Kantar Media Launches RapidView™

Media planning tool creates
television audience profiles based on shopping behaviors

New York, NY, March 7 -- Kantar Media, which provides Internet, TV and radio audience measurement in 59 countries worldwide, is launching RapidView™, an end-to-end media planning tool that makes it possible to create and analyze TV audience profiles based on shopping behaviors, including brand loyalty and product category usage.

The application's first module will focus on the retail marketplace and integrate household TV viewing behavior data from Kantar Media Audience's DIRECTView™ service with purchase behavior data from Kantar Shopcom. The application enables media buyers and sellers to take audience analysis beyond demographics and target relevant consumers, that is, identify custom audiences that actually buy a specific brand or product category.

RapidView leverages vast databases which results in unparalled data source sizes and opportunity for granular analysis.   RapidView for Retail overlays data from the 100,000 national households that comprise the second-by-second TV tuning behavior available from the DIRECTView service with purchasing information from the Kantar Shopcom Database™, a database of transaction-level purchase behavior data for 231 million U.S consumers shopping across 270 CPG, retail, travel, lodging and services categories.

In addition to RapidView for Retail, subsequent modules will overlay data from DIRECTView with data sets from other categories, such as the automotive sector.

"RapidView represents RPD's (return path data) full potential in delivering new insights when integrated with other data sources and is indicative of how audience measurement is being re-defined," says George Shababb, president of Kantar Media Audiences North America. "RapidView delivers on this potential by using databases that are vastly greater in size than any others available. The accuracy of its insights enable media buyers to improve their advertising's ROI for more relevant media investments and make it possible for media sellers to demonstrate the value of their properties on a level not possible before."

RapidView is designed for both regular and casual users and is accessed through Kantar Media Space, a one-stop portal that provides access to Kantar Media's Return Path Data (RPD) applications. The interface makes it easy to select and work with data, enabling the development of customized in-depth insights analyzed by brand/categories, time period, day of week, daypart, channel and program.

About Kantar Media
Established in more than 50 countries, Kantar Media helps clients master the world's multimedia momentum through analysis of print, radio, TV, internet, cinema, mobile, social media, and outdoor worldwide. Kantar Media offers a full range of media insights and audience measurement services through its global business sectors – Intelligence, Audiences, TGI and Custom. Kantar Media companies also include Compete, Cymfony and SRDS. Drawing upon the deepest expertise in the industry, Kantar Media tracks more than 3 million brands and delivers insight to more than 22,000 customers worldwide. www.KantarMediaNA.com

About Kantar Shopcom
Kantar Shopcom is a data integration, analytics and insights firm. We quantify the interconnections among messages, media mix and consumer response to deliver actionable insights enabling activation of more connected, more effective and more profitable brand communications. Kantar Shopcom has the industry's largest network of data and service partnerships, a vast and growing database of consumer purchase behavior data – 231 million U.S. shoppers purchasing across 270 CPG, retail, travel, dining and services categories – connected to media exposure and attitudinal response data, and the analytical expertise to turn this information into actionable insight. Kantar Shopcom leverages its integrated data connections to deliver enhanced value to any communications program on any media platform.

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