

ITWP Acquisitions Limited Acquire Harris Interactive Europe From Nielson

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ITWP Acquisitions Limited, the parent company of Toluna, a leading digital market research and technology company, today announces the acquisition of Harris Interactive SAS in France, Harris Interactive AG in Germany and Harris Interactive UK (Harris Interactive Europe) from Nielsen. Frédéric-Charles Petit is CEO of ITWP, and will oversee both Toluna, and Harris Interactive Europe. Petit is Toluna's founder and CEO.

This acquisition expands ITWP's existing footprint in the digital market research industry, as ITWP has been the sole shareholder of Toluna since 2011. Harris Interactive Europe blends sector expertise with award-winning research designs to deliver tailored solutions to clients seeking strategic input. Toluna operates the world's largest global social voting community, and couples this global respondent access with transformative data collection, reporting and visualisation products.

Petit states, "Across Europe, Harris Interactive, is a well-respected provider of digital market research services with cutting-edge methodologies, and Toluna is revolutionising market research through a combination of world-class technology, innovative approaches and seamless real-time access to millions of consumers. Leaders in their own right, there are opportunities for both companies to enhance current offerings to clients. ITWP will continue to invest in the growth and success of both Toluna and Harris Interactive Europe, which will operate as separate entities servicing their own clients."

Nielsen has owned Harris Interactive Europe since February 2014. As part of the purchase by ITWP, Nielsen will become a minority shareholder in ITWP, and has separately entered into a mutual strategic cooperation agreement encompassing access to Toluna global panel, as well as, its world-class technology.

"Nielsen is delighted to have found the right home for Harris Interactive Europe within our strategic partner, ITWP, which through Toluna, will give us the ability to collaborate on market research technologies as well as digital data," says Itzhak Fisher, EVP of Global Business Development at Nielsen. "Nielsen, Harris Interactive and Toluna have been collaborators and customers of one another for many years and we look forward to our continued relationship."

Press Contact:

Hazel Johnstone, GingerMay Marketing & PR

T: +44 (0) 203 642 1124

E: hazel.johnstone@gingermaymarketing.com