# H.I.G. Capital completes $1 billion acquisition of Kantar Media to boost independent innovation



Global investment firm H.I.G. Capital has completed its acquisition of Kantar Media from the Kantar Group in a deal valued at approximately $1 billion. The acquisition was first disclosed earlier this year and marks a significant new chapter for Kantar Media, a London-based company recognised for its leadership in digital media measurement and analytics across more than 60 markets worldwide.

Kantar Media provides comprehensive insights into audience behaviour, advertising effectiveness, and media consumption patterns through its broad suite of solutions, which include audience measurement, cross-media analytics, and media validation tools used by brands, agencies, and media owners. Under the leadership of CEO Patrick Béhar, who joined the company from Sky last year and will remain in place following the acquisition, Kantar Media is set to sharpen its strategic focus and accelerate innovation. Béhar expressed gratitude to H.I.G. for their confidence and investment, signalling eagerness to build on the company’s position as an independent authority in media measurement and analytics.

H.I.G. Capital, a global alternative investment firm managing around $70 billion in capital, views Kantar Media as fundamentally important to the global media ecosystem. Nishant Nayyar, Managing Director at H.I.G., emphasised the firm’s belief that under Béhar’s leadership, Kantar Media is well-positioned to thrive as an independent organisation and expand its market leadership in advanced media measurement and analytics. The company has already begun incorporating AI-powered analytics and proprietary measurement capabilities to enhance strategic decision-making for clients, highlighting a push towards innovation and technological advancement.

This strategic divestment by Kantar Group allows it to concentrate on its core strengths in brand building and marketing effectiveness, while Kantar Media pursues independent growth and expansion under H.I.G.’s ownership. Financial advisory roles for the transaction were undertaken by Morgan Stanley & Co. International, ING, and Simpson Thacher & Bartlett LLP on the buyer’s side, while J.P. Morgan and Jefferies advised Kantar Group.

Industry observers note that the deal’s timing aligns with growing demand for sophisticated media analytics as the advertising and content sectors evolve amid digital transformation. Kantar Media’s extensive global footprint and diverse portfolio position the company to shape the future media measurement landscape. However, beyond the announced strategies and leadership continuity, the competitive media analytics space remains dynamic, suggesting that Kantar Media’s ability to innovate rapidly will be critical to maintaining its leading position.

