Lightspeed Research and Millward Brown-ACSR Form Data Solutions Venture in China

Contributed by Lightspeed Research
Wednesday, 18 July 2007

BASKING RIDGE, N. J., July 18, 2007Â In response to a growing demand for consumer insights in China, Lightspeed Research, a global interactive data solutions company, today announced the formation of a joint venture company with Millward Brown-ACSR, the 5th largest research agency in China.Â The new company will be known as Lightspeed MB-ACSR.Â The venture will leverage the combined power of Lightspeed Researchâ€™s leading global research panel networks with Millward Brown-ACSRâ€™s best in class data collection services, offering clients a premiere interactive data solutions company in the China marketplace.Â Â Â

The two research companies are joining together in a 50/50 partnership to form a â€œChina solutionâ€• to assist other marketers in targeting consumers and gaining insights in the Chinese market. Through this venture, Lightspeed MB-ACSR will provide online data collection solutions to Kantar companies including Millward-Brown, Research International China, and Oracle Added Value, as well as to other non-Kantar clients.Â Â

â€œHaving MB-ACSR as a partner in China brings a great deal of local expertise and we are very excited about the new venture. The combination of Lightspeed and MB-ACSR creates a leader in interactive research services in China by providing clients with seamless online data services,â€• said Anne Hedde, Lightspeed Research President and Group CEO.

Added Mr. Yuxian Gao, Chairman, Millward Brown-ACSR: â€œWhen Millward Brown acquired ACSR earlier this year, we already had an online panel of over 200,000 people across China.Â By combining Lightspeed Researchâ€™s unparalleled global experience in online panel research with our deep understanding of the local market, we hope to grow the panel to at least 400,000 by 2008.Â I am tremendously excited about the opportunities this opens up for marketers both inside and outside of China.Â Our new panel will be a major force in the online research industry in China.â€•

A General Manager will shortly be appointed to head the new company which will operate from Beijing and Shanghai.

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