

THE WORLD AUDIENCES SUMMIT 2011

ATTENDEES



Joe Abruzzo
EVP, Director of Research
MPG

Joe's career has been focused on the application of quantitative methods in the context of strategic marketing, research and analysis, response modelling, and marketing communication strategy. At MPG, Joe works to integrate media and marketing information to yield richer insights and smarter media plans for clients. Joe came to MPG from Group M/Mediaedge:cia, where he was the managing partner overseeing MediaLab, Ohai North America and Competitive Edge.



Ksenia Achkasova
TV Research Director
TNS Russia, part of the Kantar Media network

Ksenia graduated from Moscow State University. She has worked for TNS [TV Audiences Measurement] since 1997, when the TV project started.



Lucia Elena Antal
President
ARMA

Lucia has 15 years experience in the media industry, first as TV research manager and then as MD of Pro Cinema (the first Romanian movie channel). She has been President of ARMA [Romanian Assotiation for Audience Measurement] since 2005 and an active participant in the implementation of the TAM system in Romania.



Gülen Atakbek Guigaz
Deputy Managing Director
TNS Turkey, part of the Kantar Media network

Gülen started her research career in 1994 at TNS and has since taken responsibility for complex marketing and media research projects including establishing and managing Turkey's first print industry readership survey, BIAK. She now leads all media businesses at TNS Turkey.



Balbinder Badesha
RPD Services Director
Kantar Media Audiences

As RPD Services Director at Kantar Media, Balbinder is responsible for the operation, support and development of the RPD Services that are hosted in the UK. She joined the company in 2004 as an Account Manager in the InfoSys TV Bureau and prior to this Bally was a Research Manager at Carlton Media Sales, a broadcaster in the UK's ITV Network and ITV sales house. Bally is a BA (Hons) graduate in Business and Geography.



Chris Balch
Managing Director, BARB
Kantar Media Audiences

For the last three years Chris has worked for Kantar Media as the MD in charge of the team responsible for the delivery of BARB television audience measurement in the UK.



Tim Barrett
Chief Operations Officer, North America
Kantar Media Audiences

With a long background in international TV audience development and software development, Tim is part of the management team developing RPD services for the USA and has responsibilities for operations and software delivery. Previous responsibilities include development of software for the Kantar Media PeopleMeter and for the UK BARB service.



Jennie Beck
Global Director
Kantar Media

Jennie has been working in media research for over 30 years, getting her first taste as Marketing Director of The Observer newspaper. As well as ongoing work with BARB and in UK industry research, she has also been working with custom media research teams in Kantar agencies around the world, to promote best practice, to develop new media research solutions and to work with industry leaders on bringing innovation to media currency research.



Brad Bedford
VP - International Sales & Marketing
Arbitron

Brad Bedford is Vice President, International Sales and Marketing and a member of the Strategy and Business Development Team at Arbitron. In his capacities he maintains oversight of Arbitron's non-domestic Portable People Meter (PPM™) licensing relationships. Active global alliances include Kantar Media in six nations (Singapore, Belgium, Norway, Kazakhstan, Denmark and Iceland) and BBM in Canada.



Dr Yifat Ben Hay-Segev
CEO
Israeli Audience Research Board

Dr. Yifat Ben Hay-Segev is professor of Communication at Bar Ilan University, specialising in audience research study. She is the CEO of the Israeli Audience Research Board and an expert on Television and Audiences. She has been a visiting scholar at the University of Michigan during the studies for her PhD, where she specialised in audience studies. She has served in senior positions such as, spokesperson of the Israeli Ministry of Health, Spokesperson of Holon municipality, member on the Second Israeli Authority for TV and Radio, and also as a journalist in print media and radio.



Jeffrey Boehme
Chief Research Officer, North America
Kantar Media Audiences

Jeff has almost 30 years of experience in TV media research, marketing, programming and planning. Joining Kantar Media Audiences in 2010 as Chief Research Officer he oversaw the company's research efforts with a particular focus on methods and procedures, advanced measurement techniques, and modelling. He serves as the chief liaison for the Audiences sector with industry associations and support initiatives to identify and advance new products, standards and applications for Return Path Data (RPD).



David Bonalle
Vice President, Business Insights Advertising Solutions, Marketing & Analytics
American Express

David Bonalle is Vice President of Advertising Solutions, Marketing and Analytics for American Express Business Insights. The Advertising Solutions business leverages unique American Express data to provide analytics that help marketers better understand their target audiences. Previously, he launched and managed the industry-leading American Express Healthcare Solutions product suite, and ExpressPay, the first nationwide contactless payment product in the U.S.



Oleg Borodulin
Analysis and Business Development Director
TV Media Advertising Agency

Oleg's career in marketing began with the creation of behavioural models in investment marketing. Today he is Analysis and Business Director of the biggest sales-house in Kazakhstan. He also acts as a consultant across the media landscape of Kazakhstan for other participants of the TV market. Since 2010 he has been Head of the Expert Council of The National Media Association.



Chris Bowden
Media Manager
Kantar Media Audiences

Chris Bowden has worked in media research for over 12 years on both the agency and client sides of the business. Previous roles have included the Head of Audience Research at the Australian Broadcasting Corporation and managing businesses in Television Audience Measurement (Ireland), Advertising Expenditure (UK) and Return Path Services (Australia). He is currently working as the Media Manager for Kantar Media and is based in Sydney.



Bud Breheny
Chief Commercial Officer, North America
Kantar Media Audiences

Bud is the Chief Commercial Officer for the Audiences sector at Kantar Media North America. In this role he leads the sales and service teams and is responsible for new business development and oversees syndicated and custom research sales efforts. He joined Kantar Media in 2006 as Senior Vice President of Sales and Business Development and was instrumental in building the Audiences team and the Return Path Data-focused business. Before joining Kantar Media, Bud served as principal of Breheny Media, which he founded in 2001.



