



Press Release

GfK And Kantar Partner To Offer A Breakthrough In Online Data Quality

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Launch Service Through Promedius Group, A New Not-For-Profit Industry Consortium

July 27, New York, NY - - Today GfK Custom Research North America and Kantar announced the formation of an important new alliance devoted to the advancement of online data quality. In response to concerns by industry leaders such as P&G, Microsoft, Coca-Cola and General Mills about online data quality, GfK and Kantar are launching a comprehensive quality service that includes a suite of tools to validate the physical address of online respondents, identify respondent uniqueness and overlap across sample sources as well as capture category participation using a common standard. The new service also includes a tool to prevent duplicates in studies and provides automated reports of widely used industry metrics.

The service will be operated through the Promedius Group, a not-for-profit consortium led by GfK and Kantar that seeks broad industry participation. The technology behind this service was jointly developed by Ipsos, Kantar and GfK. The technology can also be licensed by individual companies in the marketing research industry for their own internal use at no cost. The Promedius Group aims to develop standards and conduct research in order to further enhance online data quality.

The Promedius Group will initially operate in the U.S. and will expand into other key markets in 2011 to address the global need for a quality service that provides consistent measurement and reporting practices across service users.

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“Achieving the highest level of online data quality standards is essential for our clients and for the marketing research industry,” said Eric Salama, Kantar CEO. “By making the tools we have jointly developed available to the entire industry, marketing research suppliers will be able to meet the client need for open, transparent reports that contain consistent quality metrics, allowing them to make cross-supplier comparisons.”

“Conceived as an independent, non-commercial alliance, the Promedius Group’s structure creates the opportunity for broad industry acceptance,” added Debbie Pruent, COO and Member of the Management Board GfKSE. “This in turn results in greater quality consistency and even lower costs – the benefits accrued as more sample providers opt to use the shared service.”

“We are both proud that we have come together to develop a technology, launch a not-for-profit consortium and provide an industry-wide service that can restore confidence in the value of research for all clients and agencies,” said Pruent and Salama.

The suite of services is in operation and currently being used on selected client studies. In addition, Promedius Group organizers are holding ongoing discussions with other sample providers, some of whom have expressed their interest in collaborating and in using the service.

About Promedius Group

The Promedius Group is a not-for-profit consortium whose mission is to identify, promote and facilitate best practices in research quality through consistent, evidence-based methods. The Group is dedicated to providing solutions to meet the online survey research challenges of today as well as emerging issues. Promedius Group is an independent entity whose membership is open to research providers industry-wide. The consortium operates openly and relies on input from members and the market research industry generally to formulate policies and operational procedures in furtherance of its mission.



About GfK Custom Research North America

Headquartered in New York, GfK Custom Research North America is part of the GfK Group. The GfK Group offers the fundamental knowledge that industry, retailers, services companies and the media need to make market decisions. It delivers a comprehensive range of information and consultancy services in three business sectors— Custom Research, Retail and Technology and Media. The no.

4 market research organization worldwide operates in more than 100 countries and employs over 10,000 staff. In 2009, the GfK Group’s sales amounted to EUR 1.16 billion. For more information visit www.gfkamerica.com. Follow us at www.gfkinsights4u.com or on Twitter @gfkamerica.

About Kantar

Kantar is one of the world's largest insight, information and consultancy networks. By uniting the diverse talents of its 13 specialist companies, the group aims to become the pre-eminent provider of compelling and inspirational insights for the global business community. Its 26,500 employees work across 95 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. For further information, please visit us at www.kantar.com

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