TNS to Track Local Cable TV Advertising

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TNS MEDIA INTELLIGENCE FIRST TO TRACK LOCAL CABLE TELEVISION ADVERTISING
Service to Launch in San Francisco and Boston Markets
NEW YORK, December 12, 2005 â€“ TNS Media Intelligence (TNS MI), the leading provider of strategic advertising and marketing information, today announced that beginning in March 2006 the company will begin tracking advertising occurrences for local cable television in the San Francisco and Boston markets.?? This new service marks the first undertaking to provide media companies, advertisers and advertising agencies in the U.S. with detailed information on advertising occurrences for local cable television in the U.S.?

TNS MI will monitor multiple cable systems per market, allowing clients to differentiate commercial announcements that cleared market-wide, versus regional zones.? Tracking of commercials will be done from 5:00 a.m. to 2:00 a.m., seven days a week.? All advertising occurrence detail will be provided, including network, category, advertiser, brand and number of units.? The first set of data for San Francisco and Boston will be available in April 2006.
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?â€œLocal cable television is a critical element to many advertising campaigns and we are pleased to be the first competitive intelligence provider to track this vital information which, until now, has never been available,â€• said Steven Fredericks, President and CEO of TNS Media Intelligence.? â€œLocal cable television will be the 20th media type TNS MI tracks, and it will align our industry leading monitoring capabilities with one of local cableâ€™s key selling points â€“ geographic targeting.â€• For years, the absence of local cable monitoring has made media planning and competitive analysis a difficult task.? The complexity of tracking this medium, due to the manner in which a large volume of commercials are distributed in multiple zones to different networks at different times, was once technologically prohibitive.?? However, after careful analysis and the ability to leverage its proprietary MediaWatchtm technology, TNS MI is poised to capture a considerable percentage of local market advertising; providing maximum utility for client needs.????
â€œWe chose San Francisco and Boston as the first target markets to launch our local cable television service because of high client demand in those cities.? We look forward to expanding our coverage to more markets and stations based on client requirements in the coming months,â€• added Fredericks.