Matthew Brosenne
Business Development Director
CSM Media Research, part of the Kantar Media network

After 12 years with CSM Media Research, Matt's roles have been instrumental in CSM's explosive growth, from measuring 60 cities to now measuring more than 200 markets. Matt works closely with traditional and new media owners, local and international advertising agencies and advertisers across China and his work in multiple research disciplines around Greater China give him a comprehensive perspective from which to analyse and advise on media and consumer trends. He is currently completing an EMBA at the China Europe International Business School.



Andy Brown
Chairman
Kantar Media

Following the acquisition of TNS, Andy became Chairman of the newly-formed Kantar Media. He works alongside Jean-Michel Portier (formerly CEO of TNS Media), supporting him in a number of areas including digital development, global client accounts as well as general management of associates such as IBOPE Media .



Nick Burfitt
Global Director, RapidView
Kantar Media Audiences

Nick joined TNS in March 1982. In 2001, Nick presided over the launch of InfoSysTV into the UK market and oversaw its development to its current market leading position. Since 2002, Nick has been actively involved in the development and operation of the various services run by Kantar Media. He has overall responsibility for the ongoing development and management of Kantar Media's RPD services around the world, including the UK, New Zealand, South Africa and Australia.



Laurence Chausson
International Marketing Director
Kantar Media Audiences

Laurence joined Kantar Media (then TNS) in August 2008, as International Marketing Director – part of the Audiences Global Business Development team. She started her career in 1989 as Qualitative Research Manager for the multi-media sales house IP Group and in 1996 was appointed by Eurosport to develop their Audience and Broadcast Research Department. During 2007 and 2008, she worked as Independent Media Consultant for different broadcasters and Media Institutes, including Mediametrie.



Shin Keong Cheong
General Manager
Television Broadcasts Limited

Responsible for Marketing, Corporate Development and general management matters at TVB, Shin is focussed on new technology impacts on traditional media. He is active in the development of the marketing profession in his home country of Hong Kong.



Jeffery Cole
Director of Centre for the Digital Future
USC – Annenberg School

Dr. Cole has been at the forefront of media and communication technology issues for the past 25 years. An expert in the field of technology and emerging media, he serves as an adviser to governments and leading companies around in the world as they craft digital strategies. In 2004 he joined the USC Annenberg School for Communication as Director of the Center for the Digital Future and as a Research Professor. He has testified before Congress on television issues and has spoken as a keynote and panel member at more than 500 conferences on media and technology. Dr. Cole regularly makes presentations across the U.S. and in Europe, Asia, Latin America and Africa.



Hermann Dahm
Vice President Market & Business Intelligence
Sky Deutschland

Hermann is Vice President Market & Business Intelligence at Sky Deutschland. In this function he is responsible for all audience & media research, consumer insights and customer analyses. Over the past few years he has developed the 'Sky Internal Peoplemeter Panel' and negotiated the entry of Sky Deutschland into the national AGF panel. Hermann started his career at IBM as an EMEA Database Marketing Strategist and prior to joining Premiere (now Sky) in 2004, he spent 5 years at Vodafone Arcor.



Alberto De Pablo
Managing Director
Kantar Media Spain

As Managing Director of Kantar Media Spain, Alberto is responsible for the software development divisions of Kantar Media across the region. Alberto is a graduate in Business Administration (ESADE).



Julian Dobinson
Research Director
BSkyB

Julian has been at British Sky Broadcasting for the past 11 years and as Research Director is responsible for all consumer and audience research. He also represents BSkyB on the BARB Board and on the Board of TAM Ireland Ltd. In 2005 he was responsible for developing, with KMR, the groundbreaking SkyView initiative – a 33,000 home RPD panel which was the first RPD service of its kind. Julian's career started at Saatchi & Saatchi as a media planner in 1989 and prior to joining BSkyB in 2000 he spent 5 years at ITV (Granada Media) as Head of Research.



Maria Dobrynina
Program Director
MUZ-TV Channel Russia

Maria started her career in media and market research in 1994 at Comcon-2 as Project Manager. Since then she has progressed her career through stints at Young & Rubicam, The Media Edge and MTV Russia (where she was Research Director). In 2010 she joined MUZ-TV Channel, where she works to this day as Program Director.



Einar Einarsson
Managing Director
Capacent

Einar is the Managing Director for Capacent in Iceland and has worked in the market research business for 18 years. During the years he has worked with many major companies in Iceland in many different sectors, including media, finance, telecom and retail. Einar graduated in Business Administration from University of Iceland 1993. Capacent is the biggest consulting and research company in Iceland with 100 employees.



Jose Manuel Eleta
Marketing Manager
Radio Televisión Española

Jose has worked as Marketing Manager at RTVE (Radio Televisión Española), the Public Spanish National Television station, since 2006. In this position he manages Marketing, Audiences TV Research and Qualitative Studies. Since 1991 he's worked as Head of Research for Antena 3 TV (one of the most important private channels in Spain). Jose started at ICPRadio, an Audiences Research Institute, in 1989.



Luis Fernambuco
Programming Director
LaSexta

A graduate in Media Studies, Luis has worked as Programming and Broadcasting Director for LaSexta, the Spanish free to air DTT network, for the last five years. Previously he was Head of Research Department in GECA Media Consultants, working with television channels both in Europe and South America.



Richard Fielding
Chief Client Officer
Kantar Media North America

Richard oversees the development and promotion of new services and core products, benefiting existing clients, as well as driving new client acquisition for Kantar Media NA. He was most recently VP, Director Global Research Group, for Starcom MediaVest Group - USA, where he was responsible for developing and deploying core agency consumer insight-based tools for the agency's network. He previously served as VP, Director of the Insights & Analytics Group for Starcom Worldwide and began his career with the company in Hong Kong as their Asian Regional Research Director. Fielding also served as a Media Consultant for A.C. Nielsen in Indonesia and as a research director for the company in Malaysia.



Miguel Angel Fontan
Deputy Managing Director
Kantar Media Spain

Miguel joined Kantar Media (Formerly Sofres Group and TNS) in 1994. Previously he worked for AC Nielsen for 7 years in the client service department and as International services coordinator for Spain. His current roles are as Commercial Managing Director for the TV management panel in Spain and also Media Intelligence Managing Director with responsibility over the media intelligence business and KantarSport.



