

## **WPP adds Irish media monitoring company to its investment strategy**

WPP's Kantar Media has acquired the Irish multi-channel media monitoring company, Newsaccess Limited. Newsaccess, based in Dublin, currently employs 20 people and was established 12 years ago.

Kantar Media intends on expanding its reputation, PR monitoring and evaluation capabilities with this acquisition. The acquisition is also in line with WPP's strategy of investing in important markets and sectors.

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