Millward Brown Parent Company Restructures Media Unit to Place Greater Emphasis on Digital Media...

Contributed by Millward Brown
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(Millward Brown Parent Company Restructures Media Unit to Place Greater Emphasis on Digital Media Measurement)Â

New York, New York, November 29, 2007. In response to a rapidly changing media environment, Kantar Group, the information, insight and consultancy division of WPP, of which Millward Brown is a part, has announced a significant restructuring of its media businesses. The newly formed unit, Kantar Media Research (KMR), will bring together the media audience measurement assets and talent from across Kantar to respond to client requirements in a new media environment.

The restructuring is designed to help clients benefit from the worldwide expertise which exists within the Group and to facilitate a greater investment in new media, digital and cross media audience measurement solutions.

Products and services that will move into the KMR portfolio from the Millward Brown Group include TGI, KMR Software and IntelliQuest CIMS (the leading planning and buying currency in the US technology market). Other parts of the new company will be , MARS Pharma and MARS Medical (the leading syndicated media currencies for the pharmaceutical and medical markets) as well as TV ratings businesses and media solutions in over 40 worldwide markets through equity interests in AGB Nielsen, IBOPE, RSMB, Marktest and MRB Hellas. A full listing of existing contracts and services is included in the appendix.

Andy Brown will lead the reconstituted KMR as Chief Executive Officer and will report to Kantar Group Chairman and CEO, Eric Salama.

To support and hasten KMRâ€™s development of digital media capabilities, Jeff Krentz, currently Kantar Groupâ€™s Corporate Development & Strategy Director, will join KMR to work with Andy and the senior KMR team on new media corporate strategy, partnerships, acquisitions and investments. [A key part of the new initiative will be the integration and support of a number of shortly to be announced investments in digital media audience measurement.]

BMRB is unaffected by these changes. BMRB will continue to emphasize its core areas of specialization including social research and TGI in the UK and will continue to be managed by Richard Asquith who will report to Millward Brown Group Global CEO, Eileen Campbell.

These structural changes will take effect January 1, 2008.

Commenting on the changes, Andy Brown said â€œIt is a clichÃ© to say that media is undergoing a revolution, however it is essential that media research strikes the right balance between new cutting edge measurement technologies and rigorous methodologies. Kantar is pursuing new digital media opportunities aggressively and the new KMR structure will allow us to align them better with the traditional media audience measurement services, for which KMR has long had a strong reputation. In addition we will now be able to offer clients the expertise and learnings on media measurement which exists everywhere in the Kantar world.â€•