NOTES TO CONSOLIDATED LEAGUE TABLE 2013

- Entry 1: Kantar includes TNS UK (incorporating TNS-Ri, Kantar Health, Kantar Media Intelligence, Kantar Worldpanel), Millward Brown, Kantar Media UK, BPRI, Kantar Retail UK, Added Value, The Futures Company, Lightspeed Research, AllGlobal.

- Entry 4: GfK includes NOP (incorporating Bridgehead), Retail & Technology, Chart-Track, IFR(UK), Kynetec, Ascent.

- Entry 6: Nielsen includes ACNielsen, Nielsen Media Research, NetRatings.

- Entry 11: Omnicom/DAS includes Hall & Partners, Flamingo Research, Adelphi International Research, Promise Communispace.

- Entry 15: Cello Group includes 2CV within Cello Signal, plus RS Consulting (incorporating Consensus Research, Leapfrog Research & Planning, MRUK, RS Consulting, Kudos Research), and Value Engineers (part) within Cello Health.

- Entry 17: Datamonitor is part of Informa.

- Entry 18: Double Helix is part of McCann Health within Interpublic.

- Entry 19: mmr Group includes Healthcare Research Worldwide, MMR Research Worldwide, and PeoplePeopleUK.

- Entry 21: BDRC Group includes BDRC Continental, ESA, Perspective Research Services.

- Entry 22: Creston Insight includes ICM Group and Marketing Sciences.

- Entry 24: Experian Consumer Insight includes Footfall, Hitwise, Catalyst, Simmons.

- Entry 26: Chime Communications includes Chime Insight & Engagement (incorporating Facts International, Opinion Leader Research, Watermelon Research, CherryPicked), plus Tree London and research revenue earned by various other agencies within Chime.

- Entry 46: TTI Global Research was formerly known as Lorien Connect.

- Entry 48: Populus Group includes Populus and Populus Data Solutions.

- Entry 74: Incomes Data Services is part of Thomson Reuters.

- Entry 83: Tonic Insight was formerly known as 38th Floor incorporating Spring Research and Tuned-In Research

- Entry 85: Trinity McQueen was formerly known as Brass Insight.