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## Media Release

# London 2012 appoint The Nielsen Company as Market Research Provider

## 20<sup>th</sup> Domestic Partner signs up

The London Organising Committee of the Olympic Games and Paralympic Games today announces that The Nielsen Company has become its 10<sup>th</sup> Tier Three provider (LOCOG) and 20<sup>th</sup> domestic commercial sponsor overall. Nielsen becomes Official Market Research provider to London 2012.

Working in collaboration with the London 2012 marketing team, The Nielsen Company will undertake all of LOCOG's market research services requirements, including developing a market research strategy, undertaking tracking studies and organising online panels and surveys.

London 2012 Chairman Sebastian Coe welcomed the appointment, "This is more fantastic news for the project, as we've signed yet another market leading company to the commercial programme. The Nielsen Company will assist us in the decision making process by testing our ideas in the market place. One of our challenges – and opportunities – is connecting with young people. Nielsen will help us do this and will, I'm sure, prove to be a huge asset to our marketing push, which is moving up a gear in 2009."

"Nielsen is pleased to partner with LOCOG in support of London 2012. The Olympic values are shared by Nielsen's employees, and we look forward to providing critical consumer and media insights that will deliver an Olympic experience that London and the UK can be proud of," said Susan Whiting, Vice Chair, The Nielsen Company.

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For further information please contact the London 2012 Press Office on +44 (0)203 2012 100 or visit the website at [www.london2012.com](http://www.london2012.com). Find out the latest from London 2012 HQ on our blog <http://blog.london2012.com>

**Notes to editors:**

As it heads towards its £2bn budget for staging the Olympic and Paralympic Games, LOCOG now has seven domestic Tier One Partners - adidas, BP, British Airways, BT, EDF Energy, Lloyds TSB and Nortel. There are three domestic Tier Two Supporters – Adecco, Cadbury and Deloitte. There are nine domestic Tier Three Suppliers and Providers – Airwave, Atkins, Boston Consulting Group, Crystal CG, Freshfields Bruckhaus Deringer LLP, McCann Worldgroup, The Nielsen Company, Populous and Trident.

The Worldwide Olympic Partners signed up for 2012 are Coca-Cola, Acer, Atos Origin, GE, McDonald's, Omega, Panasonic, Samsung and Visa.

**About The Nielsen Company**

The Nielsen Company is a global information and media company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and business publications (Billboard, The Hollywood Reporter, Adweek). The privately held company is active in more than 100 countries, with headquarters in New York, USA. For more information, please visit, [www.nielsen.com](http://www.nielsen.com).