

The Portable People Meter Success Story Continues...

Contributed by TNS

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LONDON, April 15, 2005 -TNS, the world's second largest market information company and a major supplier of radio and television audience measurement services worldwide, today announced an agreement of intent with the Norwegian National Radio's Steering Committee representing NRK, P4, Kanal 24, Radio 1, Nordic Web Radio and the Association of Local Radio Companies, to launch a Portable People Meter (PPM) panel of 200 individuals. Plans to expand the panel to up to 400 people are also under consideration for early 2006.

The Arbitron PPM system uses a device, smaller than a mobile phone, that respondents wear or carry throughout the day. It works by detecting unique codes embedded in the audio portion of any transmission to which the respondent is exposed. The PPM system can track digital as well as analog broadcasts, whether carried over the air, by cable, by satellite or on the Internet.

TNS and Arbitron have been actively working together since 2000 when TNS installed a new television audience panel in Singapore. This news from Norway follows the recent RAJAR announcement that PPM has successfully passed the recent wave of audio meter evaluation tests in the UK. Meanwhile TNS Media in Belgium has been using PPM technology since 2003 to measure both radio and TV exposure for VRT on a 450-person marketing panel. In September 2004, BBM in Canada selected the PPM system to measure French-language television audiences in Montreal and Quebec.

Mike Gorton, Head of TV and Radio, TNS, said: "The momentum towards using PPM for measuring audiences is clearly growing. This reflects the increasingly personal and multiplatform nature of broadcast consumption in the 21st century. This Norwegian agreement represents a further major step forward for PPM."

Mr Geir Janga s, Chairman of the Norwegian National Radio Steering Committee, commented: "The number of leading Norwegian radio stations represented on our Steering Committee indicates how important reliable radio audience figures are to the industry, particularly with the increase in internet based radio. Through our agreement with TNS, leading Norwegian stations will have access to sophisticated research and monitoring tools to better understand their audiences."

About TNS

TNS is a market information group. We are the world's largest custom research company and a leading provider of social and political polling. We are also a major supplier of consumer panel, TV audience measurement and media intelligence services.

TNS operates a global network spanning 70 countries and employs over 13,000 people. We provide market information and measurement, together with insights and analysis, to local and multinational organisations.

We combine our 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.

We think differently to help our clients build competitive advantage, making TNS the sixth sense of business.

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