TNS to set up new peoplemeter service

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PHILIPPINESâ€™ BROADCASTERS COMMISSION TNS TO SET UP NEW PEOPLEMETER SERVICE

London, July 24, 2006 - TNS, a leading provider of Internet TV & Radio Audience Measurement (iTRAM) services, has today announced agreements to set up a new PeopleMeter service in the Philippines. The agreements are with the two leading broadcasters in the Philippines ABS-CBN and GMA. The service will go live at the beginning of 2007, with a representative panel of 1200 households reporting their viewing daily.

Tony Taylor, Global Commercial Director, Internet, TV & Radio Audience Measurement sector (iTRAM), TNS, said: â€œWe are very pleased to have been commissioned by the two leading broadcasters in the Philippines to set up a new PeopleMeter service. These agreements represent further growth for TNS iTRAM in Asia, building on the launch of new services in Hong Kong and Singapore as well as our expanding service in China.â€•

Commenting on the new service Mr. Eugenio Lopez III, Chairman & CEO, ABS-CBN Broadcasting Corporation said "We welcome the entry of TNS into the Television Audience Measurement service in the Philippines.Â We recognize their world class expertise in this area and look forward to the start of their service."

Atty. Felipe L. Gozon, Chairman & CEO, GMA Network, Inc. commented "We contracted with TNS to provide us with accurate viewing data because we expect them to meet this need."