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For Immediate Release

ISO 20252 AWARDED TO AGB NIELSEN MEDIA RESEARCH IN THE IRELAND

Dublin, 15th January 2009

Following a thorough assessment of the company's business practices in research, administration and quality control, AGB Nielsen Media Research Ireland has been awarded the highly acclaimed ISO 20252.

ISO 20252 is the new international standard for organisations and professionals conducting market, opinion and social research. It establishes Industry terms and definitions as well as the service requirements.

Independent assessors Marketing Quality Assurance (MQA) conducted a thorough assessment of AGB Nielsen Media Research Ireland's quality system including a review of the system procedures and documentation, along with a site-based audit of the system in operation

The initial audit successfully completed during December 2008 will be followed by annual reviews. This will help verify that the operational systems and implementation remain high quality and continue to develop and reflect on the changing requirements of the marketplace.

Tim Farmer, Managing Director of AGB Nielsen Media Research Ireland said that "This is a further endorsement of the quality approach employed within our operation, following soon after the announcement in October regarding our contract renewal. The audit and the achievement of the standard is a reflection of the professional approach of our team. It echoes our long term commitment to continual service development and high quality research".

We are proud of our Irish operation's ISO accreditation as this continues to confirm the company's professionalism and dedication to client satisfaction, said Chief Executive Office, Rolando Stalli.

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About AGB Nielsen Media Research

AGB Nielsen Media Research is the leading television audience measurement (TAM) company operating globally. With more than 58,000 homes participating in its panels across more than 27 countries, it has more peplemeters installed than any other TAM provider. AGB Nielsen Media Research's fully integrated proprietary system provides an independent, reliable and transparent audience measurement system that television broadcasters, advertising agencies and advertisers worldwide rely on everyday.

AGB Nielsen Media Research's Corporate Support Centre reflects the company's commitment to excellence in TAM. Established as a repository of TAM know-how, it guides the research, development, production, maintenance and support of the proprietary TAM system and services worldwide.

For further information on the AGB Nielsen Media Research proprietary TAM system or for more details on our global operations, please visit our website www.agbnielsen.com.

Press statement issued by:

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