TNS announces strategy to combine its media intelligence and audience measurement operations

Contributed by TNS
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New business will draw on strengths of TNS Media Intelligence and TNS Media Research (iTRAM) to further develop digital media measurement services September 27th 2007 â€“ TNS announced today its strategy to bring together its TNS Media Intelligence and TNS Media Research (iTRAM) businesses to form a new, unified organisation. The combined operation will develop the significant long-term business opportunity of digital media measurement.TNS is creating a platform for new additional services that take account of the significant shift resulting from media fragmentation and growth of the internet. The combination creates opportunities for other commercial and technical synergies, as well as new revenue streams. The core TNS Media Intelligence and TNS Media Research businesses will continue to provide clients with their established services.David Lowden, Chief Executive of TNS, said, "Everything about the internet is growing â€“ the number of users, the range of applications, the depth and breadth of online purchasing, online advertising and its share of online marketing expenditure. Combining TNS Media Intelligence and TNS Media Research is another step in our journey to be recognised as the global leader in delivering value-added information and insights that help our clients to make more effective decisions."Through a combination of organic growth and fresh investment, TNS will aggressively develop new digital media measurement tools. TNS sees significant opportunities. In the TV industry, for example, there is increasing demand for greater precision in measuring viewing habits of audiences watching TV advertisements. It has also become increasingly important to link advertising occurrences with creative treatments, page impression ratings and clickstream analysis. In the online arena, internet audience measurement is important, and clients are calling for ways to gain insights from the editorial content and audiences of blogs. In the mobile media context, clients need a similar understanding of content and audiences. Jean-Michel Portier has been appointed to lead the new operation. Formerly Global Head of TNS Media Intelligence, Mr Portier has been with the TNS Group since 1987 and has been instrumental in developing TNS Media Intelligence through organic growth and acquisitions."We recognise that media measurement is the common denominator of these successful businesses and that both have major opportunities for growth and development in the face of the digital revolution that is changing the face of the media industry. Technology in particular is driving the need for an overlap between digital content and audiences, and we can respond to this in coming years with a range of new services and capabilities."

TNS already has strong digital expertise and services. In TV audience measurement, it uses the Return Path Data (RPD) stream from digital set-top boxes to provide accurate tracking of the channels and adverts viewers watch and the services they use. TNS is the only organisation worldwide using RPD to operate commercial TV audience measurement services. Online, TNS is already measuring internet audiences in Europe and Russia, and tracks internet advertising in a variety of markets including Europe and North America. Through Cymfony, acquired in the US earlier this year, TNS provides measurement and analysis of online content, such as social media, networking sites and blogs.