



**For Immediate Release**

## **TNS GALLUP AND MBL SIGN CONTRACT FOR PROVISION OF INTERNET MEASUREMENT IN NORWAY**

**London, July 13 2009**– TNS Gallup, leading provider of market insight, have signed a contract with the Norwegian Media Businesses' Association (MBL) for the delivery of Internet audience measurement in Norway. TNS Gallup, who has been measuring internet traffic since 1996, has agreed a contract for a further four year period which will commence in early 2010.

The survey will be carried out on a representative panel numbering 5,000 people using Spring technology. Spring was founded in 1995 and is one of the leading pan-European providers of online measurement, analysis and research.

“When the new service commences in early 2010 it will have some significant enhancements” explains Jørn Y. Liepart, Director of Media at TNS Gallup. “This includes the creation of Norsk Internettpanel, providing insights on the use of the internet in the home, workplace and school for people 12 years old and above; and Spring scores, giving clients the ability to analyse their own data from the traffic figures.”

Geir Engen, Assistant Director, Norwegian Media Businesses' Association has great expectations of the new surveys: “The fact that we will have a currency that provides a more accurate picture of internet use will increase confidence in digital media, a confidence that is essentially a currency in itself. There is a need more than ever to demonstrate maximum return on investment for internet advertising since this medium has recently experienced a decline. It is my belief that higher quality data may contribute towards slowing this decline.”

Isabel Serrano, TNS Media Research's Global Strategic & Development Director commented "As the world leader in audience measurement, we are continually developing our internet audience measurement systems to give the most robust and flexible tools to clients. We always adapt our solutions to the specifications of each country. Internet may be Global, but has local adaptations. The Norwegian internet industry has been our partner for many years and we are glad they have entrusted us to run this project for a further four years."

**About TNS Media Research**

TNS Media Research provides internet, TV, and radio audience measurement worldwide. The expertise and technology of this international operation supports audience services in over 30 countries, including Norway, Denmark, Canada, China, Russia, Spain, the UK and the US. TNS is at the forefront of the latest techniques in digital audience measurement, involving set-top box Return Path Data through its RaPiD View services.

TNS is part of Kantar, the world's largest research, insight and consultancy networks. By uniting the diverse talents of more than 20 specialist companies – including the recently-acquired TNS – the group aims to become the pre-eminent provider of compelling and actionable insights for the global business community. Its 26,500 employees work across 80 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.

For further information, please visit [www.kantargrouptns.com](http://www.kantargrouptns.com)

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