Ivan Galvis
Managing Director
IBOPE Media, part of the Kantar Media network

In 1998, Ivan left General Motors to join IBOPE Colombia where he developed the first Latin American TGI survey. During 2001, he was transferred to IBOPE Miami and since then has been acting as Managing Director for the USA operation.



Lázaro García Herrero
Director of Marketing & Communications
Mediaset

Before joining Mediaset, Lázaro was Director of Marketing at Agedi and Director of Marketing and Communication at Publiespaña.



Dalia Gereis
Commercial Director
Kantar Media Audiences

Dalia has been working for Kantar Media since 2003, looking after InfoSys UK. Previously she worked for Carlton TV as part of their Market Research team. Prior to her appointment at Kantar Media, Dalia studied Business Studies at South Bank University, London.



John Gill
Global Client Support Director
Kantar Media Audiences

John is Global Client Support Director for Kantar Media Audiences, responsible for the provision of support to our Audience Measurement services around the world. For over 20 years he worked on the BARB contract in the UK, and during this period spent time on most parts of the service. Since 2002, John's international remit as Global Client Support Director extends to responsibility for the software development team that maintains the Comtel processing system, extended in recent years to work with Portable Personal Meter systems and set-top box return path data.



Dursun Guleryuz
Managing Director
TIAK A.S

Dursun has been working in the media, TV and radio business for almost 20 years and has lectured at the media departments of numerous universities. He is currently chairman of RATEM (Radio Television Broadcasters Professionals Association) and Managing Director of TIAK A.S Turkish JIC for TV Audience Measurement which was set up as joint venture of advertisers, agencies and broadcasters.



Gudni Rafn Gunnarsson
Head of Media Research and Consumer Measurement
Capacent

Gudni began working at Capacent in 2000 after graduating with BSc degree in business administration from the University of Iceland. He is head of media research and consumer measurement. Amongst other projects he oversees are Portable People Meter measurements of TV viewing and radio listening, which Capacent have been conducting in cooperation with Kantar Media since 2008. He is also responsible for Capacent retail measurement services. Gudni is a shareholder in Capacent and over the years has worked with many of the biggest companies in Iceland.



John Richard Hewitt
Head Of Research
TV 2 AS

After 6 years at Nielsen as Client Service Exec and 2 years at Nidar (confectionery) as KAM, John spent the past 10 years at TV 2 as Head of Research. He's responsibilities range from programming and scheduling measurement to advertising research.



James Holden
Head of Audiences
BBC

James is Head of Audiences for the BBC. He leads a wide-ranging team across three separate disciplines (research, planning and customer contact) shaping some of the biggest brands in the UK. James joined the BBC in December 2000 as a member of the marketing strategy team. Since then he has enjoyed various roles in Future Media, Journalism and Audio & Music as well as leading major strategic, editorial and reputation-driving insight projects from a pan-BBC perspective.



Leah Hooper
Head of Audience Research
FOXTEL

After working for Nielsen Television Audience Measurement whilst undertaking her university studies, Leah started her analytical career in network broadcasting before joining Australia's summer one subscription TV provider, FOXTEL, within the operated channels group in 2007. Leah is responsible for maximising the exposure of subscriber viewing behaviour and delivering value on FOXTEL's audience research spend, whilst contributing strategically to the development of FOXTEL's business.



Caroline Horner
 Director, Research & Viewer Measurement
 Dish Network

Caroline's early agency career focused on advertising for DTC and OTC pharmaceutical products which developed into a deep understanding of Internet-based strategies. The second stage focused on the development of Internet-based B2C strategies, marketing products and services for a large cross section of companies. The quest for more effective advertising strategies currently continues with a focus on the generation and integration of transactional behavioural data from multiple video delivery platforms, syndicated marketing databases, and retail data.



Phillip Jones
 Regional Director, South East Asia & Pacific
 Kantar Media Audiences

Philip is responsible for Kantar Media's operations in South East Asia and Pacific with special emphasis on the PeopleMeter services in Singapore and the Philippines. Over the past 20 years he has seen the TV audience measurement business move from paper diaries measuring a few free-to-air channels, to multiple electronic methods measuring hundreds of broadcast channels, as well as countless numbers of internet channels.



Costin Juncu
 Managing Director
 ARMA

Costin has worked with the Romanian Association for Audience Measurement since 2003. He was involved in selecting the sole TAM provider for Romanian market in 2003, 2006 and 2010, and worked together with auditors from all around Europe in order to audit the Romanian TAM service from 2004 to 2011.



Eitan Kassif
 Managing Director
 TNS Telegal, part of the Kantar Media network

Eitan is Country Manager of TNS Israel [Syndicated Research] and, during the past 12 years, has operated as CEO of TNS Telegal, the Israeli Rating Company. Before working in the research industry, Eitan worked in a variety of roles, from SVP for marketing & sales to CEO, mainly in the FMCG industry, where he was involved in the media planning process, with a special interest in measurement and formalisation of the Media Research process as a currency. During this time, he was a board member of the Israeli Advertising Association and served as the Chairperson of the research committee of the Advertising Association.



Helen Katz
 SVP, Research Director
 Starcom Mediavest Group

Helen is part of the Global Research team at SMG where her responsibilities include advanced video research, return path data and addressable TV, managing research for the VivaKi Pool, and negotiating research contracts. Prior to SMG, Helen worked at Zenith Media in New York and DDB Needham in Chicago. Helen is the author of 4 textbooks on media planning and buying.



Terry Kent
 CEO
 Kantar Media North America

Terry joined TNS Media in 2008 as the Digital Development Director; leading strategic initiatives and business development in the domain of new media/mobile. In 2009, he was named Corporate Business Development Director for Kantar Media and later that year was appointed CEO, Kantar Media North America. Under his experienced leadership, Kantar Media is focused on providing outstanding data and insights that help clients make the most informed, efficient and effective marketing decisions.



