

TNS Enters Creative Ad Monitoring Market

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TNS MEDIA INTELLIGENCE ENTERS CREATIVE AD MONITORING MARKET WITH ADSCOPE™

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NEW YORK (May 9, 2006) – TNS Media Intelligence (TNS MI), the leading provider of competitive advertising information, today announced the introduction of AdScope™, the industry's first all-digital ad identification and retrieval service for high quality, multi-media creatives. The new service seamlessly integrates ad occurrence and expenditure data for each creative – all from a single source. The service will be launched mid-June 2006.

AdScope is the result of an 18-month, multi-million dollar development effort that builds on TNS MI's powerful proprietary ad monitoring technology. It uses automated ad pattern recognition and end-to-end digital ad monitoring to identify, capture, store and deliver the highest quality TV, radio, internet, magazine and newspaper creatives.

"Marketers and their advertising agencies need fast, actionable competitive intelligence, so they can respond immediately to changes in the competitive landscape," said Bev Andal, Chief Operating Officer, TNS Media Intelligence. "We conducted independent marketplace research which indicated there are drawbacks with existing ad and video monitoring services, that we felt could be addressed using improved technology."

Existing systems are based on outdated technologies that use a combination of digital and video tape ad capture, which results in inconsistent quality. They are also heavily dependent on manual systems which significantly limit their monitoring coverage and turnaround time. Data is often cobbled together from multiple outside sources. AdScope gives clients the highest quality view of competitive ad creative within hours of initial airing, plus accurate occurrence data in near real time, plus expenditure data – all in one platform from a single source," added Andal.

Unparalleled, Comprehensive Media Coverage

AdScope's superior technology delivers the most comprehensive media coverage in the creative monitoring industry. There is full-time television monitoring of the top 101 markets – not a sampling as with other systems – so customers are able to see the complete competitive landscape. AdScope monitors over 80,000 hours per week of network and spot television, as well as cable networks. The digital database also covers 450 radio stations in 30 markets, 2,700+ web sites and 170 consumer magazines and newspapers. Hispanic coverage includes broadcast and cable networks, local TV stations, print and radio media.

Feature-Rich, User-Friendly Web-Based System

Clients will have 24/7 access to an easy-to-use web-based system. Ad alerts can be customized to clients' specific needs so marketers won't miss that breaking commercial that is critical to them, such as the first appearance in a specific market. Ads come with full descriptive detail and can be ordered for immediate viewing through an online shopping cart.

"Because AdScope is based on advanced technologies, we can provide a superior product at very cost-effective prices to our partners and prospective clients," said Steven Fredericks, President and Chief Executive Officer, TNS Media Intelligence. "We are looking forward to surpassing market expectations with the next-generation creative intelligence capabilities of our AdScope solution."