



## **NIELSEN REPORTS 70% AD RECALL FOR GAS PUMP DIGITAL SCREENS**

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Gas Station TV has announced the results of a Nielsen Media Research study that showed;

- 70% of participants recalled advertising shown on its network,
- 78% of participants agree that GSTV is a good source of product information,
- 84% will watch or listen to GSTV at their next visit,
- Recall of one or more national brands averaged 50%,
- 84% of 18-14 year-old demographic recalled more than 1 advert.

The study was conducted at GSTV-equipped gas stations in some of the nation's top media markets including New York, Los Angeles, Chicago and Atlanta.

"The research in this year's study of expanded markets shows consistency in the data that people are engaged in their viewing of GSTV while they pump their gas," said Paul Lindstrom, vice president, Nielsen Strategic Media Research.