TNSMI Introduces New Entertainment Reporting Service

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TNS MEDIA INTELLIGENCE INTRODUCES NEW GENERATION OF BRANDED ENTERTAINMENT REPORTING SERVICE

NEW YORK, June 6, 2005
TNS Media Intelligence (TNSMI) today announced the launch of a new Branded Entertainment service to monitor and report brand appearances on network and cable TV programming. The new service, which uses extensive methodology to measure branded entertainment, reports data at a level of detail that existing measurement systems have not been able to provide. Available on TNSMIâ€™s Stradegyâ„¢ multi-media platform, branded entertainment and traditional TV advertising data can be viewed in one place, allowing easy side-by-side comparison of brand appearances against 18 other types of media.
â€œThe media marketplace requires a better way to measure and evaluate this new medium which has now become an essential component of brand marketing campaigns,â€• says Steven J. Fredericks, President and CEO, TNS Media Intelligence. â€œThis web-based tool gives companies a comprehensive perspective on TV brand exposure. It allows advertisers and media companies to evaluate the value of branded entertainment placements alone, in conjunction with other paid advertising in the same program, or across multiple networks.â€•
TNSMIâ€™s Branded Entertainment Service monitors a range of formats including reality, sitcom, drama and information programming in prime time network and cable, as well as other dayparts. The serviceâ€™s methodology provides a broad range of descriptive details on the type and prominence of each brand appearance recorded, including visual and verbal dimensions, character interaction, time duration, brand visibility and exclusivity, and level of plot integration. Audio and video clips are also available.
â€œThis is a new and unique product in the TV advertising marketplace. TNSMI built this comprehensive new service from the ground up, in response to client needs for a more detailed and quantifiable measurement system in the burgeoning Branded Entertainment arena,â€• comments Jon Swallen, Senior Vice President of Research, TNS Media Intelligence. â€œHaving specific, in-depth information in one place will only become more valuable as branded entertainment becomes an increasingly important and integral part of companiesâ€™ marketing campaigns.â€•
Unlike previous systems, TNS MIâ€™s Branded Entertainment service can be customized to deliver information at any given time. It is also is continually refreshed with new program content, incorporating input from advertisers and agencies, in order to effectively evaluate programming appeal.
â€œTNS MI has built a technologically superior, customizable and accurate system that will deliver added value to our partners and clients,â€• continued Swallen. â€œWe are looking forward to surpassing market expectations with the next-generation capabilities of our Branded Entertainment solution.â€•
About TNS Media Intelligence
TNS Media Intelligence in the U.S. is the leading provider of strategic advertising and marketing information â€“ across media, brand, industry and market. The companyâ€™s tracking technologies collect occurrence and expenditure data on more than 2.1 million brands spanning 20 media. The U.S. headquarters are located in New York City with sales locations in major markets across the country.

For further information, including this and prior press releases please visit: http://www.tns-mi.com/.

About TNS
TNS is a market information group. We are the worldâ€™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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