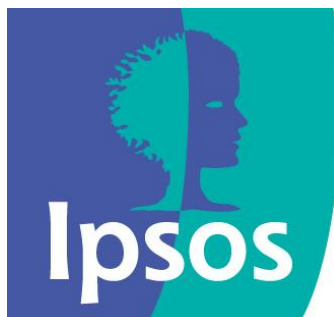


Ipsos Digs in for Deeper Understanding of Media Consumption in Canada

Joanne Van der Burgt to Lead Ipsos Canada's Media Research Practice

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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. In October 2011 Ipsos completed the acquisition of Synovate. The combination forms the world's third largest market research company. With offices in 84 countries, Ipsos delivers insightful expertise across six research specializations: advertising, customer loyalty, marketing, media, 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 €1,789 billion (\$2.300 billion U.S.) in 2012.

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Toronto, ON – Reports of print media's death are greatly exaggerated. It hasn't died, it has just evolved. That is the central premise behind Ipsos Canada's latest move in helping media companies measure their success, performance and audience engagement. Leading media research expert Joanne Van der Burgt has joined Ipsos' burgeoning media research practice in Canada. Her role will be to introduce Ipsos' extensive global media measurement capabilities to Canadian media clients as well as growing Ipsos' media practice across the country. Ipsos' ever evolving media measurement techniques provide clients the ability to connect to better insights on their total audience, address their business needs while helping navigate the changing world of media consumption.

"The world of media continues to change at a rapid pace as more and more consumers opt to access media through an ever growing variety of sources – including online, mobile, tablets and traditional print," says Gary Bennewies, President and CEO of Ipsos in Canada. "As a result, how we measure media consumption needs to evolve to not only capture how consumers are accessing content, but also to do it in a more timely fashion to meet the needs of agencies, advertisers and media organizations. And thanks to Joanne's expertise and leadership, Ipsos is set to become a leader in this field across Canada."

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In her new role, Joanne Van der Burgt will have access to the global resources of Ipsos MediaCT, Ipsos' global research practice in the converging fields of media, content and technology. Conducting research in over 100 countries and readership studies in over 40 countries, Ipsos MediaCT has developed and adapted new approaches to research, reflecting the media consumption patterns in various markets. One of Ipsos MediaCTs' most recent offers is in Australia where the team has launched EMMA (Enhance Media Metrics Australia), an advanced and invaluable resource for media measurement across the country.

"In recent years, the way we use media keeps changing and as such Ipsos in Canada is aiming to expand the breath of research to provide a total audience footprint for media brands, thereby expanding the usability of information and making it available on a more frequent and timely basis," says Van der Burgt of her new role. "And by leveraging Ipsos' global expertise and thought leadership, our aim is to create a media measurement program that reflects how Canadians are accessing and consuming media, giving our clients unique insight into behaviours and attitudes across the country – and the actions necessary to grow their business. I'm very excited about this opportunity and what it all means."

Joanne Van der Burgt is an accomplished research professional with a practice focused on media measurement. For nearly three decades, she has been involved in some of the most insightful media practices across North America, giving her an unparalleled wealth of knowledge concerning the Canadian media landscape. Prior to joining Ipsos, she spent twelve years with the Nielsen Company, one of the world's leading media research companies, in a variety of executive level research roles. And before that, Van der Burgt held leadership roles with the Print Measurement Bureau with over fifteen years of work at the

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Bureau. Educated at the University of Toronto and at Ryerson, she is well versed in the business of marketing, advertising and communications.

Joanne Van der Burgt is based in Toronto.

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