DIALSMITH

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For Immediate Release

Dialsmith's Slidermetrix Using Second-by-Second Ratings to Determine Super Bowl Ad Winners and Losers

Portland, Ore. (February 2, 2016)—For a fourth year in a row, Dialsmith will be tallying how viewers rate every second of every Super Bowl ad. The online feature 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/rate_the_superbowl_ads_2016/. New ads will be added as soon as they are made public. Final ratings results will be revealed after the Super Bowl 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.

"Slidermetrix's ability to gather viewer feedback second-by-second provides a unique reporting angle on the Super Bowl ads," added David Paull, Founder and CEO of Dialsmith. "Unlike most online ratings that ask viewers to give a single score after-the-fact, we collect viewer opinion continuously as they're watching the ad. We can then pull out those magic moments that are making or breaking the ads as well as gather an aggregated score for the ad based off of how the viewer was feeling about it in-the-moment."

For last year's testing, Dialsmith collected thousands of unique ratings in the days leading up to, and including, the Big Game. The winners based off of last year's Slidermetrix ad ratings were Budweiser's "Lost Dog" and Fiat's "Little Blue Pill". While the losers were T-Mobile's "Kim's (Kardashian) Data Stash" and Nationwide's "Make Safe Happen."

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. For more 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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