



**FOR IMMEDIATE RELEASE**

**AUSTRALIAN MEDIA INTELLIGENCE COMPANY TRUESCOPE ACQUIRES UNIVERSAL  
INFORMATION SERVICES**

**OMAHA, Neb. (Jan. 30, 2023)**—Today, Australian media intelligence company, [Truescope](https://truescope.com), announced its acquisition of Universal Information Services, a U.S. company specializing in media contact management, news monitoring, and PR measurement services.

“Media intelligence is a growing industry. Truescope delivers the best data, analysis and insights through its state-of-the-art technology platform. This helps clients gain valuable intelligence for more effective branding and communication,” said Todd Murphy, Universal Information Services CEO, who will now serve as Truescope North America president.

Truescope’s new North American headquarters will be in Omaha, Nebraska, where Universal, a family-owned business, has been headquartered for over 100 years.

“We are pleased to continue focusing on innovation and a service-first approach from our hometown headquarters of Omaha. We could have gone anywhere to establish our new North American headquarters. Still, John and I ultimately decided that Omaha is the best city with the most to offer for our team to live, work and collaborate successfully,” said Murphy.

Truescope was founded in 2019. It now operates in Singapore, New Zealand and North America, with rapid growth in all markets – a commercial response to the company’s advanced Software as a Service (SaaS) platform, product innovation and experienced people. The acquisition of Universal will introduce new clients to the Truescope solution, with the integration of services already underway.

“The Universal team’s expertise and leadership, paired with Truescope’s technology, will deliver powerful and unparalleled service to inform communication better. We are excited to bring this synthesis of expertise and technology to clients in North America and bring added value to Universal’s loyal client base,” said John Croll, Truescope co-founder and CEO.

Croll said the acquisition would help accelerate its growth in the U.S. media intelligence market, which he believes is primed for innovative evolution.

Murphy is enthusiastic about the opportunities ahead for the new alliance, saying, “John’s vision and ability to build game-changing tech is the perfect alignment for the evolution of not only Universal’s clients but the broader media intelligence industry. I am thrilled to be leading the company and delivering a truly superior service never before seen,” he said.

Migration of Universal clients to the Truescope platform is underway, with the merger of the Universal brand and business to Truescope in the coming months.

**About Truescope**

[Truescope](https://truescope.com) was founded in Australia to better inform communications. Our people and technology deliver real-time, actionable media intelligence and information to clients across Asia, New Zealand, and the United States. Visit [truescope.com](https://truescope.com) for more.

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