Mansoor Khan
 Director, International Developments
 Kantar Media Audiences

Mansoor has been at Kantar Media for the last 21 years, where he has accumulated extensive and diverse international TAM experience spanning 21 countries, of which 14 have been new TAM services. Specialising in international TV audience measurement, he has been responsible for the project management and start-up of many TAM services globally. He has co-authored an audience measurement paper which was later selected as one of the top 30 world research best practice papers for the last decade by ESOMAR, and published in 2007.



Frank Klausen
 Associate Director
 TNS Gallup, part of the Kantar Media network

Frank has worked within TNS Gallup for the last 20 years where he now heads up the TV Research division.



Ivan Kleimenov
 Head Of Research Department
 CTC Media

Ivan has been Head of the Research at CTC Media since October 2010 and, prior to that, Head of Analytical. Before joining CTC he worked at the Research Department at DTV. Previously he worked for research companies, including TNS Gallup, for five years. Ivan graduated from the Engineering Academy of Air Forces with Master's degree of Science.



Jeff Krentz
 Corporate Strategy & Development Director
 Kantar

Jeff is Executive Vice President, Corporate Development & Strategy for Kantar, WPP's Consumer Insight division. In this capacity he has oversight over Kantar mergers & acquisitions, joint ventures and corporate investments as well as general corporate strategy. He started his career as a management consultant at Bain & Company and Price Waterhouse advising Fortune 500 companies on corporate strategy. Prior to joining Kantar, Jeff was a co-founder of Camdens, a venture capital backed company developing online solutions for organisations to manage and automate their corporate rewards & recognition programs.



LV Krishnan
 Chief Executive Officer
 TAM Media Research

LV joined TAM in October 2000 and his team's focus has been on developing TAM as a key brand within the Indian Media industry. Over the years, he and his team have presented their selected research papers in ESOMAR conferences in Tokyo and Canada. LV has planned & launched new divisions under TAM, such as TAM Sports, Eikona PR Track, Radio Audience Measurement (RAM) and S-Group.



Pushkar Kulkarni
 International Marketing Director
 Kantar Media

Pushkar joined Kantar Media (then TNS) in 2006. One of his first responsibilities was to head the team handling the London electronic panel involved in measuring TV and Radio audiences using PPM. Currently, he is part of the Global Business Development team. His role encompasses new initiatives in audience measurement such as Portable PeopleMeters (PPM) & VirtualMeter, as well as reacting to new opportunities in the area of evolving audience measurement systems worldwide. He is also involved in initiating RapidView services in India.



Vincent Lam
Managing Director, Hong Kong
CSM Media Research, part of the Kantar Media network

Vincent is the Managing Director of CSM Media Research in HK. Prior to joining CSM, Vincent worked for HK TV Stations for over 20 years in research, marketing & sales, programming and licensing. Prior to this, he was in charge of the Global Video Licensing arm of TVB International and was the VP-Marketing & Sales and VP – Programme at Asia Television Ltd.



Diane Laura
SVP, Corporate Marketing
Kantar Media North America

Diane Laura is a seasoned marketing and communications professional with extensive experience in the media research industry and B2B marketing. She serves as Senior Vice President of Corporate Marketing at Kantar Media where she leads marketing, communication and PR efforts. Prior to joining Kantar Media, Diane ran her own strategic consultancy, Laura Marketing Service, providing marketing and communications services to companies in the media research industry.



Bill Lederer
CEO
Kantar Video

As CEO of Kantar Video, Bill is responsible for building this innovative global company from the ground up, creating an on-demand multilingual audio and video ID, syndication, tracking, measurement, and analysis platform for the benefit of agencies and advertisers, media, content creation and distribution companies, and technology and service providers. Previously, Bill was Global Chief Development Officer and Chief Operating Officer for Kantar Media Audiences (formerly TNS Media Research) and VP-Corporate Development, Kantar Media (formerly TNS Media North America). Bill founded and built Art.com which he eventually sold to getty images.



Soo Hui Lee
VP, Market Research
MediaCorp

Soo Hui started her career in the then Singapore Broadcasting Corporation (SBC) in 1992 as Programming Executive in Acquisition Programming Division. Since then she has been Senior Manager (Programming & Promotion) for Channel 8 and Vice President of Programming for Channel U. In 2007, Soo Hui returned to MediaCorp as Vice President of Strategic Planning and has since has assumed the responsibility of Vice President, Market Research, overseeing research and supporting both Sales & Programming for the 6 channels in MediaCorp.



Elissa Lee
Group Manager, Quantitative Measurement
Google

At Google, Elissa is currently leading cross-media measurement initiatives as Group Manager, Quantitative Measurement. Prior to this she served as VP of Research at TiVo where she was responsible for managing in-house research and analytics as well as TiVo Audience Research Business' product development. She has extensive experience leveraging STB data and integrating TV data with Internet measurement. Earlier in her career, Elissa was the Head of Human Research at Casio U.S. R&D Center, and earned her B.A, M.A., and Ph.D. from Stanford.



Mette Lehrmann
Research Director
TV 2 Denmark

Mette is currently holding a position as Research Director at TV 2 Denmark – the largest TV station in Denmark with a 40% commercial share. She is the Chairman of the Steering Group for TV Audience Measurement in Denmark. She previously worked for 10 years at Danske Bank.



Jørn Leipart
 Director
 TNS Gallup, part of the Kantar Media network

Jørn is responsible for the Media Sector Business at TNS Gallup in Norway. Prior to joining the media industry, he trained and worked as a Political Scientist.



KC Leung
 Manager
 Television Broadcasts Ltd

KC has more than 25 years of research experience in various industries. KC joined TVB in 1994 and was responsible for media research across TV and online. KC also assists senior management in designing business development and strategic planning using research information of various types. KC is also responsible for managing a MIS to deliver timely information for users to facilitate business.



Suat Jien Lim
 EVP, TV Programming & Production, Ch 5 & Okto
 MediaCorp TV Singapore

Suat Jien started her career at Singapore Broadcasting Corporation (SBC) in 1990 and over the next six years moved on to various roles in the company, including handling Programme Operations, Assistant Vice-President for Channel 5, and Vice-President (Premiere 12) at TV 12. She returned to broadcasting as Senior Controller-English Entertainment Productions for MediaCorp Studios and then as Senior Vice President. In 2006, she was appointed Managing Director of TV12 and is now Executive Vice President for both Channel 5 and OKTO, the two English entertainment channels of MediaCorp.



