

# Affinity

# IBOPE

## **Grupo IBOPE Joins Forces With Affinity**

### ***New Partnership Includes Global Expansion of VISTA Service***

Affinity LLC and Grupo IBOPE - one of the world's largest market research companies - recently announced that they have signed a memorandum of understanding under which Grupo IBOPE will become a partner in Affinity and will also lead the expansion of Affinity's market research technologies into the markets of Central and South America, Mexico and the Caribbean. This agreement is the culmination of IBOPE's increasing interest in Affinity, the media research firm that launched the VISTA Service in 2005, the industry's first syndicated print advertising effectiveness tracking service.

Grupo IBOPE's introduction of Affinity's VISTA methodology and research technology into the rapidly expanding markets of Central and South America, Mexico and the Caribbean leverages IBOPE's existing media research operations in the region and enhances its leadership position.

In parallel, its investment in Affinity confirms Grupo IBOPE's commitment to maintain Affinity's market leadership and ensure the successful launch of Affinity's new print measurement products in the U.S., including the *American Magazine Study*, Affinity's new print audience measurement service, and *MagPlan*, an innovative print optimization tool that enables agencies to optimize schedules based on a combination of target audience reach, cost efficiency, circulation and real-world advertising effectiveness objectives like campaign recall and reader actions.

*"We are very excited about our partnership with Affinity and our entry into the U.S. media research market. We are investing in Affinity's long-term success to ensure that their new and future offerings continue to provide syndicated research solutions that are uniquely tailored to the needs of advertisers, agencies and publishers in the U.S. and abroad."*

**Carlos Augusto Montenegro**  
**Chairman, Grupo IBOPE**

*"The opportunity to expand the VISTA brand internationally is very exciting. Grupo IBOPE, with its solid footing as a leader in the global research marketplace, is an ideal partner to help us collectively achieve that objective."*

**Tom Robinson**  
**Managing Director, Affinity LLC**

#### **About Affinity LLC**

Affinity is a syndicated research firm specializing in print measurement and accountability tracking. Affinity's suite of products includes ProofReader (print pre-testing), The American Magazine Study (print audience measurement) and the VISTA Service (in-market campaign tracking). In addition, the company markets MagPlan, the industry's only print optimization system that incorporates advertising effectiveness metrics from the VISTA normative database. (<http://www.affinityresearch.net>)

#### **About Grupo IBOPE**

Headquartered in Sao Paulo, Brazil, Grupo IBOPE is a multinational company that operates in 14 different countries around the world and is the largest media research firm in Latin-America. The scope of the company's research operations encompass media, public opinion, branding and consumer behavior research, as well as advertising-specific expertise across all media. In addition, Grupo IBOPE operates the Instituto Paulo Montenegro (IPM), a non-profit organization reflecting more than six decades of Grupo IBOPE's commitment to social and charitable causes. (<http://www.ibope.com>)