



What's in a Question: The Art and Science of Market Research

Ipsos examines the new era of data collection capabilities, methodologies, and understanding

May 17, 2006, Paris, France — With the emergence of the Internet and the mobile phone, the market research industry is facing a revolution in data collection. How will respondents be interviewed in the future? Ipsos, the third largest worldwide player in the survey-based research market, gives an overview of the major market trends in the latest edition of *Ipsos Ideas*.

The tenth issue of the global magazine, entitled "What's in a Question: The Art and Science of Market Research," examines how the new information technology paradigm—with the Internet, the mobile phone, G3 technology, and borderless virtual communities—affects data collection capabilities, methodologies, and our understanding of people around the globe.

Experts from around the world analyze the data collection revolution, giving an overview of major market trends and explaining what it means for businesses.

Articles include "Mobile Phones: Welcome to the Nomadic World" by Oliviero Marchese, director of operations for Ipsos in France; "Waking the Solider Kali" by Yves Bardon, in charge of Development and Qualitative Studies at Ipsos; "Online Research: Gearing up a New Vision" by Andrei Postoaca, CEO of Ipsos Interactive Services Europe; "Global Interviewing Capabilities and Standards" by Mark Turim, President, Ipsos ASI Worldwide Project Manager and Chief Manager, group Operations Strategy and Efficiency, and Gérald Grisé, Senior Vice President, Global Research Methodologist, Ipsos North America; and "Innovation in Interviewing techniques: The Australian Case" by Bill Nikolovski, Managing Director of Ipsos Australia and COO of Ipsos Asia.

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About Ipsos Ideas

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About Ipsos

Ipsos is a leading global survey-based market research company, owned and managed by research professionals. Ipsos helps interpret, simulate, and anticipate the needs and responses of consumers, customers, and citizens around the world.

Member companies 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. They measure public opinion around the globe.



Ipsos member companies offer expertise in advertising, customer loyalty, marketing, media, and public affairs research, as well as forecasting, modeling, and consulting. Ipsos has a full line of custom, syndicated, omnibus, panel, and online research products and services, guided by industry experts and bolstered by advanced analytics and methodologies. The company was founded in 1975 and has been publicly traded since 1999. In 2005, Ipsos generated €717.8 million (\$853.8 million U.S.) in total revenues, of which 34% came from its North American operations. Visit www.ipsos.com to learn more about Ipsos' offerings and capabilities.

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