TNS Media Intelligence strengthens its network in Western Europe

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September 3, 2007, Paris â€“ TNS Media Intelligence, a division of global market information provider TNS, has acquired PressWatch GmbH, the reference for media monitoring and evaluation services in Germany, boosting TNSâ€™ offering and market share in Western Europe. Based in Hamburg, PressWatch GmbH was founded in 1999 and is well known for its high quality information service and cutting-edge technologies. Since its launch, the company has covered several sectors including IT and Automotive. The company operates a range of specialised services: digital clippings from over 1,000 print publications, monitoring of 7,000 online media sites (national and international), media response analysis and sponsoring evaluation.Â Jean-Michel Portail, Managing Director of TNS Media Intelligence Europe, commented: â€œThrough the acquisition of PressWatch GmbH in Germany, TNS Media Intelligence is strengthening its worldwide network and reinforcing its strong position in Western Europe. We are now present in 24 countries across Europe and Asia.Â Â This international reach enhances our ability to deliver a daily and pro-active multi-media monitoring service to our global accounts.â€• Â JÃ¶rg Kramer, Managing Director of PressWatch, said: "PressWatch is No 1 in delivering international news monitoring services in Germany. Being a part of a strong international group will strengthen this position and will allow us to offer new and competitive solutions to our clients."