



## Wharton Research Data Services (WRDS) Adds Centris Technology Survey Reports & Data Products

PHILADELPHIA, PA, March 28, 2008 - The Wharton School of the University of Pennsylvania announced that WRDS now includes household survey data and technology diffusion and activity reports collected and published monthly by **Centris**, a leading market research and information company with expertise in media, entertainment, communications and technology.

Published continuously each month since 1998, *Insights* is a nationally representative measure of media technologies and services as they emerge and converge in the consumer household. All Centris *Insights* reports from 2001 through 2007 are now available free to WRDS subscribers interested in TV, video, audio and computer hardware and related services and activities. Media delivery platforms – cable, satellite, internet and telecom – are also tracked in the Centris reports. Interested WRDS subscribers will also have the opportunity to access much of the core Centris survey data that underlies the *Insights* syndicated reports. Quarterly market survey data from March 2004 through March 2007 -- over 160,000 completed surveys – is now available.

"We are pleased to contribute our survey results and analysis to the WRDS data portfolio," said David S Klein, Centris Executive Vice President. "Centris shares with WRDS the vision that a unified source of proven business data -- financial, economic and marketing – will promote authoritative research and innovative thinking throughout this community of faculty, students and other member institutions." Peter Fader, Frances and Pei-Yuan Chia Professor, Professor of Marketing, The Wharton School, echoed that opinion saying "Integrating the Centris technology and media market data, particularly the in-depth household survey results, consistently and cost-effectively with other well-known and respected sources of business information is what **WRDS** is all about."

### **About Centris**

**Centris** is the only national database that continuously collects household information on the choice and use of voice, video, data and electronic products and services. Centris projects these behaviors to any geography, from the Census Block Group on up. The Centris solution provides the framework for computing market size, exploring market potential, tracking market share, assessing the competitive environment, and forecasting demand in the media platform and content marketplace. For more information, visit [www.centris.com](http://www.centris.com).

## **About the Wharton School and WRDS**

The Wharton School of the University of Pennsylvania -- founded in 1881 as the first collegiate business school -- is recognized globally for intellectual leadership and ongoing innovation across every major discipline of business education. The most comprehensive source of business knowledge in the world, Wharton bridges research and practice through its broad engagement with the global business community. The school has more than 4,600 undergraduate, MBA, executive MBA, and doctoral students; more than 8,000 annual participants in executive education programs; and an alumni network of more than 82,000 graduates.

WRDS was developed in 1993 as a resource for Wharton faculty. It has grown to become a dedicated network of member institutions. This hosted data service has become the locus for quantitative data research and is recognized by the academic and financial research community around the world as the leading business intelligence tool. Today the WRDS community consists of scores of prominent universities, research institutions and non-profit organizations

### **CONTACT:**

Robin Nussbaum Gold  
Marketing Director  
Wharton Research Data Services  
The Wharton School  
University of Pennsylvania  
102 Vance Hall  
3733 Spruce Street  
Philadelphia, PA 19104  
Voice: 215.898.9065  
Fax: 215.573.6073  
<http://wrds.wharton.upenn.edu>

David Klein  
Executive Vice President  
Centris  
6310 San Vicente Blvd, Suite 430  
Los Angeles, CA 90048  
Voice: (323) 549-9737  
Fax: (323) 549-9738  
dklein@centris.com  
[www.centris.com](http://www.centris.com)