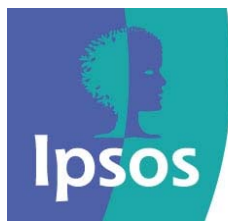


Ipsos OTX MediaCT Aims to Grow in the “Wright” Direction

*Ian Wright to Lead Corporate Development of Ipsos’ U.S. Media,
Content & Technology Research Specialty*

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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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New York, NY, October 28, 2010 - Understanding the evolving media ecosystem has never been more critical. To help its clients understand, embrace, and open up opportunities for the future, Ipsos is looking to expand its research offerings through strategic partnerships. To that end, Ian Wright has been appointed Executive Vice President of Corporate Development with Ipsos OTX MediaCT in the United States. Bruce Friend, President of the division, made the announcement.

“Ian Wright brings substantial experience and expertise in the world of media research. He understands the challenges that our media and technology clients are facing and how research can connect them to the right opportunities,” says Friend. “Ian’s background, leadership, and enthusiasm will help position Ipsos OTX MediaCT as the leader in the field, ensuring our clients have the research solutions they need.”

Wright is no stranger to the organization. Most recently, he was Managing Director of OTX in Europe and before that, served as a Board Director with Ipsos in the United Kingdom. With OTX now in the Ipsos fold, Wright’s career has looped in full circle.



In this new role, Wright will be responsible for sourcing and spearheading client and industry organization partnerships and initiatives for Ipsos' media, content and technology research specialization across the United States. He will also develop and leverage Ipsos' product and service innovations and global resources to help clients gain a stronger and more strategic perspective on the media and technology businesses.

"Ipsos has been making strategic investments in building one of the premier media research practices in the United States. I'm excited to be joining this dynamic team at a time when accurate, innovative and insightful research on media, content and technology is absolutely vital to clients," says Wright.

Ian Wright is based in New York City.

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