All TV Audience in your hands with iPlus – mobile app

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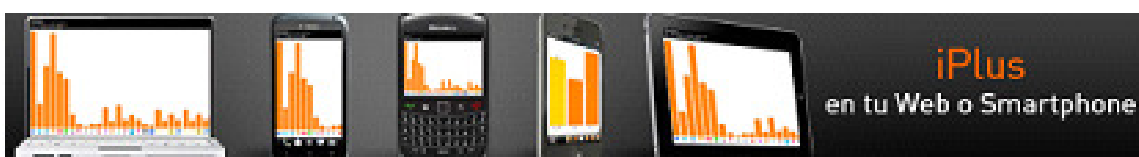tns-gallup.no

New iPLUS – mobile app incorporates multiple advantages

An agile, simple and intuitive view for your analysis

- Already available the first mobile application for audiences analysis.

- Get access from your PC, tablet or smartphone, without downloads from retailer shops.

- Quick, easy and without specific training. Get access from wherever and when you need it.

- All information of time blocks, programs, ads and curves from main TV channels.

- Predefined reports available that will allow you to analyze your programming decision.

- Available in Norway, Spain, UK, Russia, Canada, Turkey and UAE.

- A new App to complete the service of InfoSys+, software leader in market of audience research.

iPlus
en tu Web o Smartphone

Get Access to the service

tns-gallup.no/medier/tv
"Nasjonale seertall for TV"

Minimun requirements:
Web access compatible with Internet Explorer 9 or superior, Google Chrome, Firefox Mozilla, Safari, Opera.
Mobile access compatible with the operating systems of iOS 5 or superior, Android 4 or superior or Blackberry

What is said about
iPLUS Kantar Media?

"The IPlus app has become a travelling companion from which we are inseparable. Fast, straightforward and intuitive to use, it provides a world of key audience information, enabling my team to be fully informed and up-to-date, regardless of where I am.".
Deogracias Padilla, Departamento de Audiencias de RTVV

"Kantar Media interest , is to offer our clients easy and accessible audience data to use. The market has InfoSys+ for investigation and reporting, and also IPlus for executive access to".
Alberto de Pablo, Director General Kantar Media

"The first mobile App about audience research in the world forms part of our strategy to offer new Apps that focus on visualization and simplification of Big Data".
Sergio Stradolini, Global Client Software Director at Kantar Media Audiences

"Webs Apps facilitate updates, so the user is released of administrative tasks. Was a challenge to design the necessary layers, and contemplate in the same application scenarios as varied with different browsers, operating systems, devices and screen resolutions. "
César Vellido, InfoSys+ Project Manager

About iPLUS

iPlus Kantar Media is the web Application of InfoSys, the audience research software with more users around the world. Developed entirely by our team of Sant Cugat del Vallès (Barcelona) it is present in more than 34 countries. Actually, between the portfolio of InfoSys products they include InfoSys+, iPlus, InfoSys#, IRPD, InfoSysOOH, InfoSys Tracking and InfoSys Mediaway

About Kantar Media

Kantar Media (www.kantarmedia.com) provides critical information that helps our clients make better decisions about communications. We enable the world's leading brands, publishers, agencies and industry bodies to navigate and succeed in a rapidly evolving media industry. Our services and data include analysis of paid media opportunities; counsel on brand reputation, corporate management and consumer engagement through owned media; and evaluating consumers' reactions in earned media.

As the global house of expertise in media and marketing information, Kantar Media provides clients with a broad range of insights, from audience research, competitive intelligence, vital consumer behaviour and digital insights, marketing and advertising effectiveness to social media monitoring. Our experts currently work with 22,000 companies tracking over 4 million brands in 50 countries.

Kantar Media is part of Kantar (www.kantar.com), the data investment management division of WPP and one of the world's largest insight, information and consultancy groups. By connecting the diverse talents of its 13 specialist companies, the group aims to become the pre-eminent provider of compelling and inspirational insights for the global business community. Its 28,500 employees work across 100 countries and across the whole spectrum of research and consultancy disciplines, enabling the group to offer clients connected data, expertise and insights at each and every point of the consumer cycle. The group's services are employed by over half of the Fortune Top 500 companies.

