Scripps Networks Signs Agreement With TNS Media Research

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Scripps Networks Signs Agreement With TNS Media Research For Advanced Digital Audience Measurement Services
Service to Provide Unprecedented Insight into Consumer Viewing Habits and Programming Performance

London, UK â€“ July 10, 2007 â€“ TNS Media Research, a world leader in video audience measurement, has signed an agreement with Scripps Networks, the leader in lifestyle media, to provide a new level of digital audience measurement, previously unavailable with traditional methods.Â

The service will leverage aggregated and anonymous set top box data coming from 300,000 Charter Communications digital subscribers in the Los Angeles market and will enable Scripps Networks to gain much greater insight into viewer habits and improve programming over time.Â The second-by-second data provided through TNS Media Research have already revealed some interesting findings for Scripps.

â€œAs we work with our advertisers to provide better measurement of consumer viewing behavior, we are looking at new ways to quantify ad exposure and the impact of a variety of program and sponsored elements,â€• said Robin Garfield, Vice President of Sales Research and Strategy, Scripps Networks.Â â€œThe opportunity to evaluate viewing data in such a large sample with second-by-second granularity opens up fresh possibilities for understanding audience dynamics.â€•

Scripps Networks has determined that the TNS Media Research data map closely to the Nielsen National People Meter data, indicating that lessons learned from the TNS data can be applied more widely.Â One interesting early finding: ads on Scripps Networks in mid-pod positions typically have greater retention levels than those in earlier pod positions within competitorsâ€™ breaks.

Â â€œInitially we will be focused on using the data to develop metrics for all the various factors affecting commercial retention including pod structure, promo position, adjacent short form product integrations, ad type and specific ad creative. The goal is to optimize commercial exposure --a win-win for Scripps and our advertisers,â€• Garfield added.

TNS Media Research processes Charterâ€™s aggregated and anonymous set top data and allows for analysis through InfoSys, the most widely used media analysis and planning system in the world. InfoSys allows end-users to analyze media data in depth including day-part and program studies, target group studies, lead in/lead out studies, duplication analyses, minute-by-minute flow studies, and competitive reports.

â€œScripps Networks has been a pioneer in leveraging digital technologies to enhance consumer experience and provide powerful advertising platforms,â€• said Bud Breheney, Senior Vice President for Sales and Business Development, TNS Media Research. â€œWe are excited to add Scripps to our growing roster of clients that are using TNS Media Researchâ€™s powerful analytics platform to improve the performance of its programming and the outcomes for its advertisers.â€•

About Scripps Networks
Scripps Networks is comprised of the lifestyle television brands HGTV, Food Network, DIY Network, FINE LIVING TV NETWORK and country music network Great American Country (GAC). Scripps is the leading developer of lifestyle-oriented content for television and the Internet, where on-air programming is complemented with online content.
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In addition, Scripps Networks has launched HGTV and Food Network in high definition, and is aggressively developing its emerging media platforms for broadband and video on demand. Scripps Networksâ€™ brands collectively are available in more than 170 countries and territories on all seven continents. They also are distributed to more than 1,000 outlets on U.S. military bases and U.S. embassies around the world via the American Forces Radio and Television Service.
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Headquartered in Knoxville, Tenn., with offices in New York, Los Angeles, Chicago, Detroit, Atlanta, Nashville and San Francisco, Scripps Networks is owned by The E.W. Scripps Company (NYSE:SSP), a diverse media concern with interests in newspaper publishing, broadcast television, national television networks and interactive media. Scripps operates 18 newspapers, 10 broadcast TV stations, Scripps Howard News Service, United Media, Shopzilla.com and USwitch.

About TNS
TNS is a leading provider of TV, Radio and Internet audience measurement services worldwide.Â TNSâ€™ expertise and technology support TV audience services in 30 countries around the world, including Canada, China, Russia, Spain, UK and the USA.Â With over 65,000 PeopleMeters in operation in almost 40,000 households globally, TNS has pioneered

the use of the Arbitron PPM (Personal People Meter) in several countries.Â Notably, TNS is at the forefront of digital audience measurement involving set top box return path data.

TNS is also a leading market information group.Â TNS is the world's largest custom research company and a leading provider of social and political polling.Â The company provides market information and measurement, together with insights and analysis, to local and multinational organizations.Â

TNS combines its specialist sector knowledge with expertise in the areas of new product development, motivational research, brand and advertising research and stakeholder management to bring our clients up-to-the minute, internationally consistent information.

TNS thinks differently to help clients build a competitive advantage, making TNS the sixth sense of business.