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For immediate release

TNS to Measure Asia's Sporting and Entertainment Passions

3 August 2009, Hong Kong ... The rapid growth of sports marketing, entertainment and sponsorship in Asia has led TNS to launch a new series of reports measuring Asia's passions. The PassionIndex™ 2009 is a syndicated report covering the sporting and entertainment passions of consumers in Asia. The report sets out to identify what is hot in sports and entertainment in Asia.

'The success of major events such as the Singapore Grand Prix last year and the popularity of international football clubs such as Manchester United in Asia are indicative of the increased appetite for sports and entertainment', commented Mathew Densten, Associate Director, TNS Hong Kong.

"Marketers are looking at ways of identifying which sporting and entertainment properties are capturing the hearts of Asia's consumers. The PassionIndex™ 2009 report assists them identify which sponsorship vehicles are the best match to any particular brand's target market.

The initial markets to be covered are Singapore and Hong Kong, with potential to expand to other markets.

The PassionIndex™ has been used in more than 18 markets across the globe to measure passions towards sporting and entertainment properties. PassionIndex™ allows for direct comparison across these sponsorship properties, from sporting teams and personalities, through to entertainment and causes providing a single currency of measurement. The PassionIndex™ is part of the SponsorMap™ range of tools for sponsorship evaluation.

The report is expected to be ready for release in late September.

Further details are available from TNS (website) www.tns-global.com.hk and SponsorMap (website) www.sponsormap.com .

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About TNS

TNS, who recently merged with Research International, is the world's largest custom research agency delivering actionable insights and research-based business advice to its clients so they can make more effective business decisions. TNS offers comprehensive industry knowledge within the Consumer, Technology, Finance, Automotive and Political & Social sectors, supported by a unique

product offering that stretches across the entire range of marketing and business issues, specialising in product development & innovation, brand & communication, stakeholder management, retail & shopper, and qualitative research. Delivering best-in-class service across more than 70 countries, TNS is part of Kantar, the world's largest research, insight and consultancy network. Please visit www.tns-global.com.hk for more information.

About 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 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