



## Kantar launches Kantar Media

### The new entity providing media vision to the media and marketing community

LONDON, 25 JANUARY 2010      Kantar, one of the world's largest insight, information and consultancy networks, today announced that the media assets of TNS, KMR Group and BMRB Media will combine to form Kantar Media. The newly branded Kantar Media offers a full range of insights, media monitoring and evaluation, analysis software and audience measurement services for all media platforms. The change has been made effective immediately.

The move will provide clients with simplified access to the full range of Kantar's specialist media assets offering media insights coupled with unique consumer understanding.

Jean-Michel Portier, CEO of Kantar Media says "The new velocity in the media world is resulting in a previously unseen rate of fragmentation. This brings new challenges to brand owners, media owners, communications and PR agencies. The ability to offer an integrated media vision with unique consumer understanding is critical to our clients. The evolution to Kantar Media enables us to offer integrated media audience measurement, consumer understanding, competitive intelligence, and behavioural analytics at every step in the communications cycle. In doing so, we help our clients to master the momentum of media. "

Kantar Media will offer a multimedia range of services and solutions through 3 strong pillars :

- TGI & Custom headed by Richard Asquith, providing a global network of syndicated single-source marketing and media studies that measure consumer product and brand consumption, attitudes and media usage, coupled with the Choices research software to extract maximum value from the data; and providing custom research services for all bespoke media research requirements.
- Audiences, headed by Richard Marks, delivers worldwide TV, radio and Internet audience measurement, and successfully launched the BARB 2010 contract in the UK earlier this month, as well as providing the SkyView service and InfoSys analysis software.
- Intelligence led by Madeleine Kernot in the UK, provides strategic advertising, marketing and PR information as well as digital and social media intelligence services with Compete and Cymfony.

"We have progressed from being the measurer of all things media to offering a 360° perspective that includes audiences and brands," says Andy Brown, Chairman of Kantar Media. "Our transition to Kantar Media reflects the integration of TNS Media, BMRB and KMR Group as well as SRDS (online media planning solutions) and our enhanced ability to support our clients in the current media world."



## **About Kantar Media**

Established in more than 50 countries, Kantar Media masters the momentum of media through worldwide analysis of print, radio, TV, internet, social media and outdoor. Kantar Media offers a full range of media insights and audience measurement services through its global business sectors – Intelligence, Audiences and TGI & Custom – through its companies such as Compete, Cymfony and SRDS Media Solutions; and through the solutions they are providing – including KantarSport, Cmag, and Marx.

Combining the deepest expertise in the industry to 22,000 customers all over the world, Kantar Media tracks more than 3 million brands.

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## **About Kantar**

Kantar is one of the world's largest insight, information and consultancy networks. By uniting the diverse talents of its 13 specialist companies, the group aims to become the pre-eminent provider of compelling and inspirational insights for the global business community. Its 26,500 employees work across 95 countries and across the whole spectrum of research and consultancy disciplines, enabling the group to offer clients business insights at each and every point of the consumer cycle. The group's services are employed by over half of the Fortune Top 500 companies.

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