

## Press Information

### **TNS Media Intelligence strengthens its network in Central Europe by acquiring Expert Monitor, the reference for advertising monitoring in Poland**

**Paris, March 15, 2007** – TNS Media Intelligence, the leading provider of strategic advertising information, has acquired a majority stake in Expert Monitor, a company specialising in advertising monitoring in Poland. Following its entry into the Polish market, TNS Media Intelligence will be able to make data available from ten central European countries<sup>1</sup> to international advertisers, advertising and media agencies.

Founded in 1996 by Piotr Slaby and Arkadiusz Drulis, Expert Monitor has become the national standard in its market by providing a unique multimedia tracking service and by using the latest technology. Expert Monitor employs more than 50 people and services both international and local clients.

“Our strategy is to identify and work in markets that show the strongest growth in advertising and Poland is one of these countries. Last year the Polish advertising expenditure grew by 13 %. We carried out this policy successfully in China and Russia at the end of the 90s and have been doing the same in Europe for the past five years. It is essential for our international clients to understand these new markets and to make informed investments” explains Jean-Michel Portier, president and chief executive officer of TNS Media Intelligence.

“By joining TNS Media Intelligence Expert Monitor will be able to bring new added value services and a global perspective to our clients.” added Piotr Slaby, President of Expert Monitor.

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<sup>1</sup> Bulgaria, Czech Republic, Estonia, Hungary, Kazakhstan, Latvia, Lithuania, Russia, Slovakia and Ukraine.

## **Note to editors**

### **About TNS Media Intelligence**

Established in 23 countries, TNS Media Intelligence explores all the media – print, radio, TV, Internet, cinema and outdoors worldwide, 24 hours a day, seven days a week, and offers a full range of insights and analyses. Its services include advertising expenditure monitoring, advertising creation monitoring, news monitoring, sports sponsorship evaluation etc.

TNS Media Intelligence tracks 3 million brands and is a partner to 16 000 customers in the world.

[www.tnsmediaintelligence.fr](http://www.tnsmediaintelligence.fr)

### **About TNS**

TNS is a global market insight and information group.

Our strategic goal is to be recognised as the global leader in delivering value-added information and insights that help our clients to make more effective decisions.

As industry thought leaders, our people deliver innovative thinking and excellent service to global organisations and local clients worldwide. We work in partnership with our clients, meeting their needs for high-quality information, analysis and foresight across our network of over 70 countries.

We are the world's foremost provider of custom research and analysis, combining in-depth industry sector understanding with world-class expertise in the areas of new product development, segmentation and positioning research, brand and advertising research and stakeholder management. We are a major supplier of consumer panel, media intelligence and internet, TV and radio audience measurement services.

TNS is the sixth sense of business.

[www.tns-global.com](http://www.tns-global.com)

### **About Expert Monitor**

The leading Polish company for advertising tracking monitors 40 TV stations, 100 radio stations and 200 newspapers and magazines.

### **About the Polish advertising market**

Global advertising expenditure : 3.7 billion euros

Top 3 advertisers: UNILEVER, POLSKA TELEFONIA, PROCTER & GAMBLE

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