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Contact: Andre Gueziec- 408 777 6509

Kovsky & Miller Research Study provides useful insights into traffic reporting in newscasts

Beat the Traffic System Provides Complete Rather than Fragmented Reports

A new study of morning television newscasts by [Greg Miller of Kovsky and Miller Research LLC](#) revealed how TV stations use traffic reporting software to deliver the most complete and relevant reports.

TV stations in the study spent nearly 10% of their newscast content time making viewers aware of morning traffic conditions and hazards. Stations using [Beat the Traffic technology](#) covered 25% more topics like accidents, road conditions, and visibility despite spending nearly 17% less time on traffic reports. Thus Beat the Traffic stations were 46% more efficient in keeping a broad audience informed of impending auto transportation problems.

Greater use of maps was responsible for the breadth of coverage and effective time usage advantages at Beat the Traffic stations. These stations spent nearly 23% more time than its competitors giving traffic information via various map displays.

Nevertheless, all stations relied heavily on traffic cameras in their reports. Placing more importance on immediacy vs. relevancy to the audience, the stations spent nearly 60% of their time showing traffic cameras even though more complete reports for the broadest audience comes from a balanced use of traffic technology and live cameras.

Results were derived from an analysis of 60 hours of morning newscasts in 2 top 20 and 1 top 50 market between 5-7 a.m. during one week in October, 2009. Commissioned by Beat the Traffic, the study compared a station using its technology and a primary competitor using other tools.

To access the complete study, please contact [Beat the traffic/Triangle Software](#). You may also call 408 777 6509

About Beat the Traffic®

Based in Santa Clara, CA, Triangle Software LLC d/b/a Beat the Traffic® is the fastest-growing provider of vehicle traffic reporting solutions. Acclaimed for its visually-striking graphics, simple setup and user-friendly interface, Beat the Traffic® received the

Television Broadcast magazine's NAB Top Innovation Award. Triangle Software is a National Science Foundation funded early innovator in traffic prediction and presentation science. Visit www.beatthetraffic.com or www.trianglesoftware.com. The Beat the Traffic® technology is protected by U.S. Patents Nos. 6,989,765, 7,161,497, 7,221,287, 7,375,649, 7,508,321, 7, 557,730 and 7,610,145. Visit our youtube.com/beatthetraffic channel and follow us on Twitter at twitter.com/btt3d