

GeoPoll and Kantar Media unveil media measurement in Africa

GeoPoll, the world's largest mobile survey platform, and Kantar Media, global leader in media and marketing insights, announce their collaboration on a joint product, Kantar-GeoPoll Media Measurement (KGMM). This product builds on GeoPoll's existing media measurement service by adding Kantar Media's research expertise and technology tools to GeoPoll's unique mobile data collection methods.



James Eberhard

This announcement comes following the forming of a strategic partnership between GeoPoll, Kantar Media, and TNS Global. This is the first joint product between the three companies, who plan to release additional joint offerings in the coming months.

GeoPoll released its media measurement service in June 2014, becoming the largest provider of overnight audience data for TV, radio, and print in Africa. In the past year, GeoPoll has built on its flagship product by adding tools for media planning and post-campaign evaluation, allowing brands and agencies to assess the performance of their advertisements in almost real-time. The joint product with Kantar Media will refine the mobile data methodology that GeoPoll has used to collect daily audience data.

"We are very pleased to partner on Kantar-GeoPoll Media Measurement. GeoPoll's method of collecting audience data through mobile surveys, which do not require a data connection, is a big step forward for audience research in a diverse continent such as Africa. With Kantar Media's vast experience in research methodology, we believe this new product will change the media planning landscape in Africa," said Jennie Beck, Global Director, Kantar Media.

James Eberhard, CEO of GeoPoll, added "Over the past year, clients have used GeoPoll's media data to view audience shifts in real-time, assess the performance of their advertisements, and monitor viewership of one-off events including the World Cup. KGMM will further disrupt the marketplace by bringing a reliable, real-time solution to audience measurement that has been vetted by researchers at both GeoPoll and Kantar Media. We look forward to adding extra capabilities to the product and expanding into additional countries in the coming years."

KGMM is currently available in Ghana, Kenya, Nigeria, Rwanda, Tanzania, and Uganda. The service runs off of GeoPoll's multi-modal survey platform, which sends surveys to a database of 200 million users via SMS, voice, and mobile web.

For more information, visit www.geopoll.com.

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