



# IBOPE

## **Markdata renews contract with Ibope for more 9 years**

Markdata SA from Marktest Group, agreed with IBOPE (Brazilian Institute of Public Opinion and Statistics) a contract renewal for service, licensing and delivery of programs and software regarding analysis of audience, advertising and planning, developed by the Portuguese company. The contract lasts for nine years, running until December 31, 2019. This contract will allow the use of the new Markdata SA software in Latin America (in countries like Brazil, Argentina, Chile, Colombia, Costa Rica, Ecuador, Guatemala, Mexico, Panama, Paraguay, Uruguay, Peru, Puerto Rico, Uruguay) as well as the United States of America.

"It is a very important step in our strategy. Through this contract, the Marktest Group reinforces its presence in several international markets, reaffirming the competence and achieving worldwide recognition for our business. This agreement consolidates our high international recognition, showing that it is possible for a Portuguese company to be a reference across borders," said Jorge Fonseca Ferreira, CEO of Marktest.

With this agreement, Marktest Group continues to set presence across borders in 27 countries: USA (through Arbitron and IBOPE) Spain, France, Holland, Belgium, Czech Republic, Ukraine, Poland, England and Azerbaijan, South Africa, Morocco, Armenia, Brazil, Argentina, Chile, Colombia, Costa Rica, Ecuador, Guatemala, Mexico, Panama, Paraguay, Peru, Puerto Rico and Uruguay.

This agreement with IBOPE aims to ensure mutual cooperation through the transfer of methodological, technical and conceptual research, on the subjects of the investigation of research for media markets, with major focus in the area of software development.

The software of Markdata SA is also available in the Portuguese market through MediaMonitor Ltd., the company responsible for supplying the domestic market, among others, of the monitoring data of advertising investment.

The Brazilian Institute of Public Opinion and Statistics (IBOPE) is the institute that conducts research in several branches in Brazil for over 60 years. One of the largest institutes in the area, IBOPE is used by several companies who need their services, which measures the audience of their programs with statistical data generated by IBOPE. Since 1996 IBOPE has developed partnerships with the Marktest Group.