

FOR IMMEDIATE RELEASE

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### PRECISE ACQUIRES MEDIAGEN

Precise today announced its acquisition of MediaGen.

MediaGen is a specialist provider of media intelligence services to the broadcast and media sectors, with a client base that includes all major UK broadcasters and a growing number of media groups.

Services encompass media monitoring, analysis and editorial. The company was founded in 2004 by John Roberts who will remain with the enlarged business to manage and develop services for clients in the broadcast and media sectors.

John Roberts of MediaGen: "We are delighted to be joining Precise – we see a good fit for our clients and a tremendous opportunity to more effectively help them meet the challenges presented by the changing media landscape."

Keir Fawcus of Precise: "MediaGen is a business we have long admired. Our ongoing investment in technology and research will enable John and his team to address the client requirements for insights from a wider range of media, and we welcome the expertise that they will bring into our business."

MediaGen will be based at Precise's EC3 offices.

**ENDS**

#### Notes to editors:

Precise is the UK's leading provider of media intelligence services, providing press, online, broadcast and social media monitoring, media analysis and forward planning services in support of PR and external communications activity. Precise is retained by 5,000 agency, corporate, consumer, financial, charity and government clients including the majority of the top 100 PR agencies and over 75% of the FTSE 100.

[www.precise.co.uk](http://www.precise.co.uk)

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