



Press Release

Vividata and Ipsos Canada Partnering on New Cross-Media and Consumer Insights Measurement in Canada

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Toronto, ON, November 29, 2018 - Vividata is pleased to announce that its next-generation cross-media audience measurement and consumer study will be built with its new core measurement partner, Ipsos. This important new partnership brings together two leading Canadian research firms to shape the future of media measurement.

Vividata, Canada's authoritative source for insights on multi-media and consumer behavior, is leading the initiative to evolve their current media and consumer measurement to cross-media measurement through advances in technologies and methodologies. The new initiative promises more powerful cross-media analytics capabilities while retaining deep insights into Canadian consumer behaviour and consumption habits through its widely used Survey of the Canadian Consumer.

Pat Pellegrini, Ph.D., President & CEO of Vividata says, *"We are excited to begin this partnership with the team at Ipsos Canada. As a global leader in audience measurement, they are ideal partners on this important measurement journey. The partnership will ensure that the Canadian media industry, marketers, and researchers gain the insights they need to make decisions that reflect today's dynamic consumer and audience behaviour. Together with our partners we will ensure that Canada remains at the forefront of consumer research and intelligence."*

Ipsos, an expert in audience measurement, is equally excited about this partnership. Ipsos will leverage the experience it has gained managing readership studies in more than 40 countries including the UK, Australia and Belgium, where it has implemented a number of innovative approaches in recent years. The ultimate goal is to build an audience measurement program which meets and exceeds the challenges faced in the changing Canadian media market.

Gary Bennewies, President & CEO of Ipsos Canada, says it is critical to introduce a methodology which will be future-proof. This will allow the program to evolve congruently with the evolution of the Canadian consumer and media market.

"As the media world is changing, so too is the world of research. Working with Vividata we will create a research approach that is more engaging while providing best-in-class media consumption information for the Canadian market."

Vividata and Ipsos are looking forward to their partnership to build a dynamic and comprehensive program focused on cross-media and consumer intelligence. Its use will help Canadian media companies and marketers meet the audience and consumer measurement challenges inherent today and the future.

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About Vividata

Vividata is Canada's authoritative source for insights on multi-media and consumer behaviour. It is the leading provider of cross platform audience measurement for publishers. A tripartite, not-for-profit organization, Vividata is governed by a board of directors representing the interests of Canadian publishers, agencies and advertisers.

Vivintel, the newly created custom research arm of Vividata, offers bespoke solutions to deliver 'a closer look' at unique research needs. Through syndicated surveys and reports, segmentations, custom studies, first and third-party data integration opportunities, and strong partnerships, Vivintel provides a complete suite of unified solutions for actionable data.

About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

With offices in 89 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,782.7 million in 2016.

GAME CHANGERS

« Game Changers » is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society.
We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.
We deliver with security, speed, simplicity and substance. We are Game Changers.

Ipsos is listed on Euronext Paris.
The company is part of the CAC Mid & Small index
and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

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