



## **TNS Media Intelligence strengthens its network in Western Europe by acquiring PressWatch in Germany**

September 3, 2007. Paris – 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 TNS' 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 as IT and Automobile. The company operates a highly focused set of products: digital clippings coming from over 1,000 print publications, monitoring of online media sites (7,000 national and international), media response analysis and sponsoring evaluation.

Jean-Michel Portail, Managing Director of TNS Media Intelligence Europe, commented "Through the acquisition of PressWatch GmbH in Germany, TNS Media Intelligence strengthens its worldwide network and reinforces its strong position in Western Europe. We are now present in 24 countries including France, the UK, Spain, Germany, Finland, Denmark, etc. This international presence enhances our ability to deliver a daily and proactive multi-media monitoring service to our global accounts."

Jörg 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."

## **About TNS Media Intelligence**

Established in 24 countries, TNS Media Intelligence explores all the media - print, radio, TV, Internet, social media, 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.

[www.tnsmediaintelligence.fr](http://www.tnsmediaintelligence.fr)

## **About TNS**

TNS is a global market insight and information group.

Our strategic goal is to be recognised as the global leader in delivering value-added information and insights that help our clients to make more effective decisions.

As industry thought leaders, our people deliver innovative thinking and excellent service to global organisations and local clients worldwide. We work in partnership with our clients, meeting their needs for high-quality information, analysis and foresight across our network of over 70 countries.

We are the world's foremost provider of custom research and analysis, combining in-depth industry sector understanding with world-class expertise in the areas of Retail and Shopper Insights, Stakeholder Management, New Product Development, and Brand and Communications. We are a major supplier of consumer panel, media intelligence and internet, TV and radio audience measurement services.

TNS is the sixth sense of business.

[www.tnsglobal.com](http://www.tnsglobal.com)

## **About PressWatch Gmbh**

Founded in 1999, PressWatch is an agency that provides clients with media monitoring and evaluation services. PressWatch is focused on large German and global acting customers. The company is working with cutting edge technology for print and worldwide web monitoring. The international team covers 25 languages. Services include press reviews, media analysis, issue alerts and all kinds of monitoring services. PressWatch has offices in Hamburg, Berlin, Cologne and Stuttgart.

[www.presswatch.de](http://www.presswatch.de)

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