

### **NOTES TO CONSOLIDATED LEAGUE TABLE 2013**

- **Entry 1: Kantar includes TNS UK (incorporating TNS-RI, Kantar Health, Kantar Media Intelligence, Kantar Worldpanel), Millward Brown, Kantar Media UK, BPRI, Kantar Retail UK, Added Value, The Futures Company, Lightspeed Research, AllGlobal.**
- **Entry 4: GfK includes NOP (incorporating Bridgehead), Retail & Technology, Chart-Track, IFR(UK), Kynetec, Ascent.**
- **Entry 6: Nielsen includes ACNielsen, Nielsen Media Research, NetRatings.**
- **Entry 11: Omnicom/DAS includes Hall & Partners, Flamingo Research, Adelphi International Research, Promise Communispace.**
- **Entry 15: Cello Group includes 2CV within Cello Signal, plus RS Consulting (incorporating Consensus Research, Leapfrog Research & Planning, MRUK, RS Consulting, Kudos Research), and Value Engineers (part) within Cello Health.**
- **Entry 17: Datamonitor is part of Informa.**
- **Entry 18: Double Helix is part of McCann Health within Interpublic.**
- **Entry 19: mmr Group includes Healthcare Research Worldwide, MMR Research Worldwide, and PeoplePeopleUK.**
- **Entry 21: BDRC Group includes BDRC Continental, ESA, Perspective Research Services.**
- **Entry 22: Creston Insight includes ICM Group and Marketing Sciences.**
- **Entry 24: Experian Consumer Insight includes Footfall, Hitwise, Catalist, Simmons.**
- **Entry 26: Chime Communications includes Chime Insight & Engagement (incorporating Facts International, Opinion Leader Research, Watermelon Research, CherryPicked), plus Tree London and research revenue earned by various other agencies within Chime.**
- **Entry 46: TTI Global Research was formerly known as Lorien Connect.**
- **Entry 48: Populus Group includes Populus and Populus Data Solutions.**
- **Entry 74: Incomes Data Services is part of Thomson Reuters.**
- **Entry 83: Tonic Insight was formerly known as 38<sup>th</sup> Floor incorporating Spring Research and Tuned-In Research**
- **Entry 85: Trinity McQueen was formerly known as Brass Insight.**