



**TNS Media Intelligence Confirms its Position as the Major Leader in
European News Monitoring
by Acquiring MediaMarket in the Republic of Ireland**

January, 11 2007. Paris – TNS, a world leader in market information and insight, has acquired MediaMarket, Ireland's premier media intelligence provider, boosting TNS Media Intelligence's offering and market share in Europe.

Established in 2002, MediaMarket is based in Dublin. The company provides comprehensive media monitoring, measurement and analysis services to Ireland's leading and organisations. MediaMarket has developed a fully digitalized production system and delivery platform, unique in its market, which provides clients with an accurate and timely delivery of media coverage in digital format.

MediaMarket has a well diversified base of blue chip corporate clients and PR agencies, including Bank of Ireland, Ulster Bank, Vodafone, BT and Diageo.

Jean-Michel Portail, Managing Director of TNS Media Intelligence Europe, commented, "MediaMarket is an excellent company with an outstanding positioning in the Irish market. Through this acquisition TNS Media Intelligence reinforces its strong position in Europe, where it has established news monitoring operations in five major markets: France, Germany, Russia, Spain and the United Kingdom."

"Being a part of TNS will strengthen our leading position and offer us new development prospects. TNS' international network and expertise will enable us to offer new and added-value solutions to our clients", says Michael Farrelly, Managing Director of MediaMarket.

About TNS Media Intelligence

Established in 24 countries, TNS Media Intelligence explores all the media – print, radio, TV, Internet, social media, 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

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 Retail and Shopper Insights, Stakeholder Management, New Product Development, and Brand and Communications. 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.tnsglobal.com

About MediaMarket

Based in Dublin, with an office in Belfast, MediaMarket was established in 2002, employs 56 people and has a strong leadership position in the Republic of Ireland for media monitoring and evaluation services. Clients come from all sectors of the economy including financial services, communications, tourism, energy, healthcare, government and entertainment.

www.mediainmarket.ie

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