

Globalpark is the new name to front MR industry annual technology survey

Annual survey carried out by meaning, that provides insights on professional market research worldwide, enters its sixth year with a new sponsor

NEW YORK/LONDON/COLOGNE, July 27, 2009 – Globalpark (www.globalpark.com) is the new sponsor for the market research industry's annual international survey into market research technology. It enters its sixth year with a new name: *The Globalpark Annual Market Research Software Survey*, though the survey will continue to be designed and carried out by meaning ltd (www.meaning.uk.com), which has conducted the study every year since its inception. The results of this impartial study are made freely available every year and has become established a key source of reference for industry analysts, in publications, in the media and at conferences.

“We believe that this survey is the definitive source of information on market research software and technology. We are very pleased to be associated with meaning in this work, as it is critical to evaluate our industry with an independent, honest and quality study. The intent is to foster a sense of contribution and collaboration, to gain insights that will benefit the entire market research community,” said, Lorenz Gräf, CEO at Globalpark.

Tim Macer, Managing Director of meaning commented: “I have long been impressed by the scholarly and research-led approach that Globalpark, as a company, tends to take in its work. This makes them an ideal partner for this research. They have come to the project with a number of fresh ideas to extend the breadth of this annual study, allowing us to build on the legacy of the previous five years.”

The survey tracks the range of technology and methods in use in professional market research, and identifies key concerns and challenges. The 2009 survey will build on the existing set of tracker questions, supplemented with a selection of new questions that focus on topics of current interest. Results from the survey will be released early in 2010.

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About the Globalpark Annual Market Research Software Survey

Previously known as the Confrimit Annual Market Research Software Survey, this study is based, annually, on a sample of around 230 research professionals in market research companies worldwide and conducted as an Internet survey. The survey is carried out to the full ethical and professional standards of The Market Research Society's Code of Conduct. Results will be posted on the websites of both Globalpark and meaning.

About Globalpark

Globalpark provides panel, community and survey software that enables organizations to manage what matters across the enterprise. By capturing feedback and tracking behavior of customers, employees and partners, they gain insights that drive better business decisions. By identifying and empowering influential advocates, they build reputation and extend reach.

Founded in 1999, Globalpark software is German-engineered and globally-tested by leading brands and top market research institutes, including: Continental, Daimler, General Mills, GfK, IDC, Nintendo, SonyBMG, TNS, Warner Music and Wrigley. Globalpark is staffed by renowned research pioneers, with offices across the US, UK, Germany and Austria.

For further information on Globalpark, please visit www.globalpark.com

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About meaning

Meaning ltd (London, England), founded by Tim Macer in 1993, is an independent IT consulting and services company that specialises in providing impartial advice in the application of technology to business practice, particularly in the area of market research. You can learn more about us by visiting our extensive website at <http://www.meaning.uk.com>.

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