Murray Love
 Research & Strategy Director
 Multi Channel Network – Multiview

Murray joined Multi Channel Network (MCN) in 1999, and became Research and Strategy Director in 2006. In 2010, Murray's role was extended to include Multiview - a 6,000-strong home research panel that delivers data and insights into subscription TV's digital services and advertising initiatives. Multiview is Australia's first audience measurement service to use set-top box data collection and return path technology. Prior to MCN, Murray worked at ACNielsen Sydney, where he managed research accounts for FOXTEL and Network Ten.



Jim MacLeod
 President & CEO
 BBM Canada

Jim is President and CEO of BBM Canada, the provider of radio and television ratings data to Canada, as well as providing a variety of additional software and analytics products. His previous career was in radio broadcasting in both an ownership and executive role.



Evgeny Markarov
 Chief Media Analyst
 TNT Broadcasting Network

Before Evgeny graduated the National University of Science and Technology (MISIS) he had already started working for Russian TV channel TNT, where he still works to this day as Chief Media Analyst. His main tasks are programs scheduling and information support of the key Sales and Marketing Department.



Richard Marks
Global CEO
Kantar Media Audiences

Richard is Global CEO of Kantar Media Audiences, which operates TV, Radio and Internet measurement services in 59 countries. Richard is responsible for driving innovation and strategy in digital measurement. Richard has clocked up over twenty years in media research where he has overseen groundbreaking surveys, including the BBC Daily Life survey and IPA Touchpoints. He led the team that won the UK BARB Television Audience Measurement contract which went live in January 2010.



Gary McBride
President/CEO
LAMAC

Gary is the founder and President of LAMAC and a 35 year veteran of the advertising and television industries. LAMAC, the Latin America Multichannel Advertising Council, is comprised of the top international cable networks in LATAM. LAMAC is dedicated to founding research, analyses and educational programs that facilitate a better understanding of the benefits of advertising on pay TV. Formerly Gary was the founder of Gems TV as well as President of the Telemundo Network, and prior to television, he spent 10 years at FCB/Siboney.



John McCarthy
Global Marketing Communications Director
Kantar Media Audiences

John is responsible for communicating the full breadth of Kantar Media's services for media agencies, media owners and brands including customised media research, media monitoring and evaluation, TGI marketing and media, data and consultancy, and audience measurement services in the UK. He also has additional responsibilities as Audiences Sector Global Marketing Communications Director. John originally joined the Intelligence sector of Kantar Media, then TNS Media Intelligence.



Liliana Mihaiulescu
General Manager
Kantar Media

Liliana is General Manager of Kantar Media Romania. After finishing her education at the Technical University of Bucharest in 1991, she joined the Motorola Company as Radio Communication System Designer before starting her career in the TNS CSOP Monitoring Department. Liliana was responsible for setting up the first electronic Television Monitoring System in Romania in 1998 and, until 2007, she coordinated the TV Monitoring Department to deliver monitoring data. In 2008, she was awarded the "Ralu Filip" award for her contribution to TV Monitoring Service in Romania.



Elizaveta Mironova
Senior Media Analyst
Teleradiocompany 'Petersburg' OJSC

Elizaveta started her media career in 1991, and has worked in a number of different positions for TV companies and media agencies in St Petersburg and Moscow. These have included 4 years as a Traffic Director for TV 3 Russia Network and media buyer for Optimum Media OMD (Omnicom Group). Elizaveta joined Channel 5 in 2007 and has since been in charge for research and analytics sectors. Throughout her 20 year career, she has focused on TV advertising and communication research. A combination of TV company and agency-side roles gave her an extensive experience which now helps to connect channel with its audience.



Olga Molostvova
Program Director
7TV

Olga joined 7TV as programme director in May 2010. Before this she was head of the Media Analysis department at Video International. Between 2001-2005, Olga held a position of Senior Specialist of Audience Research at Rossiya TV (VGTRK). She graduated from the sociology department at Moscow State University in 2001.



Keld Nielsen
Global Business Development Director
Kantar Media Audiences

Keld is responsible for the business development of all metering offerings, both fixed PeopleMeter and Portable People Meters (PPM) for Kantar Media. Prior to this he worked at the European Space Agency and thereafter various electronic engineering companies in Australia and Sweden before starting his career in marketing research in 1991. Keld was responsible for setting up the first electronic Television Audience Measurement service in Denmark and the first Electronic Radio Audience Measurement service. In 2000 he joined the board of directors in TNS Gallup Denmark and he joined the international Kantar Media Audiences management team in early 2008.



Allister Nixon
Chief Operating Officer
Kantar Media Audiences

Allister was appointed COO of Kantar Media Audiences in June 2011, previously holding the position of CFO for the same business. Allister joined the senior team of Kantar Media Audiences, then TNS Media Research in 2004 and has more than 15 years experience in financial operations and management in the media sector. Prior to joining TNS, Allister has held financial management positions with Johnson Press plc, Allied Domecq plc and Reuters plc. He is a graduate of York University and Strathclyde Business School and is a member of the Institute of Chartered Accountants of Scotland.



Daniela Novick
Research Manager
LAMAC

Daniela is responsible for the research activities that LAMAC carry out, specifically in Argentina and Chile. As a Research Manager, she works hand-in-hand with media agencies and brands, giving them advice and support for activities related to Pay TV, the planning process and statistics findings. She is also in charge of developing several regional projects for the LATAM region, including quantity and qualitative surveys. As an ESOMAR member, she has a breadth of experience as a researcher, giving the market a technical approach with each topic she is involved with.



Nick Nyhan
Chief Digital Officer
Kantar

Nick is the Chief Digital Officer for Kantar. Nick entered the WPP Kantar family as the founder and CEO of Dynamic Logic, which was acquired by Millward Brown in 2005. In 2007, he helped launch Safecount, an innovative 'green' data collection platform that serves the market research industry and increases user privacy controls. In 2008, Nick became the global digital strategist for Millward Brown and Kantar tapped him to be the Chief Digital Officer for the group in 2009. Nick also sits on the WPP Digital board.



