TNS - Digital Audience Measurement Service

Contributed by TNS
Tuesday, 21 November 2006

Starcom USA Signs Agreement with TNS Media Research
for Digital Audience Measurement Service

Service to Enable Deeper Understanding of Digital Viewing Habits

New York, NY â€“November 17, 2006 â€“ TNS Media Research, a world leader in video audience measurement, has signed an agreement with Starcom USA,Â one of the countryâ€™s foremost media and communications agencies, to provide an unprecedented new digital audience measurement service. Starcom is the first agency to sign on for the TNS service.

Based on anonymous set top box data coming from 300,000 Charter Communications digital subscribers in the Los Angeles market, the research will help Starcom advance its understanding of the viewing habits of digital consumers â€“ thus enhancing the media plans it activates on behalf of some of the worldâ€™s biggest marketers. Importantly, this newfound understanding of viewing habits will not only involve general viewing and programming, but extend to commercials as well. Through the integration of TNS MI ad occurrence data with Charter viewing data, Starcom will be able to analyze and evaluate second-by-second commercial ratings, and the behavior of commercial audiences.

â€œThe advertising industry has long called for the emergence of second-by-second viewing data, and as such the TNS research is an invaluable tool for understanding the new digital consumer,â€• said Chris Boothe, president/chief activation officer, Starcom USA. â€œWe are excited that our partnership with TNS Media Research will garner a deeper understanding of viewing habits and patterns in the digital world that will enable us to provide enhanced insight to our clients.â€•

TNS Media Research processes Charterâ€™s anonymous set top data and allows for next-day analysis through InfoSys, the most widely used media analysis and planning system in the world. InfoSys allows end-users to analyse media data in depth including day part and program studies, target group studies, lead in/lead out studies, duplication analyses, minute-by-minute flow studies and competitive reports.

â€œWe are pleased to add Starcom to our expanding client roster and look forward to providing them with critical insights about consumer viewing habits by leveraging the new measurement opportunities presented by digital set-top box data,â€• said George Shababb, chief operating officer, TNS Media Research. â€œThe insights obtained from TNS Media Researchâ€™s powerful analytics platform will support Starcom in formulating client strategies for what is certainly an increasingly complex media environment.â€•

About Starcom USA

Starcom USA is a full-service media division of Starcom MediaVest Group (www.smvgroup.com), which is ranked one of the largest media communications agencies in the world and encompasses an integrated network of highly specialised consumer contact companies. SMG's global organisation includes strategic marketing communication architects who are highly specialised in media management, response media, internet and digital communications, as well as multicultural, entertainment, sports sponsorship and event marketing and media. With nearly 3,500 employees in 89 markets worldwide, SMG delivers brand-building results for many of the world's leading companies.

About TNS

TNS is a leading provider of TV, Radio and Internet audience measurement services worldwide.Â TNSâ€™s expertise and technology support TV audience services in 30 countries around the world, including Canada, China, Russia, Spain, UK and the USA.Â With over 65,000 PeopleMeters in operation in almost 40,000 households globally, TNS has pioneered the use of the Arbitron PPM (Personal People Meter) in several countries.Â Notably, TNS is at the forefront of digital audience measurement involving set top box return path data.

TNS is also a leading market information group.Â TNS is the world's largest custom research company and a leading provider of social and political polling.Â The company provides market information and measurement, together with insights and analysis, to local and multinational organisations.Â

TNS combines its 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.

TNS thinks differently to help clients build a competitive advantage, making TNS the sixth sense of business.