

Pictureanywhere - Measuring Entertainment Before It Happens

Entertainment Is A Risky Business But The Show Must Go On

For Immediate Release

BEAVERTON, Ore./EWORLDWIRE/Aug. 25, 2005 --- With no big hits this year the movie industry has been barely able to break even. TIVO(R), DVRs and similar products are increasingly being used to fast forward advertisements, and traditional television advertising revenue is being diverted to Internet search engines. Audiences are demanding better movies and advertisements just as entertaining as the television show itself.

The answer to a successful film or ad campaign is being able to connect with the audience and invoke the right emotional responses. With its never before used technology, Pictureanywhere uses emotions in the content of a film or television program as the fundamental unit of measurement for testing success rate.

Pictureanywhere breakdowns a script or storyboard into pictorial elements, then objectively enters all the emotions visible in the content into its psychology based software. The story, character, drama, plot, primary emotions, secondary emotions, feelings, action and screenplay values are then categorically measured.

It is common in most industries to perform measurements before starting any type of production. However, this is not true in the entertainment industry. Many entertainment projects utilize focus group data as a form of measurement and testing. The problem is that information gathered from focus groups works well for product evaluations, but not for the entertainment industry. This is mainly because the audience for commercial movies and consumer advertising is very diverse. It is no wonder that the failure rate in the entertainment industry is over 80 percent, that is a lot of risk not seen in other industries where measurements are done.

Using emotional patterns in the script or storyboards the company can clearly say if the content is connecting and if it will have any impact on the audience even before production has begun. Based on the entertainment values and measurements, Pictureanywhere helps writers, directors, producers and distributors by using the various reports to clearly explain if the work is connecting with the audience.

Pictureanywhere can be used to measure the entertainment values in scripts, storyboards and in corporate or sales presentations before it reaches the audience.

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