



For Immediate Release  
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Contact: John Stevens, COO/Radio  
Phone: 303-922-5600  
Email: [jstevens@paragonmediastrategies.com](mailto:jstevens@paragonmediastrategies.com)

## PARAGON ANNOUNCES "DIGI-SUITE" NEW CUSTOM DIGITAL RESEARCH FOR RADIO & ONLINE MEDIA

Denver, CO – Paragon Media Strategies, innovators in media research for over 20 years, announces an expansive roll-out of digital research services. Paragon's Digi-Suite is a customizable offering of integrated digital research products now available to radio and online media.

Digi-Suite introduces the next generation of digital research services to radio and online media. With variable scoring scales, customizable reports, multiple platform abilities, multi-media testing, and language conversion, Digi-Suite provides an accurate and affordable research solution.

**Digi-Suite** research offerings include:

- **Digi-Music** -- online and personal music testing
- **Digi-Branding** -- online perceptual studies
- **Digi-Tracking** -- online music and perceptual tracking studies

"Digi-Suite can be totally customized to meet today's growing research demands," states Paragon's COO/Radio John Stevens. "By combining the reliability and accuracy of traditional telephone studies with the speed and convenience of Internet data collection, as well as Paragon's research expertise, Digi-Suite will be a welcomed research tool available at an affordable price."

Paragon Media Strategies is a research and consulting firm specializing in traditional media, emerging media and entertainment, providing strategies for media companies to increase market share. Using custom research, Paragon has helped media clients develop effective marketing strategies for over two decades. Paragon's clients reach over two-thirds of households in North America and are prospering during the heightened competitive era of media convergence. Paragon's media research innovations include the introduction of audio montages to create better audience segmentation in the 1980s, and the use of in-person and market-wide creative concept testing to identify new formats, including the Adult Hits format in 2002.

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550 South Wadsworth Blvd. Suite 401 Denver, Colorado 80226 ♦ Ph: 303.922.5600 ♦  
Fax: 303.922.1589 ♦ [www.paragonmediastrategies.com](http://www.paragonmediastrategies.com)