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Global TGI network sees surge in expansion

Kantar Media is delighted to announce a considerable expansion of its Global TGI network of syndicated single-source marketing and media studies, following Kantar's acquisition of TNS earlier this year. The addition of surveys in several new markets brings the number of studies now included in the Global TGI network to 67 worldwide.

The surveys joining the TGI network are:

- the 'Forbruker and Media' study operated by TNS Gallup in **Norway**
- the 'Index Danmark' study operated by TNS Gallup in **Denmark**
- the 'TNS Atlas Study' operated by TNS Gallup in **Finland**
- the 'Media Habits Survey' operated by TNS Media in **Vietnam**

The TGI network is further boosted by a significant increase in the sample size of its study in France. From 10,000 this year, the survey will see its sample built up to 15,000 by 2011.

There will also be a change to the TGI network arrangements in Russia, where the 'Marketing Index' study run by TNS Russia will join the Global TGI network in 2010.

Richard Asquith, Chief Executive of TGI, comments "We are delighted to welcome such respected surveys into the Global TGI network. The inclusion of these surveys in Global TGI reinforces our position as the world's pre-eminent supplier of single source consumer, attitudinal and media surveys. Alongside Kantar's Orvesto study in Sweden, we now have a compelling regional offer for the wealthy and digitally-advanced Nordic markets. And in France, we are investing in larger samples to provide even more granular detail on this important market."

Editor's notes:

The **Target Group Index (TGI)** study was established in Britain in 1969, with most of its international expansion taking place over the last 10 years. The TGI studies measure consumer product and brand consumption, attitudes and media usage. They are used worldwide by brand owners, agencies and media for a range of strategic and tactical purposes, including consumer profiling, brand positioning, the identification of target audiences, and media planning and buying. Sample sizes are robust, with over 700,000 interviews conducted around the world each year. For more, visit www.tgisurveys.com

About Kantar Media and Kantar Group

TGI is part of Kantar Media. Established in more than 50 countries, the **Kantar Media Group** measures all media - print, radio, TV, Internet, social media, cinema and outdoor - worldwide, 24 hours a day, seven days a week, and offers a full range of insights, analyses and audience measurement services through its business units: TGI & Custom, Kantar Media Intelligence and Kantar Media Audiences.

Kantar Media draws upon its considerable industry expertise to provide media and marketing intelligence, including advertising expenditure monitoring, advertising monitoring, audience measurement, market influence analytics, online consumer behaviour tracking, news monitoring, sports sponsorship evaluation and more. Kantar Media companies track more than three million brands and provide vital market intelligence to 20,000 customers around the world.

Kantar Media is a part of the **Kantar Group**, one of the world's largest research, insight 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 in 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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