

## **MEDIARESEARCH changes name to Nielsen Admosphere**

With effect from 1 June 2015, research agency MEDIARESEARCH changed its name to Nielsen Admosphere, along with its logo and other branded elements. Last July, the agency became a member of the Nielsen holdings, when AC Nielsen Netherlands acquired 51% stake in MEDIARESEARCH.

It is an important player on the Czech market in the area of media measurement, having operated a 'peoplemeter' project for 13 years,

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