

Press release

Warsaw, July 7, 2009

IMM teams up with TNS OBOP

The Institute of Media Monitoring is the only media monitoring firm that delivers television viewing ratings to its clients. The data supplied by TNS OBOP also show the demographical structure of the audience. The statistics enable precise measuring of effectiveness of communications actions.

The new service, which is available through the IMM platform, allows calculating the exact number of viewers of monitored television programmes. The viewing statistics include the number of viewers grouped according by place of residence, sex, age and education. Calculation of people watching a given television channel is made for a specific minute of a broadcast. The data thus obtained allow of a detailed analysis of the impact the media piece makes on a clearly defined target group.

Viewing figures are widely used in examining of PR actions. They enable rating of campaigns' effectiveness and verifying of objectives on a regular basis. They can be compared to sponsorship and advertising analyses which allows of summarising effects of communications and marketing actions.

“Thanks to the purchase of data from TNS OBOP, we have introduced viewing data of crucial practical value to the platform. I have no doubt this is going to be a useful work tool to PR professionals, and will contribute to enhancing of communications campaign effect measurements”, says Paweł Sarnowski, IMM's President.

„With the new service one can precisely measure the range of PR campaigns within particular groups of viewers. In result, we have the possibility of comparing and analysing effectiveness of television advertising, sponsorship and PR campaigns by means of a uniform research tool”, comments Dariusz Rocki, TNS OBOP's Senior Specialist in Telemetric Customer Service.

The new service is available at IMM from 1 July 2009.

The Institute of Media Monitoring is Poland's largest media monitoring institution. It searches information on 87 television and radio stations which ranks it top in the industry. IMM delivers the monitoring and analysis results to the most exacting clients, including nearly all the members of the Polish Public Relations Consultancies Association (ZFPR). Since 2002 IMM has been a member of the international association FIBEP.