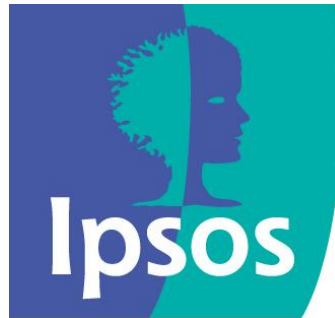


Momentum Continues to Build for TouchPoints as PHD and Havas Media Sign On

Two Additional Agencies to Support Launch of Ipsos Reid MediaCT's New Multimedia Research Solution

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Toronto, ON – A duo of partnerships have been made in Ipsos Reid MediaCT's drive to launch **TouchPoints** in Canada. PHD and Havas Media are the latest agencies to support the launch of the research solution that captures how Canadians consume all media throughout their day and week.

Announcing the decision to support the initiative, Rob Young, Senior Vice President and Director of Insights and Analytics at PHD, says: "Finally, a look into the degree to which media duplicate each other. With TouchPoints, channel optimization can be based upon real, half hour by half hour Canadian consumer data."

TouchPoints is a unique, consumer-centric multimedia survey that captures insights into how people use media, throughout the day and week. It addresses questions as to when, where, and how media is consumed, along with who the person is with, how they are feeling and what they are doing – while consuming that media.

Today in the UK, TouchPoints provides agencies the ability to determine when and where to place their campaign dollars. It provides them the ability to truly understand how each medium contributes to a campaign, as well as fully utilizing the synergy between the

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different media brands and channels throughout a day. Media owners demonstrate how their media fit into the life of a consumer. It allows them to demonstrate the strength that their media deliver as part of a campaign.

“Consumers now have total control over their media consumption and we need to understand that better, as well as how different types of media work together. Putting our support behind this important initiative just makes sense,” adds Isabel Gingras, SVP, General Manager at Havas Media.

The TouchPoints HUB survey is the first step to truly delivering a multimedia solution to develop more realistic media strategies and provide insight into consumers cross platform media consumption. The next step to this initiative will involve bringing together industry measurement studies.

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