Christopher O'Hearn
Project Manager
Abu Dhabi Media

Christopher currently works as Broadcast Projects Manager with Abu Dhabi Media and is implementing a TAM system for the UAE on behalf of a group of industry stakeholders. He came to the UAE in 2007 as a consultant project manager setting up twofour54, the Abu Dhabi media zone. Christopher's background is mainly in production and content, including news, programming and archives working with Associated Press and ITN among others.



Doug Peiffer
Chief Executive Officer
OzTAM Pty Ltd

As CEO of OzTAM, Doug has a 25 year media research career specializing in audience measurement. Previously he worked for the two of the biggest research companies, Nielsen and TNS, in several roles across multiple countries. Doug also spent nearly a decade at Network Ten in Australia as head of strategy, integration and research.



Karen Pfeifer
Senior Manager, Audience Measurement
DIRECTV

Karen leads enterprise-wide audience measurement reporting, analytics and system development efforts for DIRECTV and its service partners. She has worked with Kantar Media to launch DIRECTV interactive application reporting and DIRECTView live audience reporting services. Karen is responsible for the development of DIRECTV interactive application reporting metrics for such products as NFL Sunday Ticket, Dynamic and Static Advertising Units and the DIRECTV Mix channels. Currently Karen is working as part of a dedicated team to develop DIRECTV Addressable Advertising for which Kantar Media is providing sample management and data analysis.



David Phillips
Vice President
BBM Analytics

David was born in Britain but now lives and works in Toronto, Canada where he runs Canada's largest media software and insights company, BBM Analytics. Whilst in Britain, he worked for several years at TGI.



Marina Pikuleva
Senior Media Analyst
TNS Russia, part of the Kantar Media network

Marina is a professional sociologist and has worked in market and media research since 1994. She joined TNS Russia in 1996 and has managed and implemented more than 600 projects in the field of custom media.



Oliver Pischke
Managing Director
Spring, part of Kantar Media

Oliver is a co-founder and Managing Director at Spring, one of Europe's leading provider of solutions for Online Research and Analytics. Oliver majored in Management Information Systems at Pennsylvania State University, USA, and Bionics at the University of Saarland, Germany. Over the past 10 years, he has been at the front line of establishing audience measurement systems in numerous European countries.



Jean-Michel Portier
Global CEO
Kantar Media

Jean-Michel is CEO of Kantar Media, the world's leader in media and marketing intelligence. Prior to his current role at Kantar, he served TNS Group as Global Head of TNS Media and TNS Media Intelligence. Under his stewardship, this division expanded in 35 countries including the United States, Central Europe and China through acquisitions and organic developments. More recently, in 2007, Jean-Michel strengthened TNS by acquiring Compete and Cymfony: two US based start-ups specialised in measuring digital intelligence and social media that are currently playing a crucial role in the strategic development of Kantar Media.



Alexander Pronin
Head Of Programming Department & Head Of Strategic Programming
CTC Network

At CTC Network, Alexander regularly reviews the overall structure of programs to bring them into line with the strategic objectives of the company. He also participates in the creation of the annual program grid and oversees the creation and execution of the current broadcasting schedule. Alexander is responsible for managing the procurement of major programs and overseeing procurement channels and regional stations. He has been at CTC Network for 12 years.



Wouter Quartier
Market Research Manager
VRT

Wouter starting working in market research for TNS Dimarso as a research executive in the Telecom sector before exploring the possibilities of online research at TNS Belgium. He then joined VRT (the Flemish national TV and Radio broadcaster) in 2003 as a research consultant for TV and gained responsibility for cross-media research. Wouter became Head of Research at VRT in 2009. He is a member of the GEAR group, and represents VRT in the technical comity of the JIC TV measurement system in Belgium.



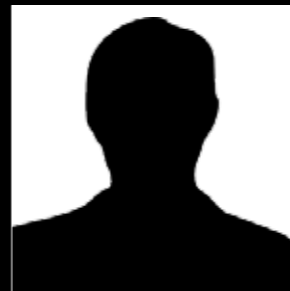
Shoshana Raban
Strategic Consultant
IBA

Shoshana is a strategic consultant to the Israeli Broadcasting Authority for research and planning since 2007. She is responsible for representing the IBA (The public television and radio authority) for the Israel Audience Research Board. Prior to this she was a journalist for more than 20 years and held positions at Channel1 News Division as Head of the Culture & Entertainment desk, Chief Editor of the morning news, and Head of the Tel Aviv News Department.



Kirsten Rudd
AMS Operations Manager
SKY Television

Kirsten is the AMS Operations Manager at SKY Television, New Zealand. Since graduating from Victoria University, NZ with a BA in Linguistics and Psychology 15 years ago, she has been working across media genres including radio, newspapers, magazines, free-to-air TV and pay TV, and specializing in media research. Since joining SKY 9 years ago, she has established their research unit and was their representative on the TAM committee that oversees the operations of the New Zealand AGBNielsen PeopleMeter panel. After maternity leave, she rejoined SKY part-time, consulting on specialist research projects. She currently manages the RPD panel for them.



Chris Ryan
Vice President
Scripps Networks

With over 15 years sales and programming research experience, Chris has been leading Scripps Networks LLC sales research and strategy since 2009. Prior to joining Scripps he worked for MyNetwork TV, CNN, National Football League and Fox Broadcasting in various sales and programming research roles. One of Chris's focuses is exploring new metrics to demonstrate the value of Scripps brands as the leader in lifestyle media.



Paul Ruston
RapidView Business Development Director
Kantar Media Audiences

Paul is the Business Development Director for Rapidview and the Account Director of the Rapidview Service operated for SKY in New Zealand. He has been with Kantar Media for 9 years in a variety of roles including Client Service Manager for the TV Bureau in the UK and the Marketing Manager based in Sydney. Here he was instrumental in launching Infosys and establishing the Rapidview services in Australia and New Zealand. Prior to joining Kantar Media, Paul was a management consultant with KPMG for 4 years and worked at ITV sales for 2 years.



