

DIRECTV and TNS Media and TNS Media Research to Unveil TNS DIRECTVIEW:

Contributed by TNS

The Largest National Audience Measurement Service in the United States

January 31, 2008 – DIRECTV, Inc. the US’ leading satellite television service provider with more than 16.6 million customers, and TNS Media Research, a division of TNS providing internet, TV, and radio audience measurement worldwide, are developing a national opt-in audience measurement panel of 100,000 DIRECTV subscribers – the largest US national audience measurement panel ever.

With plans to introduce TNS DIRECTView in 2008, TNS Media Research will measure the total viewing, including the live and time-shifted (DVR) viewing of programmes and commercials at a second-by-second interval, of 100,000 representative households within DIRECTV’s national footprint.

“By working with TNS Media Research, our goal is to develop a panel capability that will provide important insights across our advertising platform,” said Eric Shanks, EVP DIRECTV Entertainment. “These insights will in turn provide our advertisers and programming partners an unparalleled level of measurement accuracy and accountability when partnering with DIRECTV.”

TNS Media Research established its relationship with DIRECTV last year when it launched audience measurement services focused on the company’s interactive subscriber households. DIRECTV has been utilizing TNS Media Research’s advanced audience measurement capabilities to better understand its customers’ anonymous use of the interactive applications it offers.

“Over the past eighteen months DIRECTV and TNS have built a solid partnership and today we are providing in-depth analyses and reporting services in support of their advanced programming and advertising platform,” said George Shababb, chief operating officer, TNS Media Research. “Looking ahead we are excited to be building on our excellent relationship with DIRECTV and creating a platform to take audience measurement to the next level in the U.S.”

In addition, TNS Media Research will be marketing the national panel. Through InfoSys, the most widely-used media analysis and planning system in the world, TNS Media Research will offer subscription services that will allow clients to directly access extremely detailed data to provide in-depth and insightful analyses of national viewing patterns.

"This announcement is exciting as it is further proof that the digital evolution is fuelling a revolution in television audience measurement," said Tracey Scheppach, Senior Vice President, Video Innovations Director, Starcom Worldwide. “With the TNS DIRECTView service, Starcom is thrilled to be able to take another important step in understanding and using second-by-second behavioural data to acquire more knowledge and deliver greater accountability on behalf of our advertisers.”