# Two New Recruits Strengthen TNS And BARB Partnership

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TNS is pleased to announce two important additions to its BARB Contract media teams.

In December TNS won two prestigious contracts with BARB (Broadcasters Audience Research Board), firstly to recruit and maintain a 5,100 home meter panel, and secondly to install manage and maintain this panel.

Chris Balch has been appointed Managing Director of the new BARB Service Team, within TNS Media Research. Chris and his team will be responsible for the implementation and execution of the panel, as well as overseeing reporting and Meter panel operations.

Chris has moved across from his role as Director of Operations for TNS Worldpanel UK which he has held for 11 years. Within this role Chris was responsible for making sure his team met the database delivery commitments to more than 300 clients as well as maintaining high standards of data quality and a cost budget of Â£10m.Â  In his new position, Chris will be leading an experienced team of 90 people to establish that the panel processing environment is secure, reliable, and meets TNSâ€™ service level agreements.

Within the BARB panel recruitment team, Graeme Griffiths has been promoted to the role of Services Director, for TNS Custom Media, and will be responsible for overseeing recruitment to the new BARB panel in the UK.

Graeme joined TNS in 2000 as a senior researcher and will be leaving his role as Managing Consultant to take on this new position. Graeme has enjoyed great success during his career, winning a MRS Best Newcomer Award for his work on The BBC Daily Life Study and the management of several large-scale projects including two waves of the IPA TouchPoints project.Â

Both Chris and Graeme will be working towards the ultimate goal of delivering a reporting panel by 1st April 2009 in order to begin the parallel run, where the TNS panel will operate alongside the existing panel. Both roles will report to the TNS BARB Management Board, which comprises Jennie Beck, John Gill and Richard Marks, Global Head of TNS Media Research.

Richard commented:

"Since winning the contracts from BARB at the turn of the year TNS has hit the ground running. The addition of Chris and Graeme to head the two BARB teams demonstrates the high calibre of talent we have within TNS to dedicate to important contracts of this scale. Both are proven within their field, and they are hugely dedicated to ensuring the success of this critical project, both in terms of building the new panel and its ongoing operation.â€•