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YouGov introduces global partnership in Japan with Nippon Research Center

YouGov, the international research and data analytics group headquartered in London, has expanded its new affiliate Global Partnerships Programme across the APAC region by introducing a new partner in Japan.

The new partner, Nippon Research Centre (NRC), has been in the custom research sector since 1960. They are among the top 10 research agencies in the Japanese market, have their own proprietary panel, and are a member of WIN (the Worldwide Independent Network of Market Research).

The NRC partnership is similar to that which YouGov has with its Global Partnership affiliate in Russia, Online Market Intelligence (OMI), as NRC's panel is a wholly domiciled affiliate panel. This type of partnership provides the partner with a robust offering of YouGov products and solutions, while maintaining their own independent panel. YouGov has the ability to have inter-connected data sets with these partners and their panels, with data that links back to the YouGovCube – a highly structured and codified connected data library which holds over 200,000 variables on consumers globally.

The YouGov Global Partnerships Programme accelerates YouGov's expansion into new markets - with a focus on APAC, Europe and South Africa - while providing affiliate partner agencies access to YouGov's platforms, products and services, industry expertise and, where applicable, panel.

Stephan Shakespeare, Chief Executive Officer of the YouGov Group said:

"As we continue our growth at YouGov, we are excited to expand our reach into new markets. Our affiliate partners, recognised as leaders in the online market research sector, obtain access to YouGov technology platforms and suite of data products. As well, the programme connects partners with YouGov's developed infrastructure, assisting them to grow their business and expand their client base, while establishing the YouGov brand locally. We are looking forward to working with our new partner, Nippon Research Center, to develop our presence in Japan."

Current clients working with YouGov affiliate partners include several leading consumer multinational brands across the financial, food and beverage, cosmetics and telecoms sectors.

Further information for interested affiliates on the YouGov Global Partnerships Programme can be obtained by writing to affiliates@yougov.com

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About YouGov

YouGov is an international research and data analytics group.

Our mission is to supply a continuous stream of accurate data and insight into what the world thinks, so that companies, governments and institutions can better serve the people and communities that sustain them.

We are driven by a set of shared values. We are fast, fearless and innovative. We work diligently to get it right. We are guided by accuracy, ethics and proven methodologies. We trust each other and bring these values into everything that we do.

Each day, our highly engaged proprietary global panel of over 7 million people provides us with thousands of data points on consumer opinions, attitudes and behaviour. We combine this continuous stream of data with our research expertise to provide insights that enable intelligent decision-making and informed conversations. Our integrated suite of products, services and tools operates as a systematic platform serving YouGov data and intelligence for all stages of the marketing workflow.

With operations in the UK, North America, Europe, the Nordics, the Middle East and Asia Pacific, YouGov has one of the world's largest research networks.

YouGov. The best data, the best tools.

For further information visit yougov.com