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iPlus

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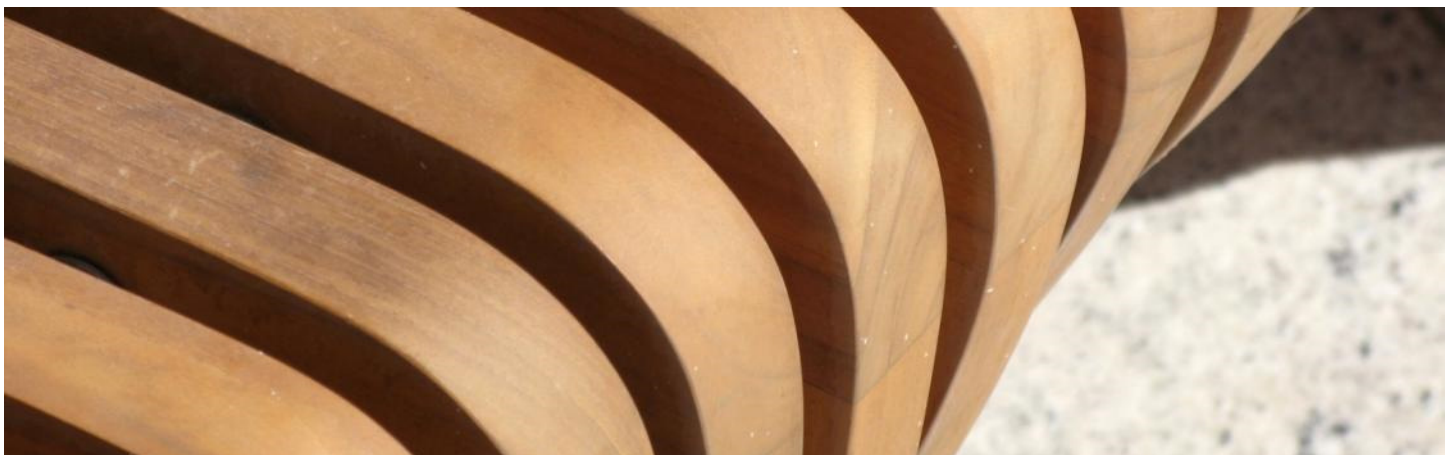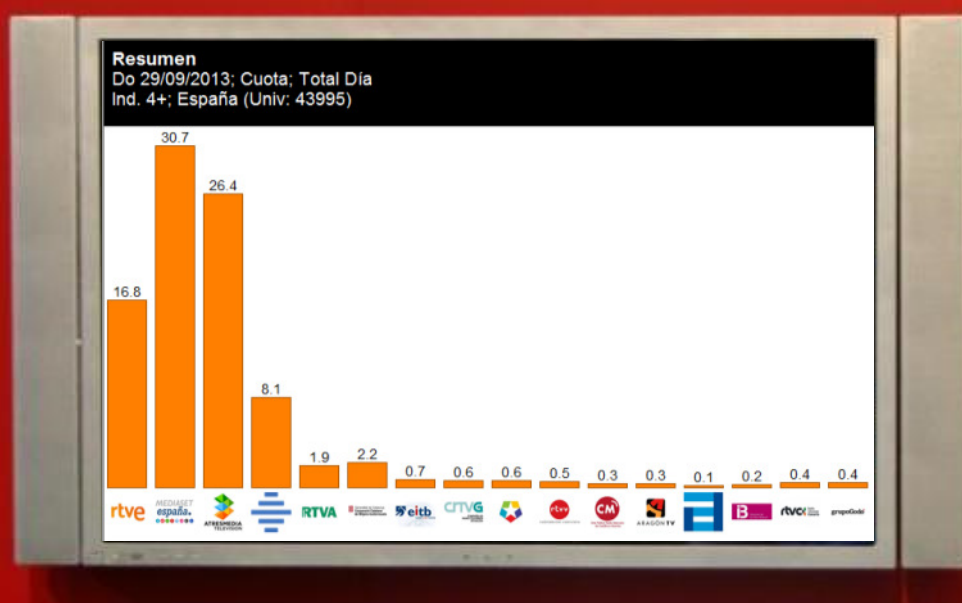
Discover all the potential inside the new iPlus

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