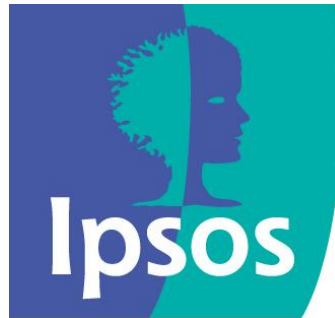


TouchPoints - Multimedia Study a 'Must-Have', Not a 'Nice-to-Have'

*Quebec Agencies and Media Companies Support Launch of Ipsos Reid MediaCT's
Cross-Media Measurement Study, TouchPoints Canada.*

Public Release Date: Tuesday, December 2, 2014, 6:00 AM EST



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. Ipsos ranks third in the global research industry.

With offices in 86 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 €1,712,4 billion (2 274 M\$) in 2013.

Visit www.ipsos.com to learn more about Ipsos offerings and capabilities.

For copies of other news releases, please visit
<http://www.ipsos-na.com/news/>

© Ipsos

**Washington • New York • Chicago • Minneapolis • Seattle • San Francisco • Los Angeles
Vancouver • Calgary • Winnipeg • Toronto • Ottawa • Montreal**



TouchPoints - Multimedia Study a 'Must-Have', Not a 'Nice-to-Have'

Quebec Agencies and Media Companies Support Launch of Ipsos Reid MediaCT's Cross-Media Measurement Study, TouchPoints Canada.

Toronto, ON – Quebec agencies and media companies are stepping forward to support the launch of TouchPoints in Canada, a well-known multimedia study that is currently available in the UK and more recently, in the U.S. Adding to the roster of companies that have signed up to support the popular initiative are Quebecor, Corus Média, Cossette Media (Québec), Touché PHD, Bleublancrouge, Touché OMD, Mediabrands and all GroupM agencies.

TouchPoints is a unique, consumer-centric multimedia survey that 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. The survey consists of a seven-day electronic diary (ediary) that requires respondents to record activities and media consumption in half hour time periods, an online self-completion questionnaire about lifestyle and general media habits, and a passive capture of respondents' smartphone activities.

This is one of the most comprehensive and innovative media consumption studies to emerge in this country.

"This is the time that media companies need to demonstrate to clients and agencies how their brands connect with consumers throughout their day," says Donald Lizotte, Executive Vice-President, Advertising Sales, Québecor Média, and Vice-President Sales and Marketing, TVA

© Ipsos

- 1 -

*Washington • New York • Chicago • Minneapolis • Seattle • San Francisco • Los Angeles
Vancouver • Calgary • Winnipeg • Toronto • Ottawa • Montreal*



Group. "TouchPoints will give us the ability to demonstrate how our media properties work together, be it television, newspapers, magazines, or out-of-home properties. With this multimedia tool, we will be able to clearly communicate how Quebecor is a one-stop media shop – reaching consumers from the moment they wake up until the very end of their day."

"Agencies need better multimedia data to put together comprehensive plans for our clients," says John Tarantino, Vice President / General Manager, Cossette Média (Québec).

"Understanding both the synergy and duplication between media is a must-have, and TouchPoints will provide this metric."

The TouchPoints 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 fusing together industry measurement studies.

For more information on this news release, please contact:

Elen Alexov
Director, Marketing Services
Ipsos in North America
(778) 373-5136
elen.alexov@ipsos.com

News Releases are available at: <http://www.ipsos-na.com/news/>