



## **INTERPRET LLC GROWS VIDEO GAME PRACTICE – NAMES MICHAEL CAI VICE PRESIDENT OF VIDEO GAMES REPORTING TO NEW PRESIDENT, GRANT JOHNSON**

Los Angeles, CA February 23, 2009 – Building on the success of its strong video games unit, Interpret LLC, a leading media and technology research firm based in Los Angeles, has named veteran analyst Michael Cai as Vice President of Video Games. Cai brings over ten years of digital media and gaming experience to the company, and will report to Grant Johnson, in the newly created role of President, Interpret. The announcement was made today by Interpret CEO and Co-Founder Michael Dowling.

“We are thrilled to add someone of Michael Cai’s caliber to our team. Throughout his career, Michael has consistently demonstrated a unique depth of knowledge about the issues facing video game companies and he has a strong track record in building products and services to support the evolving video game industries. With the addition of Michael, we now have exceptionally strong practice leaders in place to provide unparalleled services to companies across the media landscape including the video game, mobile, digital entertainment and theatrical/home entertainment industries.”

In his role Cai will lead the company’s gaming vertical, providing a wide variety of market research and analysis products to help clients gain a comprehensive understanding of consumer gaming habits and interest and make strategic decisions. He will work closely with Johnson to continue to grow Interpret’s video game sector which has already worked with many game publishers and advertisers in the category.

In addition to offering a broad array of market research services for major publishers, Interpret’s proprietary *Gameasure* product is the world leader in video game measurement, measuring the effectiveness of in-game advertising, collecting robust behavioral and attitudinal data through its innovative syndicated data reports, and tracking all aspects of player behavior through its patent-pending game metering technology.

Prior to joining Interpret, Cai served as Director of Digital Media and Gaming for Parks Associates. During his tenure with Parks Associates, Cai established and grew its gaming coverage practice and led a research team to provide syndicated and custom research for digital media, gaming and service provider industries.

Cai has authored and managed more than 20 industry reports and custom research projects and has presented his findings at such high-profile events as *Austin Game Developer’s Conference*, *Consumer Electronics Show* and *The New York Games Conference*. He was born and raised in China, where he received his Bachelor of Economics in 1997 before earning his Masters from Landegg International University in 2000 and his MBA from Baylor University in 2002.

In addition, Interpret is also announcing the promotion of Grant Johnson to President, Interpret, reporting to Michael Dowling, CEO. “As client needs expand and converge across media, we are evolving our infrastructure to support this shifting landscape,” said Dowling. “Grant has been

instrumental in the development and growth of our business, and with his expanded leadership of our practice area experts, Interpret will assuredly continue to drive actionable, innovative solutions for clients.”

Grant Johnson, also a company Co-Founder, has over 15 years of academic and consumer-based research experience across global theatrical, home entertainment, mobile, video game and music working with companies including Nielsen Entertainment, Lieberman Research Worldwide and Coleman Research.

While at Nielsen Entertainment, Johnson was instrumental in launching Nielsen Interactive Entertainment, a unit of Nielsen Entertainment that provides consulting and measurement services to game publishers, mobile and online companies. The unit achieved profitability in its first year through Johnson’s leadership in employing innovative methodologies and advanced analytics. Also during his tenure at Nielsen, he served as Vice President of Nielsen NRG International’s theatrical and home entertainment operations, helping resurrect the company’s international presence and exponentially growing revenue during his two years of leadership.

Johnson graduated from University of Oregon, majoring in philosophy, holds a Master’s in Psychology from Brandeis University, and conducted doctoral research in clinical psychology at the University of North Carolina, Chapel Hill.

### **About Interpret LLC**

Interpret is a leading entertainment, media and technology measurement and market research firm that applies proprietary, cutting edge methodologies and extensive category knowledge to help companies plan, test, and measure their business strategies. As the first research firm to focus on evaluating and measuring the intersections of content, technology, advertising and consumer behavior, Interpret provides clients with premium quality insight across the media and entertainment landscape, including leaders in the home entertainment, video game, new media, mobile content, and theatrical industries. Interpret’s syndicated measurement products and custom market research services continue to address many of the challenges faced by marketers, programmers and technologists in the evolving digital age. Based in Los Angeles with offices worldwide, Interpret’s “on the ground” staff, strategic partnerships and strong vendor relationships in key territories give the company a global reach with services throughout North America, Europe and Asia Pacific.