TNS, CNN And Time Magazine Renew Partnership

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TNS, CNN AND TIME MAGAZINE RENEW ASIA PACIFIC RESEARCH PARTNERSHIP

Hong Kong, August 4th 2006â€¦Global market information company TNS, today announced details of its renewed partnership with CNN and TIME magazine. Under the terms of the agreement, TNS will deliver insights based on consumer opinion research spanning twelve Asia Pacific countries.

By conducting research using fast, accurate methodologies such as its pioneering 6thdimension access panels, TNS will provide CNN and TIME with the analysis required to present audiences both regionally and worldwide with an up to the minute public opinion barometer on the issues of the day. The results of the opinion polls will be featured in both print and online editions of TIME Asia, on CNN International and also on the networkâ€™s award-winning website.

James Hall, TNS Regional Managing Director, Asia Pacific - Latin America - Middle East and Africa (ALM) said, â€œThe decision to renew our agreement with CNN and TIME was based on the successful relationship we have built up over the last two years. Furthermore, the union provides TNS a great opportunity to communicate ground-breaking market information rapidly and effectively to top management and business audiences across the region via high profile media channels.â€•

Jill Dougherty, Managing Editor CNN Asia Pacific added, â€œCNN looks forward to continuing its partnership with TNS, one that delivers timely and topical current affairs research findings to complement our news, business and feature programming from Hong Kong and beyond.â€•

Comments Michael Elliot, International Editor, TIME, "Continuing our relationship with TNS underpins TIMEâ€™s commitment to deliver breaking news and rigorous analysis of global and regional affairs. Past research results provided timely and interesting insights. We look forward to sharing more of that over the coming year with our readers."

The research findings will potentially be seen by over 198 million CNN International viewers and more than 28 million TIME readers around the world. In addition, users of both the international edition of cnn.com (www.cnn.com/international) and TIMEAsia.com will also be able to access the findings.