

**FOR RELEASE – SEPTEMBER 29, 2015**

## **Google, Food Network, Travel+Leisure and Univision Recognized as Leaders in Delivering Advertiser Experience**

*Latest Advertiser Experience Index™ (AXi) Results Identify Leading Media Brands*

**NEW YORK** (September 29, 2015) – Advertiser Perceptions ([www.advertiserperceptions.com](http://www.advertiserperceptions.com)), the leader in research-based advertiser insights, today released its first Advertiser Experience Index™ (AXi) rankings, which show that Google (digital), Food Network (television), Travel+Leisure (print) and Univision (audio) rank highest by medium in Advertiser Experience among hundreds of media brands measured.

The Advertiser Experience Index (AXi) is based on the opinions of thousands of leading advertisers (as measured in the Advertiser Intelligence Reports every six months) about their experiences with more than 400 different media brands. More than 30 criteria altogether goes into determining AXi resulting in answers to the following questions...

- **Brand:** Does the media product meet advertiser needs and expectations?
- **Marketing:** Are the media brand's advertisers and prospects well informed?
- **Selling:** Is doing business with the media brand easy and effective?
- **Satisfaction:** Are clients satisfied with the media brand and would they recommend its advertising to others?

**More information regarding Advertiser Experience and the Advertiser Experience Index can be viewed here...**

[www.AdvertiserPerceptions.com/AXi](http://www.AdvertiserPerceptions.com/AXi)

"Through more than a decade of research, analysis and client work, plus an abundance of common sense, we've found that improving advertiser experience nearly always leads to improving buying intentions. So it's in media executives' best interests to monitor and regularly evaluate and improve the perceptions that advertisers have of their media brands in comparison to the competition and over time," said Ken Pearl, CEO at Advertiser Perceptions. "We created the AXi as a way for media company CEOs to gain a very clear understanding of where their media brand advertiser experiences stand."

Among more than 400 media brands measured, the following are the top five AXi ranked (in order) for digital, television, print and audio.

### **Digital (150+ media brands measured)**

1. Google
2. ESPN
3. Amazon Media
4. Hulu

5. NFL and Pandora (tie)

### **Television (125+ media brands measured)**

1. Food Network
2. ABC
3. ESPN
4. NBC
5. HGTV

### **Print (130+ media brands measured)**

1. Travel+Leisure
2. Food Network Magazine
3. The New York Times
4. People
5. Conde Nast Traveler

### **Audio (20+ media brands measured)**

1. Univision
2. Pandora
3. iHeart Radio
4. Westwood One
5. Cox Media

### **About Advertiser Perceptions**

When it comes to gaining knowledge and clarity about what advertisers think, nothing compares to what Advertiser Perceptions delivers. We are the world leader in providing media company executives with the research-based advertiser insight and guidance necessary for improving advertiser experiences, strengthening media brands, supporting advertiser satisfaction and increasing advertising sales. We specialize in determining, analyzing, communicating and applying what advertisers think — their plans, opinions and motivations.

Our proprietary database and panels of media decision makers are large and responsive. The advertiser survey and questionnaire development process that we employ is proven and ensures optimal response. Focus and media industry expertise enables us to effectively analyze and accurately interpret the research that we conduct on behalf of our clients, who represent most of the largest media companies in the world.

**FOLLOW US...** to get immediate delivery of important, timely facts and information regarding the media marketplace. Website: [www.advertiserperceptions.com](http://www.advertiserperceptions.com) Twitter: <https://twitter.com/AdPerceptions>  
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