# TNS Buys Germanys PressWatch

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Press monitoring firm acquired by global agencyâ€™s European media research divisionÂ Â

TNS has acquired German media monitoring firm PressWatch.
The Hamburg-based firm provides press information services, media response analysis and sponsoring evaluation. Founded in 1999, it employs 55 staff and delivered â‚¬3.5m revenue last year.

Jean-Michel Portail, European managing director of TNS Media Intelligence, said: â€œWe are now present in 24 countries across Europe and Asia. This international reach enhances our ability to deliver a daily and pro-active multi-media monitoring service to our global accounts.â€•

(see article in original context)