

Beat: Technology

KANTAR MEDIA AWARDED OFFICIAL MULTI-PLATFORM TV RATINGS IN THAILAND

MEDIA RESEARCH DEVELOPMENT ASSOCIATION

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Media Research Development Association (Thailand) has awarded Kantar Media a contract to deliver the official multi-platform TV ratings in Thailand. This prestigious five-year contract, which will begin in 2017, follows a competitive tender process involving Kantar Media, GfK and Video Research. The announcement was made at an official signing ceremony in Bangkok this afternoon.

The service will comprise a representative panel of 3,000 homes to measure multi-platform TV viewing and deliver the official TV ratings currency in Thailand. When launched in 2017 it will include measurement of viewing on the TV set (Core TV) and viewing on tablets, smartphones and PC's (Extended TV), delivering a complete picture of actual TV consumption in Thailand.

Thailand's Media Research Development Association includes representatives from the major broadcasters, TV operators (satellite, cable and free to air) and media agencies. The Association expects close cooperation with The National Broadcasting and Telecommunications Commission which has been supported the implementation of an official TV Rating service in Thailand.

Kantar Media and its sister company TNS will begin establishing a specialist audience measurement team in Bangkok later this month. Today's announcement marks an exciting time for Kantar Media's continued investments in Asia Pacific. These include launches of audience measurement services in Singapore and Malaysia and digital advertising monitoring in Vietnam and Indonesia soon to follow. The new services in Vietnam and Indonesia will provide the media industry with the competitor intelligence to understand their share of voice, shape their campaigns, optimise planning and drive sales.

Kantar Media conducts TV measurement services in over 55 markets worldwide. This latest announcement follows renewals and new contracts secured in UK, Denmark, Netherlands, Romania & Israel.

Source : Kantar Media (a contract to deliver the official multi-platform TV ratings in Thailand)

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