

Ace Metrix Announces Q4 Top Ads; Games and Tech Lead the Way

Los Angeles, CA-January 05, 2011 Ace Metrix™, the authority in television advertising effectiveness, today announced the Ace Metrix Quarterly Top 10 national ads for the fourth quarter ending December 31, 2010. Ads for new console games that encouraged consumers to get off the couch and start moving were high scorers throughout the quarter. The winning ad, called "Epic Gaming for All" for the new Sony PlayStation 3 Move, which first aired on October 1, scored an Ace Score™ of 695, compared to the Ace Score average of 538 and the technology average of 573. Also scoring high in the quarter were three debut ads for the Microsoft Kinect gaming console which also features user movement for game operation.

Overall, it was an impressive quarter for technology ads with seven out of the top ten ads from the tech category, and a full 50%, or five out of the top ten, from the game category.

"Technology, and specifically, console game ads dominated Q4," commented Peter Daboll, chief executive of Ace Metrix. "This reflects the overall consumer interest in innovative/new technology products that we saw resonate throughout 2010. Sony and Microsoft both kicked into high gear with ads that clearly demonstrate the fun that these new movement-based game consoles deliver."

The Sony PlayStation 3 Move ad scored well across all gender and age groups and especially appealed to males and females ages 16-20. It scored lowest with males age 36-49. The ad was successful with high "attention", "likability" and "desire" scores.

As a 36-49 year old female said, "This ad really, really caught my attention. I didn't know it did all that." And, from a 21-35 year old male, "That is an awesome commercial. It is very action packed and it will definitely draw some attention."

The complete Q4 Quarterly Top 10 for the quarter ending December 31, 2010 is as follow, and to view the ads please go [here](#)

Q4 Top 10 Ads			
Ace Score*	Brand/Product	Ad	Airdate
695	Sony	Epic Gaming For All	10/1
677	Hewlett-Packard	Send Photos to Your Printer	10/18
667	Microsoft Kinect	You're the Controller	10/18
665	Apple- iPad	Words Describe iPad	11/1
662	Microsoft Kinect	Be Just the Way You Are	10/25
659	Walt Disney	The Legend You Thought You Knew	11/3
658	Coca-Cola	Making Everyone Closer	11/21
658	Microsoft Kinect	People Dance with Sponge Bob	11/16
650	Jack Links	Sasquatch Licks Frozen Pole	10/18
649	Activision	Teh is Breathless and Amazing	11/1

*The Ace Score is powered by innovative, patent-pending algorithms and proven methodology. The persuasion rating is based on the interactivity of six data elements, desire, relevance, likeability, attention, information and change, automatically captured and analyzed for each ad. Watchability measures the engagement that a person has with the ad.