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TNS LAUNCHES NEW DIGITAL AD EFFECTIVENESS TOOLS

TNS Launches the TNS Digital Suite, the Next Generation of Online Holistic Communications tools for Brand Advertisers

NEW YORK, November 17, 2008 – TNS, a world leader in market information, today announced the launch of a new generation of online advertising monitoring tools. TNS Digital Suite combines cookie tracking technology with TNS's 6th Dimension Panel to enable a unique and accurate analysis of online ad consumption.

Mike Saxon Senior Vice President, Brand and Communications, TNS, explains the need for new measurement and monitoring systems, "For digital advertising, current tools are not meeting the industry demands because the fundamental relationship between advertising and the media that carries it has changed. TNS Digital Suite surveys our panelists, not site visitors, delivering the same kind of accountability and rigorous analysis for online advertising that our customers expect for traditional advertising."

Current analysis tools overstate reach and understate frequency which result in overestimating the audience size exposed and give little insight into the exposed target audience. In addition the current tools interrupt the user experience with pop-ups, unpopular with publishers and web-users alike. This new panel based methodology finally enables advertisers to measure and understand the effectiveness of their online advertising with the same level of analysis as traditional advertising without interfering with the user experience.

The benefits of the TNS Digital Suite new panel-centric approach to online ad monitoring include:

- No more unpopular pop-up surveys

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- Control for cookie deletion, capturing ad exposure on multiple computers (home/work/school) for each panelist
- Accurate ad effectiveness measures for the target audience, using the 6th Dimension panelists profiles (over 150 panelists characteristics)
- Advanced analysis through longer surveys (up to 30 minutes long against 7-8 minutes)
- Surveys taken at the convenience of the panelists instead of the current proximate surveys which occur immediately after ad exposure
- Analysis available based on frequency and time since last exposure

“The new capabilities move us from the strategic to the tactical,” says Saxon. “For the first time we have been able to identify online advertising decays rates and how many exposures are required to achieve branding effect. Now our clients and their agency partners can plan their campaigns with more precision for improved results.”

TNS Digital Suite services have been developed to provide the full range of advertising effectiveness measures that are available for traditional advertising. By capturing traditional media habits as well as actual digital exposure, cross media analysis becomes more cost effective, accurate and manageable. TNS Digital Suite also enable brand and advertising impact studies to measure key campaign performance indicators.

About TNS Online Access Panels

TNS operates online access panels in 26 countries capturing insights from over 3.5 million consumers and business customers.

About TNS

TNS is a global market information and insight group.

Its strategic goal is to be recognized as the global leader in delivering value-added information and insights that help its clients make more effective business decisions.

TNS delivers innovative thinking and excellent service across a network of 80 countries. Working in partnership with clients, TNS provides high-quality information, analysis and insight that improve understanding of consumer behavior.

TNS is the world’s leading provider of customized services, combining sector knowledge with expertise in the areas of Product Development & Innovation, Brand & Communications, Stakeholder Management, Retail & Shopper and Customer Intelligence. TNS is a major supplier of consumer panel, media intelligence and audience measurement services.

TNS is the sixth sense of business. For more information, visit www.tns-us.com.

The Kantar Group

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

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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. The Kantar Group is a wholly-owned subsidiary of WPP Group plc. For further information, please visit www.kantargrouptns.com

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