



Press information

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TNS Partners with Livra Panels to Deliver Online Access Panel Services in Latin America

TNS now offers online access panels in 38 countries with over 4 million members

January 30th 2008 - TNS, a leading global market information company, announced today that it has established a preferred partner relationship with Livra Panels (Livra), to offer online access panel research services across Latin America. This follows last week's announcement that TNS is launching its 6thdimensionTM Interactive Research services in the region.

Livra is a well-established company with fully managed online access panels in twelve countries across Central and South America, plus panels in Portugal and Spain. In total, Livra has over one million registered panelists. At a global level, the partnership with Livra means TNS can now serve clients through fully managed online access panels in 38 countries, comprising over 4 million panel members.

Mark Walton, TNS Regional Director for 6thdimension Interactive Research for Asia Pacific, Latin America, Middle East and Africa, said, "Last week, we announced the launch of our 6thdimension Interactive Research services in Latin America. Today's announcement is about the key online access panel component. Livra are the leading online panel provider in Latin America and offer the ideal platform for TNS to deliver a full range of competitively-priced online research services to clients. We have been working with Livra over the last two years and have been very impressed with their expertise and the quality of their panels."

Martín Añazco, Livra's Managing Director, said, "We are delighted with our partnership with TNS, who are clearly global leaders in interactive research. Online research is poised to grow significantly in Latin America and we see great opportunities for Livra, TNS and our clients"

Wander Meijer, TNS Regional Director for Latin America, said, "We have conducted numerous projects and tests with Livra which have confirmed not only the quality of their panels, but also the reliability of the results that we can produce. Working with Livra, TNS will apply our best practice principles in online research, to deliver the highest quality insights. Our researchers in Latin America will have access not only to our 6thdimension interactive centre in Latin America, but also

to TNS interactive experts all over the world, enabling them to deliver fast and innovative research to our clients throughout the region.”

TNS is continuing its initiative to ensure the market research industry delivers maximum quality in online research. In August 2007, Robert I. Tomei, EVP and Global Director of TNS 6th dimension Access Panels, was appointed as the first Acting Chairman of the ARF Online Research Quality Council in the United States. In October 2007, TNS introduced a new global quality programme called the ‘Six Degrees of Online Quality’. To be implemented by TNS this year, the programme covers all phases of the research process from online access panel recruitment methods to validating the quality of the final results of interactive research. TNS will conduct surveys with Livra using its Six Degrees of Online Quality programme, along with the full suite of TNS online solutions.

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Note to Editors:

Access panels

An access panel is a permanent sample of individuals providing a pre-recruited and pre-qualified population that participates in voluntary ad hoc surveys.

About 6th dimension™

6th dimension is the world’s leading network of fully managed online access panels covering 38 countries and collecting insights from over 4 million people, providing clients with insights that address issues from launching a new product to measuring attitude and usage. 6th dimension access panels give clients across all major business sectors the confidence to act on research through insights that are thorough and reliable. A history of innovation means we can safely say TNS is ‘the world’s leading panel research company’. In fact, we have honed and developed our panel research skills since 1937.

About Livra

Livra Panels is a leading provider of online research services in Latin America, serving many of the world’s leading market research agencies and global Fast Moving Consumer Goods Companies (FMCG). Livra runs online panels and consumer community websites in over 12 countries. The company was founded in 1999 by Martín Añazco and Diego Meller. It currently has offices in Buenos Aires, Mexico and London.

www.livrapanel.com

About TNS:

TNS is a global market insight and information group.

Our strategic goal is to be recognised as the global leader in delivering value-added information and insights that help our clients to make more effective decisions.

As industry thought leaders, our people deliver innovative thinking and excellent service to global organisations and local clients worldwide. We work in partnership with our clients, meeting their needs for high-quality information, analysis and foresight across our network of over 70 countries.

We are the world's foremost provider of custom research and analysis, combining in-depth industry sector understanding with world-class expertise in the areas of Retail and Shopper Insights, Stakeholder Management, New Product Development, and Brand and Communications. We are a major supplier of consumer panel, media intelligence and internet, TV and radio audience measurement services.

TNS is the sixth sense of business.

www.tnsglobal.com

Other useful links:

www.thearf.org