Mike Sainsbury
CEO
asi

Mike graduated in English and American Literature from the University of Kent. He taught English for a short while before moving into publishing. He launched MediaWorld magazine in the UK and was a founder director of MediaTel, the largest single-source of media intelligence available online in the UK. Having spent some time with Media International and Admap, he established asi Ltd in 1991 to organise conferences serving the advertising and marketing communities; notably the annual European Radio Symposium and the European TV Symposium.



Eric Salama
CEO
Kantar

Eric is Chairman and CEO of Kantar who's clients include FTSE and Fortune 100 companies with work ranging from innovation and new product development to optimisation of marketing spend and measurement of TV ratings. Between 1994 and 2002 Eric was a Main Board Director of WPP Group. He was Group Strategy Director, and also CEO of wpp.com, the Group's vehicle for developing digital capabilities. Preceding that, Eric was MD of The Henley Centre, Europe's leading consumer consultancy. Earlier, he was a researcher and speechwriter to The Labour Party Foreign Affairs Team.



Sergey Salnikov
Head of Research
Russian Television And Radio Company

Sergey has worked for various Russian TV channels since 1999, and in 2005 became the Head of Research Department at Channel Russia. Between 2008 and 2009 he acted as Head of Research for the fifth channel in St. Petersburg. In 2009 he returned to work at Channel Russia as Deputy Director.



Lyle Schwartz
Managing Partner
GroupM

Since joining GroupM in 2006, Lyle's responsibilities have been expanded to encompass leading the media research teams at Mediaege, Mindshare, Maxus and Mediacom across national and local TV, print, radio and emerging media. Lyle has spent his career gaining insight into all planning and buying disciplines and in creating approaches and applications that bridge the two disciplines and enable consumer insights to impact the buying approach. Additionally Lyle worked with Perrier in identifying creative approaches in enhancing their efficiency in retaining clients through innovative marketing programs.



Isabel Serrano
Global Strategy & Development Director
Kantar Media Audiences

Isabel is Global Strategy and Development Director of Kantar Media Audiences. She is responsible for the sector across Northern Asia and for Internet audience measurement, and in May 2011 she was appointed Global Online Director for Kantar Media. Prior to joining Kantar Media, she worked for 8 years as a Marketing Manager for radio and television in Spain and France, before joining TNS in 1992 as International Media Research Manager.



George Shababb
President
Kantar Media Audiences

George is responsible for the strategic planning and development of products and services related to digital audience measurement using return path data in the United States. Recognized for achievements in the field of digital audience measurement, he was named the 2009 silver recipient of the prestigious ARF Great Mind award for innovation. In 2007, and then again in 2009, George was named to the Mediaweek 50, which features the 50 most indispensable executives shaping the future of media.



Oksana Shovyryna
Research Director
REN TV

Oksana heads up the research department at Russian national television channel, REN TV. Prior to joining REN TV, she worked for 8 years at TNS, first as a research analyst, and later as Head of the Analytics Department where she is responsible for consulting national channels on using TV ratings data.



Arild B. Sletner
Head of Research
Modern Times Group AS (MTG) / TV3 Norway

Arild started his media career in the late 80's as an office assistant in a creative agency before joining the media agency that later became MediaEdge (GroupM). From there he went from a media buyer to a researcher and strategy analyst. In 2001 Arild joined TV3, the main commercial free TV channel owned by MTG. His current role is Head of Research within the MTG group in Norway, which consists of both commercial TV and radio stations.



Polina Slobodchikova
Head of Analytical Department
TV Channel Russia 1

Polina has worked within the TV industry since 2002 and currently operates as Head of the Analytical Department at TV channel Russia 1.



Peter Smithson
Director of Sales Strategy
Modern Times Group/Viasat Broadcasting UK

Peter is Director of Sales Strategy for Modern Times Group, a Swedish owned pan-European and African broadcaster operating DTH platforms, supplying 3rd-party channels, and owning/operating Free TV channels in 11 European countries. The Sales Strategy Department managed by Peter provides support for all the FTV sales forces across all their functions including sales policies, sales administration, sales research and sales IT coordination.



Irina Suanova
Head of Analytical & Consulting Department
TNS Russia, part of the Kantar Media network

After graduating from the People Friendship University of Russia with a degree in Sociology in 2007, Irina specialized in research methodology in mass media. She joined TNS Russia TAM Sector in 2007, and in 2009 became Head of the Analytical and Consulting Department. Irina's interests lie in studying new research methods in media, especially TV.



Nadine Szyf Beley
International Marketing & Communications Director
Kantar Media

Since 2007 Nadine has been responsible for developing Kantar Media's international brand and corporate communication strategy. This includes managerial communication activities, advertising campaigns, and media relations worldwide. Prior to this she held a position at Veolia as Worldwide Corporate Marketing and Communications VP within their water systems and water treatment technologies division. Before this engagement, Nadine held various positions at Schindler Europe and AGP Euro RSCG Group.



Bjarne Thelin
CEO
Broadcaster' Audience Research Board (BARB)

Bjarne is Chief Executive of the Broadcasters' Audience Research Board, which is the UK's industry standard television audience measurement service. Bjarne took up his role in 2004 with the principal focus of overseeing the delivery of the research contracts which form the BARB service. Having successfully implemented a new television audience measurement panel to deliver the BARB service from the beginning of January 2010, the agenda now moves to test and trial means of reporting content from PC's/ laptops and pilot how different forms of content can best be reported.



Lars Thunø
Audience Research Manager
Danish Broadcasting Corporation

Lars has worked as Audience Research Manager at the Danish Broadcasting Corporation for 10 years. Prior to this, he was an Audience Research Manager for 7 years followed by a further two years as a Programme Planner for the largest commercial TV station in Denmark, TV 2 Denmark. After this came a stint as Senior Concept Development and Strategy planner at Agency.com before starting his current role in 2001.