Overall, this acquisition marks a pivotal moment for Kantar Media as it seeks to reinforce its independence, intensify focus on innovation, and leverage cutting-edge technologies to meet the evolving needs of clients worldwide.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.mediaplaynews.com/hig-capital-closes-1-billion-acquisition-of-media-analytics-company-kantar-media/), [[2]](https://hig.com/news/h-i-g-capital-completes-acquisition-of-kantar-media)
* Paragraph 2 – [[1]](https://www.mediaplaynews.com/hig-capital-closes-1-billion-acquisition-of-media-analytics-company-kantar-media/), [[3]](https://www.kantar.com/investor-relations/financial-announcement/kantar-completes-sale-of-kantar-media-to-hig-capital), [[6]](https://www.marketingdive.com/news/kantar-media-acquired-marketing-measurement-analytics/737829/)
* Paragraph 3 – [[1]](https://www.mediaplaynews.com/hig-capital-closes-1-billion-acquisition-of-media-analytics-company-kantar-media/), [[2]](https://hig.com/news/h-i-g-capital-completes-acquisition-of-kantar-media), [[4]](https://www.kantar.com/company-news/kantar-group-announces-the-proposed-sale-of-kantar-media), [[6]](https://www.marketingdive.com/news/kantar-media-acquired-marketing-measurement-analytics/737829/), [[7]](https://cincodias.elpais.com/companias/2025-08-04/hig-capital-completa-la-adquisicion-de-kantar-media-al-grupo-kantar.html)
* Paragraph 4 – [[3]](https://www.kantar.com/investor-relations/financial-announcement/kantar-completes-sale-of-kantar-media-to-hig-capital), [[4]](https://www.kantar.com/company-news/kantar-group-announces-the-proposed-sale-of-kantar-media), [[2]](https://hig.com/news/h-i-g-capital-completes-acquisition-of-kantar-media)
* Paragraph 5 – [[1]](https://www.mediaplaynews.com/hig-capital-closes-1-billion-acquisition-of-media-analytics-company-kantar-media/), [[6]](https://www.marketingdive.com/news/kantar-media-acquired-marketing-measurement-analytics/737829/), [[7]](https://cincodias.elpais.com/companias/2025-08-04/hig-capital-completa-la-adquisicion-de-kantar-media-al-grupo-kantar.html)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.mediaplaynews.com/hig-capital-closes-1-billion-acquisition-of-media-analytics-company-kantar-media/> - Please view link - unable to able to access data
2. <https://hig.com/news/h-i-g-capital-completes-acquisition-of-kantar-media> - H.I.G. Capital, a leading global alternative investment firm with $70 billion of capital under management, has completed the acquisition of Kantar Media from the Kantar Group. Headquartered in London, Kantar Media is a global leader in media measurement and analytics, providing insights into audience behaviour, advertising effectiveness, and media consumption patterns. The company operates in over 60 markets and offers a broad portfolio of solutions, including audience measurement, cross-media analytics, and media validation tools that empower brands, agencies, and media owners. Patrick Béhar, CEO of Kantar Media, expressed gratitude to H.I.G. for their confidence and significant investment, marking the beginning of an exciting new chapter for the company. Nishant Nayyar, Managing Director at H.I.G., highlighted Kantar Media's foundational role in the global media ecosystem and its potential for growth as an independent organisation under Patrick's leadership. The transaction was advised by Morgan Stanley & Co. International, ING, and Simpson Thacher & Bartlett LLP. ([hig.com](https://hig.com/news/h-i-g-capital-completes-acquisition-of-kantar-media?utm_source=openai))
3. <https://www.kantar.com/investor-relations/financial-announcement/kantar-completes-sale-of-kantar-media-to-hig-capital> - Kantar Global Holdings S.à r.l. announced the successful completion of the sale of its Kantar Media business to H.I.G. Capital. This strategic divestment allows Kantar to focus on the growth of its core offerings in brand building and marketing effectiveness. Kantar Media, a global leader in audience measurement, data analytics, and media planning operating in more than 60 markets, will now embark on its next phase of growth under the ownership of H.I.G. Capital. Kantar Media’s CEO Patrick Béhar and its leadership team will remain in place, ensuring continuity and a continued commitment to delivering valuable insights to clients in the content and advertising sectors. J.P. Morgan and Jefferies acted as financial advisors to Kantar Group on the transaction. ([kantar.com](https://www.kantar.com/press-center/kantar-completes-sale-of-kantar-media-to-hig-capital?utm_source=openai))
4. <https://www.kantar.com/company-news/kantar-group-announces-the-proposed-sale-of-kantar-media> - Kantar Group, the world’s leading marketing data and analytics company based in London and portfolio company of Bain Capital, announced the proposed sale of Kantar Media to H.I.G. Capital, a leading global alternative investment firm with $67 billion of capital under management. The contemplated deal will mark a new chapter for Kantar Media as it embarks on an exciting phase of growth and innovation, with a renewed focus on delivering cutting-edge insights to clients across the content and advertising landscapes. The proposed acquisition by H.I.G. Capital, a firm known for its hands-on approach and successful track record of accelerating business growth, comes at a pivotal moment for Kantar Media. The company, which operates in over 60 markets, is uniquely positioned to shape the measurement ecosystem with a broad portfolio of solutions that spans audience measurement and data analytics as well as media planning and validation. Kantar Media CEO, Patrick Béhar will continue to lead the business. ([kantar.com](https://www.kantar.com/company-news/kantar-group-announces-the-proposed-sale-of-kantar-media?utm_source=openai))
5. <https://www.bloomberg.com/news/articles/2025-01-17/buyout-firm-h-i-g-capital-is-said-to-near-deal-for-kantar-media> - H.I.G. Capital is nearing a deal to acquire Kantar Group’s television audience ratings unit, Kantar Media. The investment firm could reach an agreement to buy the Kantar Media subsidiary in the coming days, according to sources familiar with the matter. Kantar Group’s private equity owner Bain Capital has been seeking more than £1 billion ($1.2 billion) for the unit. ([bloomberg.com](https://www.bloomberg.com/news/articles/2025-01-17/buyout-firm-h-i-g-capital-is-said-to-near-deal-for-kantar-media?utm_source=openai))
6. <https://www.marketingdive.com/news/kantar-media-acquired-marketing-measurement-analytics/737829/> - Kantar Group is selling its Kantar Media unit to private-equity firm H.I.G. Capital for approximately $1 billion. The acquisition comes as Kantar Media, which operates in over 60 markets, wants to play a larger role in reshaping the measurement ecosystem through capabilities in areas including audience measurement, data and analytics, and media planning and validation. Kantar Media chief Patrick Béhar, who joined the group last year from Sky, will keep his current role under H.I.G.’s ownership. ([marketingdive.com](https://www.marketingdive.com/news/kantar-media-acquired-marketing-measurement-analytics/737829/?utm_source=openai))
7. <https://cincodias.elpais.com/companias/2025-08-04/hig-capital-completa-la-adquisicion-de-kantar-media-al-grupo-kantar.html> - La firma estadounidense HIG Capital ha completado la adquisición de Kantar Media, anteriormente parte del grupo Kantar. Kantar Media, con sede en Londres, es una empresa líder en medición y análisis de medios, operando en más de 60 mercados globales. Ofrece soluciones en medición de audiencias, análisis cross-media y herramientas de validación para marcas, agencias y medios de comunicación. El CEO de Kantar Media, Patrick Béhar, celebró este nuevo capítulo bajo HIG, destacando la inversión y confianza depositada en la compañía. También expresó el compromiso con reforzar la estrategia, consolidar su autoridad en la industria y acelerar la innovación. Por su parte, Nishant Nayyar, director general de H.I.G., subrayó la relevancia de Kantar Media en el ecosistema global de medios, destacando su uso de inteligencia artificial y sus propias capacidades de medición. H.I.G espera que, bajo este nuevo liderazgo, Kantar Media se fortalezca como entidad independiente y continúe su crecimiento en el análisis de medios. La transacción fue asesorada por Morgan Stanley, ING y Simpson Thacher & Bartlett LLP. ([cincodias.elpais.com](https://cincodias.elpais.com/companias/2025-08-04/hig-capital-completa-la-adquisicion-de-kantar-media-al-grupo-kantar.html?utm_source=openai))