



Contact: Bill Daddi
Daddi Brand Communications
(212) 404-6619
(917) 620-3717
Bill@DaddiBrand.com

Kantar Launches Kantar Media

Formerly TNS Media, new entity provides comprehensive and integrated insights into the media and marketing industries

New York, NY, January 25, 2010 -- Kantar, one of the world's largest insight, information and consultancy networks, today announced that TNS Media and KMR Group are changing their name to Kantar Media. The transition to Kantar Media completes the integration process begun in 2009 with the acquisition of the companies by Kantar. The newly branded Kantar Media offers a full range of insights, analyses and audience measurement services for all media platforms.

Jean-Michel Portier, CEO of Kantar Media, made the announcement effective immediately. The move will provide clients with simplified access to media specialized assets of Kantar, offering media insights coupled with unique consumer understanding.

"The media world has a new velocity, as well as increasing segmentation and fragmentation, bringing new challenges to brand owners, media owner, and advertising and PR agencies," says Portier. "The ability to offer an integrated media vision with unique consumer understanding is critical to our clients. This evolution to Kantar Media enables us to offer integrated media audience measurement, competitive intelligence, and behavioral analytics at every step in the communications cycle, helping our clients to master momentum in a multimedia world. "

Kantar Media will offer a range of services and solutions through three sectors:

- Intelligence - Integrating the business unit formerly known as TNS Media Intelligence, this sector will provide strategic advertising and marketing information as well as digital and social media intelligence services with Compete Cymfony and SRDS.
- Audiences - Integrating the business unit formerly known as TNS Media Research, this sector will provide Internet, TV and radio audience measurement worldwide.
- TGI & Custom - will provide a network of syndicated single-source marketing and media studies that measure consumer product and brand consumption, attitudes and media usage, as well as custom research services.

“We have progressed from being the measurer of all things media to offering a 360° perspective that includes audiences and brands,” says Andy Brown, Chairman of Kantar Media. “Our transition to Kantar Media reflects the integration of TNS Media and KMR Group as well as SRDS (online media planning solutions) into Kantar and our enhanced ability to support our clients in the current media world.”

“The transition to Kantar Media not only reflects our full integration into Kantar, but signals to clients the broader access afforded them through our global network of resources,” says Terry Kent, Managing Director, Kantar Media North America. “The new organization represented by this renaming will facilitate client utilization of these expanded capabilities, while maintaining the same services, solutions and products that they have long benefited from.”

About Kantar Media

Established in more than in 50 countries, Kantar Media enables exploration of multimedia momentum through analysis of print, radio, TV, internet, social media, and outdoors worldwide. Kantar Media offers a full range of media insights and audience measurement services through its global business sectors – Intelligence, Audiences and TGI & Custom. Combining the deepest expertise in the industry, Kantar Media tracks more than 3 million brands and delivers insights to more than 22,000 customers around the world. (www.KantarMediaNA.com).

About Kantar

Kantar is 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

All logos, company and product names may be trademarks or registered trademarks of their respective owners.

-end-