



Press Information

For TNS Media:
Bill Daddi
Daddi Brand Communications
Phone: 212-404-6619
Bill@DaddiBrand.com

For DIRECTV:
Robert Mercer
DIRECTV, Inc.
Phone: 310-964-4683
rg Mercer@directv.com

TNS Media Research Launches DIRECTView™ - Further Advancing RPD Measurement in the U.S.

In-depth TV Ratings Analytics Provide Live and Time-shifted Second-by-Second Audience Measurement of Programs and Commercials in 100,000 DIRECTV Homes

New York - January 28, 2009 - TNS Media Research, a division of TNS Media providing TV, Internet, and radio audience measurement worldwide, today announced the launch of the DIRECTView™ Service, an advanced TV ratings analytics tool that is the largest national audience measurement service in the U.S.

DIRECTView, which leverages Return Path Data (RPD) from the digital set-top boxes of 100,000 DIRECTV satellite television subscribers, enables measurement of the entire spectrum of live and time-shifted (DVR) audience viewing behaviors at a second-by-second level across more than 350 channels. The data is projectable to DIRECTV's entire 17.3 million customer base.

"DIRECTV partnered with TNS Media Research for its rigorous research pedigree in audience measurement and RPD technology that will provide valuable viewing information for our advertisers and programmers," said Eric Shanks, executive vice president of Entertainment for DIRECTV. "We look forward to continuing to grow our relationship with TNS and bring more detailed ratings analytics to the U.S. marketplace."

"This is the type of transparent audience ratings data that advertisers, TV networks and agencies have been seeking – research that truly reflects the programming and advertising services consumed by viewers," says Dean DeBiase, CEO, TNS Media.

Leading U.S. advertising agencies and programmers have already signed on to use DIRECTView's live and time-shifted audience ratings at a second-by-second interval to help navigate the complexities of the digital TV landscape.

(more)

“With the level of granular insights available from the DIRECTView Service, clients can better understand why programs and commercials are watched or not, and gain greater confidence in their marketing decision-making,” says George Shababb, President, TNS Media Research North America.

DIRECTView provides users with a dashboard look-and-feel, graphical reporting and flexible end-user customization. Features of the service include ad occurrence data provided by TNS Media Intelligence and top market breakouts, as well as the ability for users to set their own retention metrics to evaluate commercial avoidance, creative wear-out level and audience flow. DIRECTView’s robust database enables stable, consistent ratings for even small, digital and HD networks.

TNS Media Research processes DIRECTV set-top box (STB) data through InfoSys, the most widely-used media analysis and planning system in the world, to provide highly detailed analysis of audience viewing behavior.

About TNS Media Research

TNS Media Research is the leader in providing digital TV audience and advertising measurement tools and intelligence derived from second-by-second return path data. With a proven track record in audience research services across 32 countries, TNS Media Research is at the forefront of technological developments in audience measurement in the media industry, working with broadcasters and advertisers, media agencies and industry committees. For more information on TNS Media Research and DIRECTView, visit www.tns-mr.com.

TNS Media Research is part of the TNS Media Group. Established in more than 30 countries, TNS Media explores 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. For further information, please visit www.tnsmediagroup.com

About Kantar Group and TNS

The Kantar Group is one of 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

About DIRECTV, Inc.

DIRECTV, Inc. (NASDAQ:[DTV](http://www.directv.com)), the nation's leading satellite television service provider, presents the finest television experience available to more than 17.3 million customers in the United States and is leading the HD revolution with more than 130 HD channels. Each day, DIRECTV subscribers enjoy access to over 265 channels of 100% digital picture and sound, exclusive programming, industry-leading customer satisfaction (which has surpassed national cable companies for eight years running) and superior technologies that include advanced DVR and HD-DVR services and the most state-of-the-art interactive sports packages available anywhere. For the most up-to-date information on DIRECTV, please visit directv.com.

-end-