



NOTES TO THE MRS LEAGUE TABLE 2012
VERSION 6.0

- Entry 1: Kantar includes TNS UK (incorporating TNS-RI, Kantar Health, Kantar Media Intelligence, Kantar WorldPanel), Millward Brown, Kantar Media UK, BPRI, Kantar Retail, Added Value, The Futures Company.
- Entry 2: IpsosMORI includes full-year turnover for Synovate UK, acquired during 2011.
- Entry 3: GfK includes NOP, Retail & Technology, Chart-Track, IFR (UK), Kynetec, Ascent.
- Entry 5: Nielsen includes ACNielsen, Nielsen Media Research, NetRatings, BASES, Bookscan (part).
- Entry 9: Omnicom/DAS includes Hall & Partners, Adelphi International Research, Flamingo, Promise Corporation/Communispace.
- Entry 12: Cello Research & Consulting includes RS Consulting, Consensus Research, Insight Research Group, Leapfrog Research & Planning, 2CV, The Value Engineers (part).
- Entry 13: Datamonitor is part of Informa.
- Entry 17: Double Helix is part of McCann Health within Interpublic.
- Entry 18: Creston Insight includes ICM Research Group, Marketing Sciences.
- Entry 19: mmr Group includes Healthcare Research Worldwide, MMR Research Worldwide, UK Fieldwork Services, Qubiq Online.
- Entry 20: BDRC Group includes BDRC Continental, ESA, Perspective Research Services.
- Entry 22: Experian Consumer Insight includes Footfall, Hitwise, Catalist, Simmons.
- Entry 29: Chime Insight & Engagement includes Facts International, Opinion Leader, Naked Eye, Watermelon Research. The Chime figure excludes research turnover, largely relating to Tree which was treated differently in Chime's 2012 Report and Accounts that it was in the comparable 2011 report. If like for like figures, now available, are included Chime's research revenue rises to £17.8 million.
- Entry 50: Nunwood Group includes Nunwood Consulting, Knowledge Systems (Nunwood), Market Analysis (Nunwood).
- Entry 68: Incomes Data Services is part of Thomson Reuters.
- Entry 80: 38th Floor includes Spring Research, Tuned In Research.