

**IPG Mediabrands and Networked Insights Announce
SocialTV Analysis Partnership for 2012 Upfronts**

*Partnership illustrates how real-time consumer data from social media
is improving media planning and buying for major brands*

New York – Dec 20, 2011 – Real-time data and media analytics are increasingly important to major brands in expanding the reach of their existing TV media dollars. IPG Mediabrands and Networked Insights have teamed up to provide a solution that will help brands get the most value from their TV advertising dollars based on a TV show's social profile at this year's upfronts. To date, Networked Insights' clients have seen at least a 10 percent increase in media spend efficiency from this approach. As a result, Networked Insights is offering a guarantee that clients will see at least 10 percent better return on their TV investments.

"We see a big disconnect between the TV shows a brand advertises on and the percentage of their audiences that are truly watching those programs," said Dan Neely, Chief Executive Officer, Networked Insights. "We have yet to see a single brand get this right, which is why we can offer a guarantee on our results. Enabling a brand's TV media budget to get more reach for the same dollars spent is a win all around."

"The more we can know about what our customers want, the better we can be at delivering it to them. Networked Insights has the tools that help us to do just that...and to better align what we do with our clients' business outcomes" said Matt Seiler, Global Chief Executive Officer, IPG Mediabrands.

"The ability to provide insights and information based on social media allows us to understand audience behavior and gain a valuable advantage in our industry to apply these learning's to our entire network and to our clients. We look forward to partnering with Networked Insights again at the 2012 upfronts" said Christopher Williams, President, MAGNAGLOBAL Investments.

Networked Insights' analytical platform delivers recommendations that help brands plan, optimize and measure across their TV, online media and content activities. Networked Insights can help diagnose the exact TV shows a brand's audience is watching by analyzing real-time data from social media. Networked Insights collects and synthesizes data using a combination of proprietary tools to discover topics and themes to measure conversations, impressions, and sentiment. Analysis is conducted on data from a variety of social media channels including Facebook, Twitter, YouTube, and millions of blogs and forums, as well as search and Web clickstream data.



FOR IMMEDIATE RELEASE

Contacts

Paul Dunay
Chief Marketing Officer
Networked Insights
917-306-8440
Paul.dunay@networkedinsights.com

Daniel Friedman
Executive Director, Global Communications
IPG Mediabrands
212-883-4780
Daniel.Friedman@mbww.com

About Networked Insights

Networked Insights is transforming the way companies make marketing decisions. Our technology uncovers real audience interests that brands use to sync with their customers. The result is optimal marketing spend. Customers like MTV, Samsung, Kraft, RIM, MillerCoors, GroupM, MediaBrands, Starcom and Mediavest use Networked Insights to help them improve media efficiency, reveal content opportunities and inform marketing decisions. Networked Insights has offices in New York, Chicago, Toronto and Madison, Wisconsin. Please visit <http://www.networkedinsights.com> for more information.

About IPG Mediabrands

Created by IPG to manage all of its global media-related assets, IPG Mediabrands employs 6,500 communications specialists operating in 90 countries and manages \$34B in global media billings. A proven entity in helping clients maximize the impact of their marketing investment to deliver explosive business results, IPG Mediabrands enhances the communications offering and performance across its network of media agencies including Initiative, UM, MAGNAGLOBAL and a roster of Specialty Service Groups. IPG Mediabrands is part of Interpublic Group (NYSE: IPG), one of the world's leading organizations of advertising agencies and marketing services companies. For more information, please visit www.mediabrandsw.com.

#####