



For Immediate Release

AMEC NAMES MATTHEW COUCHMAN AS THE MEDIA EVALUATION LEADER OF TOMORROW

London, November 24 2009– AMEC, the Association for the Measurement and Evaluation of Communication, has awarded Matthew Couchman of TNS Media Intelligence its 2009 Young Professional of the Year award. This accolade, which recognises the outstanding achievements of a young evaluation professional was presented at the annual AMEC Awards in London on Wednesday evening and was jointly awarded with Gemma Plant of Echo Research.

Couchman has been with TNS Media Intelligence since 1999 and in this time has worked with clients from across the company's portfolio including GlaxoSmithKline, UEFA, BRITs and the Maritime & Coastguard Agency. The AMEC judging panel recognised his strengths on a number of projects including his work on the swine flu outbreak with GlaxoSmithKline and with the BRIT Awards and their sponsorship agreement with MasterCard.

Philip Lynch, Evaluation Director at TNS Media Intelligence commented "We are incredibly proud of Matt's achievements at TNS Media Intelligence and delighted to see him receive this international recognition of his ability. He is a popular and respected manager within TNS Media Intelligence. Matthew's advice and consultancy is held in high regard: his clients trust his expertise and judgement to understand their key issues."

In addition to Young Professional of the Year, TNS Media Intelligence scooped a further four awards for best use of communication measurement across four categories:

- Business to Business (Gold): TNS Media Intelligence for Diageo.
- International - Multi-market Activity (Silver): TNS Media Intelligence for Dubai Holding.

- Integrated Communication Measurement/Research (Bronze): TNS Media Intelligence for BRIT Awards 2009
- Single Event (Bronze): TNS Media Intelligence for BRIT Awards 2009.

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Photos available on request

About TNS Media Intelligence

Established in 25 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.

Further information: www.tnsmi.co.uk

About Kantar

TNS Media Intelligence is part of Kantar, 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.

For further information, please visit us at www.kantar.com

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