



KANTAR MEDIA LANDS THE TELEVISION MEASUREMENT CONTRACT FOR SWITZERLAND

LONDON, 12 DECEMBER 2011 – Mediapulse, the joint industry committee for electronic audience measurement in Switzerland, has announced that Kantar Media has been awarded the contract for the provision of Television Audience Measurement. This six year contract, which will commence in 2013, follows a competitive three-way pitch. The current contract has been operated by GFK since 1985.

Kantar Media's 5000 series PeopleMeter and VirtualMeter technology will be deployed to a national panel of 1,870 reporting homes to record accurate data on their TV viewing habits, both on television and online. The new service uses enhanced audio matching as the channel identification technique to allow identification and measurement of time-shifted television viewing on linear television.

Following the announcement, Richard Marks, Global CEO at Kantar Media Audiences commented: "We are absolutely delighted that Mediapulse has awarded this important contract to Kantar Media. We are fully committed to working in partnership with Mediapulse and the Swiss TV industry to build a world class TV currency for January 2013."

Manuel Daehler, CEO, Mediapulse SA commented "Mediapulse began a tender process in 2010 involving three international TAM providers. Kantar Media presented an ultra-modern measurement system, successfully deployed and used in other markets and a robust sampling and panel management proposal. With this in mind, we are delighted to be working with Kantar Media to provide the official TV ratings for Switzerland, allowing the measurement of ever more accurate TV consumption data."

Keld Nielsen, Global Business Development Director, Kantar Media Audiences, commented: "This prestigious contract is an important endorsement of our approach to delivering high quality audience data but also to investing in the future and we will be building a system able to deal with a changing TV eco-system."

About Kantar Media

Kantar Media provides strategic advice and competitive intelligence to the world's leading brands, publishers and agencies, helping them navigate and succeed in a rapidly evolving media industry. This includes analysis of paid media opportunities; counsel on brand reputation, corporate management and consumer engagement through owned media; and, evaluating consumers' reactions in earned media. Kantar Media provides clients with a broad range of insights, from audience research, competitive intelligence, vital consumer behaviour and digital insights to marketing effectiveness and online influence. Our experts currently work with 22,000 companies tracking 3 million brands in 50 countries.

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