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**COMP/M. 5232- WPP / TNS**

**SECTION 1.2**

**Description of the concentration**

1. The concentration concerns the proposed acquisition by WPP Group plc (**WPP**) of Taylor Nelson Sofres plc (**TNS**) (the **Proposed Transaction**).
2. WPP is an international marketing communications services group. It provides, through a number of operating companies, services such as advertising, marketing data services (including media management and marketing research services), insight and consultancy, and public relations and public affairs. In addition, it owns a wide range of specialised communications companies which operate in such areas as branding and corporate identity, healthcare communications and interactive marketing.
3. TNS is a global insight, information and consultancy firm which provides a full range of market research and information services.
4. The Proposed Transaction relates to the marketing data services sector including marketing research services and media measurement services. Marketing research services are aimed at measuring and understanding consumer attitudes as well as purchasing behaviour. Providers of such services supply marketing research on a broad range of industry sectors to customers. Media measurement services comprise the provision of data (including "ratings" data) on the people that are watching, listening to or reading specific media. Media measurement suppliers provide these services to media owners, media sellers, advertisers, advertising agencies and media buyers.