



**Kantar Media and Millward Brown Precis unite to form single agency**  
***Kantar's media measurement and evaluation divisions are combining to create a strengthened Kantar Media offering.***

23 April, 2010 - Kantar Media, announced the merger of media measurement and evaluation agency Millward Brown Precis Europe/US within Kantar Media's Intelligence Sector. The merger will be effective 1 May 2010.

Jean-Michel Portail, CEO Kantar Media Intelligence Europe stated, "Bringing together Millward Brown Precis in Europe and the US with Kantar Media is the latest step towards integrating Kantar's powerful media intelligence capabilities. We are committed to master the momentum of media, offering our clients a 360° perspective with a full range of expertise: media evaluation and monitoring, single-source media studies, multimedia platform analysis, including social media. This integration will strengthen our leadership position in Europe for media monitoring and analysis services."

Kantar Media and Millward Brown Precis are both award winning agencies providing media measurement, competitor benchmarking, analysis and evaluation services, which enable PR agencies and brands to assess how effectively messages penetrate their target audiences.

The combined business will be led by Madeleine Kernot, Managing Director of Kantar Media Intelligence UK. Richard Ingles has been appointed interim Head of Precis working alongside Philip Lynch, Director of Media Evaluation at Kantar Media to jointly bring the businesses together.

"I am looking forward to working with our combined team and delighted that this will enable us to enhance our media evaluation capabilities whilst continuing our relationship with Millward Brown around social media" Madeleine Kernot commented. "By combining these two world class agencies our clients will be able to access a greater depth of talent and experience to understand and evaluate traditional and digital media coverage and develop inspirational strategies to inform future PR and communication campaigns."

Millward Brown will continue to represent Precis in Australia.

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**About Kantar Media**

Established in more than 50 countries, Kantar Media masters the momentum of media through worldwide analysis of print, radio, TV, internet, social media and outdoor. Kantar Media offers a full range of media insights and audience measurement services through its global business sectors - Intelligence, Audiences and TGI & Custom - through its companies such as Compete, Cymfony and SRDS Media Solutions; and through the solutions they are providing – including KantarSport, Cmag, and Marx.

Combining the deepest expertise in the industry with 22,000 customers all over the world, Kantar Media tracks more than 3 million brands. ([www.KantarMedia.com](http://www.KantarMedia.com)).

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