

# Ipsos Strengthens Syndicated Research Platform for Helping Clients Understand the Media Consumer

*Media Behavior Research Expert Ned Greenberg Joins Ipsos OTX  
MediaCT to Lead Research Applications and Activation for  
Clients*

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## Ipsos OTX MediaCT

*Ipsos OTX MediaCT is the market research specialization within Ipsos built to reach, engage and more effectively understand today's digitally-driven consumer in the fast moving media, content and technology space. By integrating new technologies and immersive techniques with extensive traditional research experience, Ipsos OTX MediaCT's market leading research solutions help clients better understand media and technology consumption, evaluate content, monitor the value of brands and provide guidance for successful innovation. The Ipsos OTX MediaCT approach results in deeper and more profound consumer insights that allow companies to maximize their return on investment.*

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### ***Media Behavior Research Expert Ned Greenberg Joins Ipsos OTX MediaCT to Lead Research Applications and Activation for Clients***

**New York, NY** – Ipsos' clients are about to benefit from the insights of a well known, trusted media behavior expert, consumer motivation specialist and research innovator. Ned Greenberg has joined Ipsos OTX MediaCT as Vice President, Syndicated Solutions. In this role, Ned will be responsible for overseeing research for a newly re-engineered platform of syndicated research insights that connect Ipsos clients with consumers in the digital age. These tools provide clarity by supplying usage, attitude and future intent metrics for marketers seeking to connect with consumers through media, content and technology, in an otherwise complex business environment.

"Ned Greenberg is a highly respected and accomplished media research expert and we are excited to welcome him to the Ipsos OTX team," says Bruce Friend, President at Ipsos OTX MediaCT. "Our syndicated services team prides itself on delivering insights that enable clients to navigate this challenging marketing environment. Under Ned's leadership, the team will continue to build on their positioning as the leading authority on consumer preferences and help clients connect within the evolving media, content, and technology space."



A top priority for Ned will be to build upon the foundational strength of Ipsos' Longitudinal Media Experience (LMX) and ConsumerMaps products, designed to track the multi-dimensional consumer experience with media and brands using a forward facing consumer-oriented approach. He will be responsible for methodology, analysis, client service, business applications and activation of results for clients.

"Consumers are using multiple media, technology and marketing input in new ways. Now the most pressing issue in our business is to understand what is engaging and driving consumers' passions for media and products," says Ned Greenberg. "Ipsos MediaCT is a leader in synthesizing these multiple inputs to provide clients with research insights. Ipsos MediaCT is using strong research metrics and analysis rather than collecting millions of mere data points. I'm thrilled to be on board."

Ned comes to Ipsos following a 13-year research career at The Weather Channel. While there, he created innovative, results-oriented research in the areas of advertising impact, behavioral metrics, and groundbreaking cross-media metrics. He also managed online research for weather.com.

During his time at The Weather Channel, Ned was also active with major industry research committees, including chairing the CAB (Cable Advertising Bureau) Research Committee, the Advertising Research Foundation (ARF) Video Committee and Media Ratings Council (MRC).



Prior to his work at The Weather Channel, Ned held leadership and analytical roles at cable networks including NBC Cable's CNBC and MSNBC, MTV Networks channels including Nickelodeon, VH-1 and Nick-At-Nite, and for E! Entertainment Television.

Ned Greenberg is based in New York.

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