USA Network, WGN, WTBS, CBC, CTV, TSN and Fox Sports Net, as well as those distributed through syndication are utilized. The constant resulting from this calculation may be considered an average cost-per-impression of nationally broadcasted exposure time.

*NTIV Evaluation Methodology, continued*

**Method Three: NTIV Factor Derived CP:30**

The NTIV Factor Derived CP:30 is determined by comparing the viewing audience with the NTIV Factor and is utilized only when the viewership has been determined.

NTIV® is a registered trademark of Joyce Julius and Associates, Inc., Ann Arbor, Michigan. Distribution and use of NTIV® and the NTIV constant is strictly prohibited by law unless specifically authorized by licensing agreement.