



March 24, 2008 Christopher Calnan

TNS Media integrates acquisitions Cymfony, Compete

A British company that bought its second Boston-area online analytics business last week is integrating its two acquisitions with plans to double employee head count in coming years, officials said.

TNS Media, is combining Watertown-based Cymfony Inc. with Boston-based Compete Inc. to form a "digital intelligence" division, CEO Dean DeBiase said.

Through growth and acquisitions, DeBiase said he expects to double the number of local employees from its current level of 172 people.

"It's a perfect ecosystem for growing a company," he said.

"Boston is our go-to location for growing our digital platform for TNS Media."

Compete, which employs 100 people, provides click-through advertising data, while the 72-person Cymfony aggregates online use data. Compete president Scott Ernst said TNS Media would give his unit access to more international customers.

TNS Media needs to ramp up its marketing efforts to compete against industry giants Nielsen Co. and comScore Inc..., said Brad Bortner, an analyst for Forrester Research Inc. "What they're getting is a whole lot more marketing muscle..." he said.

Cymfony...nearly doubled its business last year and grew worker head count by 30 percent.