



## **EA Announces a Comprehensive Insights Suite for Brand Marketers**

### ***Aggregates Marketing Activities, Results, Analytics and Insights Across All Gaming Platforms into a Single Interface***

REDWOOD CITY, Calif., Sep 30, 2010 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) today announced a comprehensive insights suite which provides marketers with actionable consumer data based on their activity in and around EA games. A first of its kind, EA's insights suite is a cross-platform tool which pulls together campaign performance, brand impact, social buzz, and where available, ROI, across all platforms on the EA network - mobile, social, online and console. Over time, advertisers will be able to benchmark their performance against their competitive set.

"One of the biggest challenges for marketers is comprehensively evaluating and learning from their investments across disparate audiences, platforms and content," said Elizabeth Harz, Senior Vice President of EA's Global Media Sales team. "Our insights suite is the solution. For the first time, our partners will have actionable insights as a result of their marketing communications to key audiences across all of our content and all of platforms. I can't wait to get this into our partners' hands."

The rich feature set offers many benefits for advertisers, such as:

- Overview of key campaign performance indicators such as impressions, clicks, unduplicated reach, demographic profiles, and social media buzz
- Segmented audience insights based on cross-platform demographic, psychographic and social data
- Ability to drill down into the factors that impact campaign effectiveness including audience engagement, audience profiles, type of creative, measured over time
- Assessment of the social media sentiment and change in the brand conversation the campaign generates

With today's announcement, EA also unveiled an affinity metric which will provide marketers the ability to measure effectiveness of interactive entertainment investments. This measurement leverages the consumer avidity, engagement, reach, and social impact commonly found in interactive entertainment experiences.

The insights suite is powered by technology leader nPario, an expert in providing data products and services that enable companies to understand and market consumer commercial intent. With its cross platform, real-time insights, EA sets a new standards for measuring the effectiveness of interactive entertainment advertising and digital advertising overall.

"As consumers embrace emerging entertainment platforms, reaching them with the right message, on the right channel and at the right time becomes even more challenging for advertisers," said Bassel Ojeh, President and CEO of nPario. "Leveraging nPario technology, EA's insights suite, with the multi-platform, real-time, actionable insights it delivers, takes the complexity out of today's fragmented multi-platform world, and turns it into an opportunity to improve advertising effectiveness and measurement."

### **About Electronic Arts**

Electronic Arts Inc. (EA), headquartered in Redwood City, California, is a leading global interactive entertainment software company. Founded in 1982, the Company develops, publishes, and distributes interactive software worldwide for video game systems, personal computers, wireless devices and the Internet. Electronic Arts markets its products under four brand names: EA SPORTS™, EA™, EA Mobile™ and POGO™. In fiscal 2010, EA posted GAAP net revenue of \$3.7 billion and had 27 titles that sold more than one million units. EA's homepage and online game site is [www.ea.com](http://www.ea.com). More information about EA's products and full text of press releases can be found on the Internet at <http://info.ea.com>.

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