MTV Networks Utilises Charter Data from TNS Media Research to Create New Picture of Consumer...

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MTV Networks Utilises Charter Data from TNS Media Research to Create New Picture of Consumer Viewing BehaviourNew York, NY â€“ August 6, 2007 â€“ TNS Media Research, a world leader in video audience measurement, has created a new depiction of consumer viewing habits for MTV Networks, a unit of Viacom (NYSE: VIA, VIA.B) and one of the world's leading content creators across all media platforms. Based on TNSâ€™ unparalleled digital audience measurement, these advanced data will allow for in-depth analysis of all MTV Networkâ€™s programming.Â MTV Networks also plans to use the data to analyze commercial pods and digital network viewing, as well as other previously unavailable analyses.â€œThe granularity of TNSâ€™ second-by-second data is a valuable resource for deepening our analyses of how todayâ€™s audiences are consuming and interacting with content, â€œsaid Colleen Fahey Rush, Executive Vice President of Research, MTV Networks.Â â€œThe data will be another important tool for us to use in how we are reinventing commercial pods, for example, which drives value for both our audiences and marketing partners.Â As we further delve into the data we are encouraged by the complete package that TNS provides through data, application and integration with commercial activity.â€•Â By leveraging aggregated and anonymous set top box data coming from more than 300,000 digital subscriber households in the Los Angeles market of Charter Communications, a leading cable operator that serves as a distribution platform for national broadcast and cable networks, MTV Networks can gain further insight into viewersâ€™ habits on a second-by-second basis. Â TNS Media Researchâ€™s second-by-second capabilities enable analysis o spots within a commercial pod and as well as commercial pods within a specific program.Â As MTV Networks explores all options of understanding and measuring television audiences, it is now utilizing TNS Media Research for tools that have not previously been available to programmers and advertisers.Â â€œMTV Networks is a cutting-edge company across the board, in terms of its programming, advertising and marketing,â€• said Bud Breheney, Senior Vice President for Sales and Business Development, TNS Media Research.Â â€œAlong those same lines, TNS is forward-looking in our methods of audience measurement.Â We are pleased to be working with MTV Networks as the drive to measure and understand consumer behavior is a common thread that weaves our companies together.â€•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. Â 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, commercial viewing behavior based on second-by-second data, and competitive reports.Â About MTV NetworksMTV Networks, a unit of Viacom (NYSE: VIA, VIA.B), is one of the world's leading creators of programming and content across all media platforms. MTV Networks, with 137 channels worldwide, owns and operates the following television programming services - MTV: MUSIC TELEVISION, MTV2, VH1, mtvU, NICKELODEON, NICK at NITE, COMEDY CENTRAL, TV LAND, SPIKE TV, CMT, NOGGIN/THE N, VH1 CLASSIC, LOGO, MTVN INTERNATIONAL and THE DIGITAL SUITE FROM MTV NETWORKS, a package of 13 digital services, all of these networks trademarks of MTV Networks. MTV Networks connects with its audiences through its robust consumer products businesses and its more than 200 interactive properties worldwide, including online, broadband wireless and interactive television services and also has licensing agreements, joint ventures, and syndication deals whereby all of its programming services can be seen worldwide.Â About TNSTNS 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. Â 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 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.Â TNS thinks differently to help clients build a competitive advantage, making TNS the sixth sense of business.