



Did you know...?

TNS is one of the world's leading market research groups.

We are the world's leading provider of customised research services, combining industry sector knowledge, with innovative research expertise across the entire marketing life-cycle, from our network of 80 countries worldwide.

TNS is also a major supplier of consumer panel, media intelligence and audience measurement services.

TNS is the sixth sense of business™.

our industry focus



Automotive

- TNS has over 350 dedicated automotive researchers in 50 countries worldwide.
- TNS Automotive tracks the promotional activity of more than 30 brands and 300 models each year.
- TNS Automotive carries out over 3 million car owner interviews per year across the globe.
- TNS Automotive runs an annual Corporate Social Responsibility study across 18 countries.
- TNS Automotive is the leader in automotive research in France, Germany, Spain, Netherlands, Sweden, Finland, Portugal and Asia Pacific.

Finance

- TNS Finance is a global network of 250 dedicated professionals in 40 countries.
- TNS is the leader in financial research in Germany and France.
- TNS Finance has over 40 years of dedicated finance sector experience.
- TNS Finance is present in 90% of the global finance research markets.



Technology

- TNS operates specialist technology syndicated services in 9 countries.
- TNS has over 800 dedicated Technology sector specialists in both IT and Telecoms across the group, based in 64 countries.
- TNS Technology interviews 15,000 people annually across 30 countries for our technology usage habits – The Global Technology Index - GTI study. Topics include killer content and applications, future technologies, brand power, co-branding and convergence.



Healthcare

- TNS Healthcare market research has supported the launches of 18 of the top 20 pharmaceutical drugs marketed worldwide.
- TNS Healthcare has experience performing studies in 54 therapeutic categories.
- TNS Healthcare offers online access to more than 60,000 physicians in the US, France, Germany, Italy, Spain and the UK.
- TNS Healthcare's CardioMonitor is the world's largest global cardiovascular patient database, collecting information each year from 5,000 patients in the US and 4,500 in each major European market.
- CardioMonitor also covers Japan, Taiwan, Thailand, Malaysia, Korea, Hong Kong, Singapore, Greece, Canada and Mexico, as well as others, at clients' request.

Political and Social

- TNS is the leading polling company in more than 25 countries worldwide.
- TNS coordinates Eurobarometer, a major public opinion tracking service for the European Commission, which operates across 33 countries.
- Policy development is one of the fastest growing areas in Political and Social research.



our industry focus



FMCG

Consumer

- TNS Consumer is the world's leading provider of customised research solutions to clients in the global FMCG (CPG) industry, such as manufacturers and brand owners; retailers and outlets; advertising and media agencies.
- TNS Consumer works with all the top 10 global FMCG advertisers in the world.
- TNS Consumer is TNS's largest custom sector generating one third of TNS custom business. 1,000 plus dedicated industry experts.

Worldpanel

- TNS Worldpanel is the world's largest provider of consumer insights, with operations in 54 countries.
- TNS Worldpanel continually measures and analyses the purchasing and usage behaviours through a network of 210,000 households and 100,000 individuals worldwide, including 25,000 in the UK.
- The service has 96% coverage of GDP in Latin America, 92% in Europe and 78% in Asia Pacific.
- Globally, TNS Worldpanel has over 500 clients across the manufacturing, retail and supply trades.

Media

Media Research

- TNS Media Research audience measurement systems are used in 32 countries around the world.
- TNS Media Research is the research provider behind BskyB's SkyView panel, measuring viewing habits of 20,000 homes, 7,000 of which are also Worldpanel panellists, offering the opportunity to draw comparisons between viewing habits and purchasing behaviour.
- BARB in the UK have awarded TNS Media Research a major new six year TAM contract for the establishment and operation of a 5,100 household meter panel which is to start in 2010.
- In Canada, BBM has Chosen TNS Media Research and Arbitron to supply official ratings data from what would be the world's largest combined TV and Radio metered panel of 3,300 households that is to go live during 2009.
- In China, TNS Media Research operates the world's largest TV and radio audience measurement panel, including 178,800 people, 54,000 homes in 260 cities.
- TNS Media Research operates digital TV audience measurement services in the US and currently provides analysis to Charter, DIRECTV and Starcom. In 2008 TNS was commissioned by DIRECTV for a new RPD service (DIRECTView) providing the largest national audience measurement service in the US from an opt-in 100,000 subscriber panel.

Media Intelligence

- TNS Media Intelligence operates in 25 countries and has 16,000 clients across the world.
- TNS Media Intelligence monitors 96% of advertising expenditure worldwide, the equivalent of \$145 billion of advertising expenditure or 190 million advert occurrences.
- For the 2nd half of 2008, TNS Media Intelligence reports US Internet display advertising expenditures increased 8.0 percent.
- TNS Media Intelligence monitors 3 millions brands worldwide.
- TNS Media Intelligence is ranked number one worldwide in advertising expenditure monitoring and number two in News monitoring.



specialist expertise



Areas of Expertise/Solutions

- TNS New Product Development Suite – InnoSuite™ has tested over 20,000 concepts globally.
- NeedScope™ is the world's leading research system that helps marketers use emotion to build world-class brands.
- FutureView™ enables us to target influential consumers to provide future insights. TNS delivers FutureView™ solutions to global clients in over 45 countries.
- TRI*M™, the world's leading measure of stakeholder management, has a database of over 14,000 studies globally.
- The Conversion Model™, has measured customer commitment across 100 countries, in over 300 product categories, for more than 135,000 brands.
- 80% of the world's most valuable brands have used the Conversion Model.*
- TNS Retail and Shopper Insights combines 60 years of consumer research products with the knowledge and experience of TNS Sorensen and TNS Retail Forward to offer the industry's broadest range of strategic and tactical insight, tools, and solutions to connect and optimize your brand and the shopper.

**Interbrand – World's Most Valuable Brands Survey 2005.*

online and interactive research

Online Research

- TNS is the biggest provider of online research in the world.
- TNS has over 500 full-time staff dedicated to this practice globally.
- Over 1,000 online research projects are live at any one time – all hosted by TNS using state of the art technology and security.
- To date TNS has worked on 68,000 projects and undertaken more than 108,000,000 interviews.
- TNS has conducted access panel surveys in over 34 countries and 26 languages.

Managed Access Panels

- TNS 6th dimension online access panels can reach 1 million panellists in the US, 900,000 across Europe, and 1.1 million across Asia Pacific.
- Our access panel research skills date back to 1937.
- TNS has strong representation on the ISO quality standards committee.
- TNS has helped ESOMAR create their industry standard guidelines for online access panels.



Contact us

TNS
TNS House
Westgate
London W5 1UA
United Kingdom

T: +44 (0) 20 8967 4698
E: enquiries@tns-global.com
www.tnsglobal.com

