TNS Partners with Livra Panels to Deliver Online Access Panel Services in Latin America

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TNS now offers online access panels in 38 countries with over 4 million members

January 30th 2008 - TNS, a leading global market information company, announced today that it has established a preferred partner relationship with Livra Panels (Livra), to offer online access panel research services across Latin America. This follows last weekâ€™s announcement that TNS is launching its 6thdimensionTM Interactive Research services in the region.

Livra is a well-established company with fully managed online access panels in twelve countries across Central and South America, plus panels in Portugal and Spain. In total, Livra has over one million registered panelists. At a global level, the partnership with Livra means TNS can now serve clients through fully managed online access panels in 38 countries, comprising over 4 million panel members.

Mark Walton, TNS Regional Director for 6thdimension Interactive Research for Asia Pacific, Latin America, Middle East and Africa, said, "Last week, we announced the launch of our 6thdimension Interactive Research services in Latin America. Todayâ€™s announcement is about the key online access panel component. Livra are the leading online panel provider in Latin America and offer the ideal platform for TNS to deliver a full range of competitively-priced online research services to clients. We have been working with Livra over the last two years and have been very impressed with their expertise and the quality of their panels."

MartÃ-n AÃ±azco, Livra's Managing Director, said, â€œWe are delighted with our partnership with TNS, who are clearly global leaders in interactive research. Online research is poised to grow significantly in Latin America and we see great opportunities for Livra, TNS and our clients"

Wander Meijer, TNS Regional Director for Latin America, said, "We have conducted numerous projects and tests with Livra which have confirmed not only the quality of their panels, but also the reliability of the results that we can produce. Working with Livra, TNS will apply our best practice principles in online research, to deliver the highest quality insights. Our researchers in Latin America will have access not only to our 6thdimension interactive centre in Latin America, but also to TNS interactive experts all over the world, enabling them to deliver fast and innovative research to our clients throughout the region."

TNS is continuing its initiative to ensure the market research industry delivers maximum quality in online research. In August 2007, Robert I. Tomei, EVP and Global Director of TNS 6thdimension Access Panels, was appointed as the first Acting Chairman of the ARF Online Research Quality Council in the United States. In October 2007, TNS introduced a new global quality programme called the â€˜Six Degrees of Online Qualityâ€™. To be implemented by TNS this year, the programme covers all phases of the research process from online access panel recruitment methods to validating the quality of the final results of interactive research. TNS will conduct surveys with Livra using its Six Degrees of Online Quality programme, along with the full suite of TNS online solutions.

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