Kristian Tolonen
Head Of Research
NRK, Norwegian National Broadcasting

Kristian started his career at NRK (Norwegian National Broadcasting) in 1997 as a media analyst. From there he became Head of NRK's Audience Research department, focussing on TV research but integrating radio, web and mobile to expand the ever growing horizon. Kristian is also NRK's participating member in the MOCs for TV, radio and web measurement.



Renata Uhlarikova
International Marketing Director
Kantar Media Audiences

Renata has over 13 years of management experience in television and radio audience measurement. Working originally for TNS Czech Republic as Marketing Manager, she moved to the London offices in 2003. She has a wide range of expertise in the areas of international client service, marketing, account management and new business development, helping to launch audience measurement services in various international markets. In her previous professional life, Renata worked for ACNielsen Czech Republic, for over 3 years where she was the Head of Advertising Expenditure Monitoring.



Dominique Vercraeye
Managing Director
TNS Belgium, part of the Kantar Media network

Dominique started his career in 1987 and has gained extensive experience in market research. During these 24 years he has managed over 1000 projects in different sectors on a wide variety of topics. Dominique has a master degree in Sociology and followed this with specialist training in Marketing and Statistics. For more than 10 years he was also the president of Febelmar, The Belgian Federation of Market Research Institutes.



Antonio Wanderley
Regional Director, Business Development
IBOPE Media, part of the Kantar Media network

Originally from Brazil, Antonio transferred to Miami 11 years ago, where he holds the position of Regional Director of Business Development and Partnerships at IBOPE Media, the largest media research organisation in Latin America with operations (covering Audience Measurement and Media Intelligence) in 14 countries. Currently he oversees the Clients Relations division of IBOPE throughout Latin America.



Paul (Lanzhu) Wang
Managing Director
CSM Media Research, part of the Kantar Media network

Paul joined the TNS group as General Manager of TNS China in 1994. In 1996, he played an instrumental role in the negotiation and formation of CVSC-Sofres Media (CSM) a joint venture between Central Viewer Survey and Consulting Centre (CVSC) and Taylor Nelson Sofres (TNS) dedicated to TV audience measurement. Paul is one of the TV research industry's leading figures and is regularly consulted by advertisers, ad agencies and TV media for insights into the TV industry and especially into audience research and marketing issues.



Isabel Wenger
 Director of Research
 Mediapulse Corp. For Media Research

Since 2009 Isabel has worked for Mediapulse, an organization providing TV and Radio audience industry figures for Switzerland. Prior to her current role, she acted as Head of Radio Research. Before joining Mediapulse, she was Head of Marketing Research (EU Region) at Philip Morris International and had worked on diverse Marketing Intelligence assignments across different divisions (R&D, Marketing, Strategic Planning) and geographies (EU, EMEA, Latin America and worldwide HQ).



Christopher Wirtz
 Managing Director
 Spring, part of Kantar Media

Christopher is responsible for the development of Online Audience Measurement Technologies and large scale databases at Spring GmbH & Co. KG. After graduating Computer Science at the University of Saarland, he founded Spring in 1995 with Oliver Pischke and has worked in the field of OAM until today. Spring joined Kantar Media in 2011.



Brenda Wortley
 Research & Strategy Director
 DStv Media Sales

Brenda is a media specialist with 20 years experience. Most of this time has been spent agency side where she headed up the media department of JWT for 5 years and was instrumental in the formation of MindShare South Africa. For 9 years, Brenda served on the SAARF board representing the media industry, and has also served two terms chairing the Advertising Media Forum, representing the forum in the parliamentary hearings which lead to the development of the Communications Transformation Charter. She has been the project leader on the DStv-i (Return Path Panel) initiative since its inception and now has over 4000 DStv panel members in South Africa.



Li Jun Xu
 Deputy Director Of Marketing Evaluation Department
 CCTV

Xu Li Jun began his career with CCTV working on the Economic channel and later for the CCTV News channel as the deputy director of the programming department. He drove tremendous levels of innovation in his time there and successfully grew the channel's performance. Based on his successful performance, he tackled a new more expansive role across all of CCTV's channels. He is now the Deputy Director of the editorial department's marketing evaluation division which is responsible for driving performance across all CCTV channels through data insights.



Alexander Yemelyanov
 iTRAM Director
 TNS, part of the Kantar Media network

Alexander has worked as iTRAM Director in TNS Gallup Media Asia since 2010 and has responsibility for the TV, radio and internet audience measurement services. He manages the audience measurement team which operates in more than 15 cities in Kazakstan. Previously he worked at TNS Gallup Media Asia since 1997 as an IT manager and then as the Head of IT Department where he was accountable for the company's IT infrastructure. He was also responsible for the technical and methodology parts of the audience measurement services, especially during the process of moving from the Dairy panel to the PPM panel.



Hitham Jeffrey Youssef
 Associate Partner
 Oliver Wyman

Jeff works at Oliver Wyman in Dubai as an Associate Partner in the media practice. Jeff has over 15 years of operational and consulting experience having held senior management positions in leading international companies across several countries. He has worked in a variety of areas from business planning to PMO and has led the development of several new businesses in the digital and media space. Recently he was involved in the defining the blueprint for the launch of people meters in Saudi Arabia.

**Zheng Yang****Deputy Director, Department Of Media Organizations
Sarft**

Zheng has been working for the State Administration of Radio Film and Television (SARFT) since 1998. Over the last 13 years he has served in a variety of important roles and presently holds the post of Deputy Director- Department of Media Organizations. He was recently promoted to this new assignment after a productive stint in SARFT's department for internet content. Zheng has a bachelor degree in economics and is working toward a master's degree in business management.

**Lev Zvonaryov****General Director Of WCA
National Media Committee**

For the National Media Committee of Kazakhstan, Lev is responsible for the financial and economic association activity, TV channels and leading media agencies in Kazakhstan. He supervises financial interaction between NMC and TNS Gallup Media Asia and looks after the delivery results of TV measurements (PPM technologies) and their qualities in the largest TV channels and agencies in the country. Lev is also the owner of several full-service agencies across central Asia.