



27 August 2012

Statement from WPP

We welcome NDTV's statement that it has no desire to get into a prolonged trial by media. We have issued statements only in order to correct selective and misleading statements in the media.

NDTV raises some detailed questions, which will be and have been addressed in the proper forum: with the industry, or in the proper court, not in an exchange of media statements. As we have noted several times in previous statements, TAM welcomes the opportunity to address the facts. In the meantime, TAM continues, as it has done in the past, to work to improve its system, with the support and involvement of its many stakeholders and its highly respected management.

We are pleased that NDTV recognises, in this latest announcement, that Kantar, Nielsen and TAM have in fact been working with NDTV, over a long period, to address improvements in the system. It is not true that, as NDTV has previously stated, "nothing" was being done about NDTV's concerns.

There has been no obfuscation. The nature of TAM's business requires continuous investment and technology and TAM is committed to working with the industry to continuously improve the use of its technology, coverage and transparency. Stringent measures have been taken to protect the panel against repeated attempts at tampering by unknown persons. Discussions continue, as they have for some time, with industry stakeholders to ensure quality and reliability of the data.

We do think it is important, for the record, to clarify the discussions around settlement. As we have said, and NDTV now admits, the NDTV CEO initiated a request for settlement discussions on 27 July. Vikram Chandra's email to Eric Salama was very clear in suggesting settlement discussions take place before "[NDTV] proceed with costly litigation". As recently as 21 August NDTV's lawyers wrote to Kantar's lawyers enquiring about the possibility of a settlement meeting. The precise wording of that email was: "please let us know what the current status is in relation to settlement possibilities and/or a meeting, which we believe is the subject of certain email communications between Eric Salama of Kantar and Vikram Chandra of NDTV." In addition to Vikram's Chandra's email attempting to

initiate a settlement meeting, NDTV's lawyers have also referred to the possibility of settlement discussions on other occasions.

Far from WPP engaging a "massive PR machine", or a "large team" as NDTV have said, to deal with the various statements made by NDTV, in fact a small team of 4-5 WPP staff have dealt with the issues raised by NDTV, over the UK bank holiday.

It is not unusual for TV stations to seek to blame the measurement of audience data for their falling ratings, but we note that NDTV is in the habit of quoting TAM data when it suits it. For example, in NDTV's statement of highlights for the Quarter ended September 30th 2011, NDTV quoted TAM ratings to demonstrate that NDTV Good Times was "the number 1 lifestyle channel in the country as per TAM ratings. Advertising revenue has seen a substantial jump in the second quarter of the year."

As for the "lawsuit", we remain of the firm view that it has not been served, the claims in that law suit have no merit whatsoever, and that it has been issued in an entirely inappropriate jurisdiction. However, we will deal with those issues in the courts, at the appropriate time.

We reiterate the pride TAM takes in the services it has been delivering to the market for 14 years and TAM, together with its highly respected and admired management, looks forward to continuing to engage with the industry to meet its needs.

About WPP in India

India is one of WPP's most important, and fastest growing markets, with revenues of approximately \$500 million, including associates, and employing around 12,000 people. WPP has four of the top 12 creative agencies and four of the top 15 media agencies, according to India's Economic Times newspaper. Some WPP agencies have been operating in India for more than 80 years.

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