



NOTES TO THE MRS CONSOLIDATED LEAGUE TABLE 2014

- 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, Lightspeed Research, AllGlobal, Precise Media Monitoring.
- Entry 2: Wood Mackenzie. Total turnover reflects a UK-based business delivering its services via the internet to a global client base in the energy, mining, and metals industries. Acquired in 2015 by US-based energy sector data firm Verisk Analytics.
- Entry 3: Dunnhumby is owned by Tesco.
- Entry 6: GfK includes NOP (incorporating Bridgehead), Retail & Technology, Chart-Track, (IFR(UK)), Kynetec, Ascent.
- Entry 7: Nielsen includes ACNielsen, Nielsen Media Research, NetRatings.
- Entry 10: Omnicom/DAS includes Hall & Partners, Flamingo Research, Adelphi International Research, Promise Communispace.
- Entry 11: Ebiquity (formerly Thomson Intermedia) consists of three divisions – Market Intelligence, Media Value Measurement, and Marketing Performance Optimisation.
- Entry 12: Informa includes Datamonitor, Informa Telecoms & Media (formerly Ovum Europe), and Fertecon. The latter organisation has been excluded from the growth rate table for individual agencies due to the financial impact of the re-structure.
- Entry 14: Cello Group has among its principal subsidiaries (100% owned, registered in England) 2CV, Cello Health Insight, Bright Blue and Kudos Research.
- Entry 15: IMS Health shows reduced turnover compared with previous years to reflect exclusion from the calculation of eligible revenue of IMS World Publications.
- Entry 16: Research Now is owned by private equity firm Court Square Capital.
- Entry 18: MMR Group includes Healthcare Research Worldwide, MMR Research Worldwide, and PeoplePeopleUK.
- Entry 19: Double Helix is part of McCann Health within Interpublic.
- Entry 20: BDRC Group includes BDRC Continental, ESA, Perspective Research Services, Alligator Research, and Viewpoint.
- Entry 21: Creston Insight includes ICM Group and Marketing Sciences.

- Entry 25: Experian Consumer Insight includes analytics, location insight, mobile behaviour, competitive intelligence, and segmentation.
- Entry 27: Chime includes Chime Insight & Engagement Group (incorporating Facts International, Opinion Leader, Watermelon, CherryPicked), plus Tree and research revenue earned by various other agencies within Chime. Chime was taken private in 2015 by Providence Equity Partners.
- Entry 29: SPA Future Thinking is to be known from 2015 as Future Thinking.
- Entry 39: Populus Group includes Populus and Populus Data Solutions.
- Entry 45: The Planning Shop International was acquired in late 2014 by Adelphi Group, part of Omnicom/DAS.
- Entry 46: Footfall was formerly Experian Footfall prior to acquisition in 2015 by Tyco.
- Entry 48: TTI Global Research was formerly known as Lorien Connect.
- Entry 53: Harris Interactive entry reflects divestment of the data collection business to ITWP/Toluna.
- Entry 78: Incomes Data Services is part of Thomson Reuters.
- Entry 82: Trinity McQueen was formerly known as Brass Insight.