

Trendstream launches the Global Web Index powered by Lightspeed Research

Set to become the standard measure of how social media impacts consumers worldwide

(LONDON March 10, 2009): Trendstream, a specialist social media research consultancy, have launched the Global Web Index powered by Lightspeed Research, a twice yearly web usage study that will quantify global web trends and the massive impact of social media.

The research will launch with 16,000 consumers in the United Kingdom, France, Germany, Italy, Spain, the Netherlands, Russia, the United States, Canada, Mexico, Brazil, India, China, South Korea, Australia and Japan. This geographical reach will provide a unique global perspective on web usage trends and, in particular, the impact of social media. The fieldwork will be run by online research provider Lightspeed Research with the first wave of data being delivered in June.

The Global Web Index will provide a unique set of data about the growing importance of web in consumer's lives and will focus on how social media is being adopted and the scale of usage. Specifically it will provide insights into what target audiences are actually doing online, allowing agencies, marketers and web properties to prove the importance of the web and social media. Crucially the data will be complementary with existing online planning tools so all aspects of online usage can be planned as part of an integrated marketing campaign.

The data will be available to subscribers through their own online access to a global insight tool allowing custom analysis split by demographic, media usage and attitudinal profile data. There will also be analysis and comment from leading web thinkers to provide easy access to key global trends.

Clients can customise the Global Web Index by becoming a brand partner, which will add data brand awareness, usage, purchase internet and propensity to recommend. They will even have the opportunity to compare results against their main competitors, providing a true insight on how their brand is performing in the social media driven web.

David Day, CEO Europe says “As online consumers continue to embrace social media, it is vital that marketers and advertisers understand how this affects the way they communicate with consumers and can adapt their messaging accordingly. The Global Web Index, powered by Lightspeed Research, will provide valuable insight into how social media is impacting the way consumers across the world interact with brands, and how their views of them are evolving.”

Tom Smith, Managing Director of Trendstream says “The Global Web Index fills a knowledge gap in the market by providing advertisers, agencies and marketers with the insight to really understand what their target audience actually do online. This is crucial to quantify the true impact of social media and the consumer driven web. I am absolutely delighted to have access to Lightspeed Research’s high quality consumer panels across the world to deliver this important research.”

Updated biannually, the Global Web Index (<http://www.globalwebindex.net>) will become a valuable source of reference for marketers, advertisers and anyone involved in digital communications as they plan their multinational campaigns.

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Note to editors

The survey has been carried out among 1000 UK employees working full-time or part-time in February 2009.

About Lightspeed Research

Through proprietary global panels and research products and services, Lightspeed Research delivers valuable research to help businesses make informed decisions. From recruitment, to activity level, to ongoing profiling, Lightspeed Research’s panels are actively managed to provide engaged survey respondents and support studies that range in scope and complexity across industry sectors. Deeply profiled specialty panels including

automotive, B2B, beverage, family and household, finance, health and wellness, media consumption, mobile phone, beauty and personal care, sports and hobbies, and travel and leisure, provide quick access to target audiences. As a quality leader, Lightspeed Research has implemented extensive measures to prevent fraudulent panel registrations and poor survey data.

Lightspeed Research is part of the Kantar Group, the information, insight and consultancy division of WPP (NASDAQ: WPPGY), one of the world's leading communications services companies. For more information, please visit www.lightspeedresearch.com