TNS Acquires Presswatch In The UK

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TNS MEDIA INTELLIGENCE ACQUIRES PRESSWATCH IN THE UK

January 11 2007. London, UK â€“ TNS Media Intelligence, a division of global market information provider TNS has acquired UK media information provider PressWatch Media Limited, boosting TNSâ€™ offering and market share in the UK. TNS Media Intelligence UK has been at the forefront of the media monitoring industry since its inception fifty years agoÂ Â and is a recognised industry expert in audiovisual tracking. The acquisition will build on the UK divisionâ€™s existing national and international media tracking and evaluation services and on the TNS Media Intelligence activities in 23 countries.

PressWatch was founded in 1996 and is well known as a high quality information service provider and independent reputation analyst in the UK. Since its launch, the company has built an excellent reputation within the industry, servicing hundreds of clients ranging from blue chip to owner-managed businesses.Â Its activities include Media Tracking, Bespoke Media Analysis, Press Cutting, Company Rankings and Sector Analysis.

Jean-Michel Portail, Managing Director of TNS Media Intelligence Europe, commented â€œThe combined expertise of TNS Media Intelligence and PressWatch creates a unique offering in the UK media tracking and evaluation market. This move follows TNSâ€™ acquisitions of Presse+ in France and D+A in Spain and reinforces TNS Media Intelligenceâ€™s position as on of the market leaders in media intelligence worldwide.â€•

â€œThe combined knowledge base created by this acquisition will enhance our press and media evaluation services, and we are well positioned to build on the strength of existing relationships with our clients and to bring cutting-edge solutions to the marketâ€• says TNS Media Intelligence UK Managing Director Madeleine Kernot. â€œOur collective online and bespoke product portfolio will present the most innovative and added-value solutions to Communication professionals around the world.â€•

About TNS Media Intelligence

Established in 23 countries, TNS Media Intelligence explores all the media - print, radio, TV, Internet, cinema and outdoors worldwide, 24 hours a day, seven days a week, and offers a full range of insights and analyses.
Its services include advertising expenditure monitoring, advertising creation monitoring, news monitoring, sports sponsorship evaluation, etc.
TNS Media Intelligence tracks 3 million brands and is a partner to 16,000 customers in the world.

About TNS

TNS is a market information group:

-Â The worldâ€™s largest provider of custom research and analysisÂ Â
-Â A leader in political and social polling
-Â A major supplier of consumer panel, media intelligence and internet, TV and radio audience measurement services.Â

TNS operates across a global network in over 70 countries, allowing us to provide internationally consistent, up-to-the-minute and high quality information and analysis.
The groupâ€™s employees deliver innovative thinking and excellent service to local and multi-national clients worldwide.Â

TNS is the sixth sense of business.
www.tns-global.com