

NEW YORK--([BUSINESS WIRE](#))--Viggle Inc. (NASDAQ:VGGL) ("Viggle"), the entertainment marketing and rewards platform, today announced results from its first NextGuide Reminder user survey, that reveals how modern TV audiences discover and tune in to watch their new and favorite TV shows. The poll results included responses from US-based television audiences on their favorite methods of discovering new shows, preferences around notifications of TV airing information, and resulting behaviors on receiving notifications.

Key Takeaway: Tune-In Reminders Are Effective

The key finding of the NextGuide Reminder platform is that TV audiences will tune in to watch when they are reminded that shows are on air. Almost half (47 percent) of survey respondents reported that "NextGuide Reminders lead me to turn on the television when I would have been doing something else." Additionally, 37 percent of respondents revealed that when a NextGuide Reminder is set for a show they often set additional reminders for other shows on the same network or website.

Another interesting outcome of the survey is the clear impact NextGuide Reminders have on driving audiences to discover new content. In fact, 34 percent of respondents answered, "NextGuide reminders lead me to tune into a show that I otherwise would not have watched."

"We're thrilled to see these kind of results. The power of the Viggle platform is to bring together consumers and brands around entertainment content and its success is predicated on driving awareness and tune-in," said Greg Consiglio, President and COO of Viggle Inc. "The survey results confirm our hypothesis on reminders' role in doing just that. Reminders continue to be an effective platform for getting people to watch live TV when they otherwise might not have as well as getting them to watch additional TV shows from the same networks."

Reminders Necessary for New *and* Existing Audiences

The survey also revealed that 46 percent of respondents are setting reminders for new shows, reinforcing the basic necessity of getting people to discover new content. Further, 81 percent of respondents stated they set reminders for programs they already watch. This data reveals a counterintuitive nuance - as most TV studios drastically reduce promotional budgets for shows with large and existing fan bases.

Email Massively Trumps Twitter as Preferred Notification Method

NextGuide Reminder users were surveyed on a variety of communication and notification platforms, including email, SMS, push notification, Twitter and other options. Sixty-eight percent of users indicated email was their first or second choice of notification method. Interestingly, 48 percent of survey respondents indicated Twitter as their least desired form of tune-in reminder notification (only 4 percent selected Twitter as first or second choice).

"Television today is scattered across a plethora of platforms," said Colin Dixon, Founder and Chief Analyst of nScreenMedia. "It's just too easy for viewers to get distracted and miss a favorite show. TV networks need to pursue tools, like reminders, that help viewers keep track of the programming that they interested in."

Viggle Inc. is compiling full NextGuide Reminder user survey findings and will make the results available in the coming weeks.

Useful Links

About Viggle Inc.

Viggle is an entertainment marketing and rewards platform whose app rewards its members for watching TV shows and discovering new music. The Viggle mobile app has over 4 million users. Since its launch, Viggles have redeemed over \$18 million in rewards for watching their favorite TV programs and listening to music. In addition, Viggle operates Wetpaint, which offers entertainment and celebrity news online. Viggle also

operates Dijit Media, maker of technology that helps consumers search for, find, and set reminders for TV shows and movies.

About NextGuide

NextGuide is an award-winning platform targeting the entertainment industry, enabling it to efficiently spend and target promotional budgets and collect exponentially more and better data about actual audiences than ever before. The platform includes the NextGuide Reminder Button, a tool that helps TV networks, programmers, and broadcasters build their audiences with detailed metrics and measurement. The platform also includes universal discovery, search, recommendations, and watchlist services with live TV and streaming support. Viggle Inc. acquired Dijit, which operates NextGuide, in January 2014.

This press release may contain forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, and as defined in the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements involve inherent risks and uncertainties that could cause actual results to differ materially from those projected or anticipated. All information provided in this press release is as of May 5, 2014. Except as required by law, Viggle Inc. undertakes no obligation to update or revise publicly any forward-looking statements, whether as a result of new information, future events or otherwise, after the date on which the statements are made or to reflect the occurrence of unanticipated events.

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