

TNS and LNK Signed a Long-Term Cooperation Agreement

SIC Gallup Media, the leader of media research, advertising and information monitoring, held by the international research company TNS and LNK TV signed a long-term cooperation agreement. The research company will provide the audience surveillance and advertising monitoring to the TV.

“SIC Gallup Media is our longtime partner we have been working with since year 2000. I believe that this long-term agreement for audience surveillance will ensure smooth cooperation in the future,” said Zita Sarakienė, CEO of LNK.

“We are glad about the settlement with our customers and consider the concluding the long-term agreement to be a sign of trust in our services. I appreciate this trust of our customers and believe that we will justify it by our work,” said Gytis Juodpusis, the director of SIC Gallup Media.

In the short run, LNK TV together with Lithuanian Radio and Television Association (LNK is also its member), Lithuanian Radio and Television Commission, and the Association of Communication Agencies KOMAA will participate in the selection of the international Lithuanian TV metres research auditor, initiated by SIC Gallup Media. The audit will take place in February and March.

SIC Gallup Media held by the international research company TNS provides the services of TV audience surveillance to all national TVs and a part of regional TVs, media planning agencies, and the participants of media market of the country. The company is also the leader in the research of press and radio audiences, computers and internet, and advertising and information monitoring services in Lithuania.