



## **IMS Launches IMSTVOnline.com, Bringing Powerful Analysis Tool to Television Marketers**

*Infomercial Monitoring Services, Inc. (IMS) of Philadelphia launches IMSTVOnline.com, a tool for television marketers, broadcasters and producers to obtain and analyze expenditures, media buys and details of infomercials.*

Philadelphia, PA, January 13, 2009 --([PR.com](http://PR.com))-- Infomercial Monitoring Service, Inc. (IMS) of Philadelphia has announced the launch of IMSTVOnline.com, a robust and elegant interactive resource for the direct response television industry.

Like the industry standard IMS Report weekly print edition, IMSTVOnline.com is a decision-making tool that enables television marketers to make confident decisions based on a powerful database of accurate and current information, including weekly reports on top infomercial airings and expenditures, historical trends, production reviews and full-form video of paid programming

IMSTVOnline.com offers marketers free access to the site during the month of January as they fine-tune planning and budgets for the first quarter of 2009, traditionally the year's biggest quarter for advertising expenditure and direct response product sales.

IMS CEO Sam Catanese said: "Knowledge is power, but only if you use that knowledge. IMSTVOnline.com not only makes more information available to our subscribers, it also makes the information much easier to access and use. At IMSTVOnline.com, IMS reports can be arranged in a great variety of formats, tailored to whatever metrics the user wants to explore. Our clients are looking for hard data and trendlines that enable them to identify competitive patterns, and plan future media buys and product development."

Going beyond the print version of the report, IMSTVOnline.com creates a forum for exchange of a goldmine of multimedia information. Features include:

- Password-protected access to IMS Report data, sortable by time period, rankings, product and network type and dozens of other metrics
- A directory of industry resources and key players in TV production and marketing
- Free classified ads and job listings
- Access to a library of current infomercials and spots, each clickable to deliver streaming video of the new products
- Social networking amenities like customizable individual user pages and an industry blogsite
- IMSTube with user-supplied original content relating to the direct response industry.

CEO Sam Catanese believes the array of offerings will make IMSTVOnline.com a daily must-visit site. "IMSTVOnline.com is social, sophisticated, streamlined, and sustainable," Catanese said. "The site provides a huge amount of data in a logical, intuitive interface. We think that our clients will also be glad to have instant electronic access to the data, rather than having to thumb through hundreds of pages in our



traditional paper reports.”

#### Leveraging IMS's Core Business

IMS monitors the 46 leading national cable and satellite networks airing paid programming, 24 /7 - more than 30,000 hours each month. Based on this monitoring, the weekly IMS Report includes summaries of the frequency of airing and gross media value of leading infomercials and short-form spots, along with grids providing extensive breakdowns of media buys and schedules for each of the top 25 infomercials and top 50 spots weekly. Monthly IMS reports rank the top 100 short-form spots and long-form programs.

The IMS report is an unbiased, scientific digest of information whose subscribers include virtually all major US marketers, media buyers, retailers, and producers of paid programming, as well as a growing number of subscribers in North and South America, Europe, Asia, Africa and Australia. IMS also develops standard and custom reports in response to client inquiries, analyzing trends and strategies based on combinations of show data.

The new website is at [IMSTVOnline.com](http://IMSTVOnline.com). During the month of January, users can gain free entry to the site by providing their email addresses to log in. Customer service and other inquiries can be directed to IMS by phone at 610-328-6902 and by email to [online@imstv.com](mailto:online@imstv.com).

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