


PARTICIPANTS

SUMMIT 2013



KSENIA ACHKASOVA

TV AUDIENCE RESEARCH DIRECTOR
TNS, PART OF THE KANTAR MEDIA NETWORK

 @KseniaAch

Ksenia started her career at TNS in 1997, being involved in Russian TV measurement since the very beginning. In 2008 she became TV Research Director, and is currently responsible for all aspects of running the TAM business and its strategic development. She loves facing new challenges and getting new experience, being very active both in business and personal life.

FRIDRIK KALDAL AGUSTSSON

MARKETING MANAGER
365 MEDIA

Fridrik Kaldal Agustsson graduated in 2001 with a BSc degree in business administration from the University of Iceland. He previously worked as an account manager in an advertising agency in Iceland for eight years. Fridrik has been marketing director at 365 Media since 2012.

MAGNUS ANSHELM

CEO
MMS

After spending more than 25 years being a generalist in the media business, Magnus started to become more specialised in TV and online TV last year, becoming the CEO for MMS, which is the JIC in Sweden. His main professional mission is to lead the process of creating a Multi Screen Viewing Currency for the Swedish media market.

LUCIA ANTAL

PRESIDENT ARMA, MANAGING DIRECTOR
PRO CINEMA
ARMA

Lucia has 19 years experience in the media industry, first as a TV research manager and then as Managing Director of Pro Cinema (the first Romanian movie channel).

She has been President of ARMA (Romanian Association for Audience Measurement) since 2005 and an active participant in the implementation of the TAM service in Romania. Since 2011 she has been a member of the I-JIC Board.



RICHARD ASQUITH

GLOBAL CEO
KANTAR MEDIA AUDIENCES

Richard is Global CEO of Kantar Media Audiences, Kantar's specialist division devoted to digital audience measurement and analysis across TV, Online and Radio. In this role he is responsible for leading a global business operating in more than 60 countries.

He has held a number of senior roles in Kantar. From 2009 to July 2012 he was CEO of Kantar Media's TGI & Custom division. In this role he had responsibility for the Global TGI network of syndicated media and marketing studies and for developing Kantar's custom media research business. Prior to this he was Managing Director of BMRB from 2004 to 2008, launching the IIPS (Institute for Insight in the Public Services) and BMRB's public consultation unit during his tenure. BMRB was named Best Agency at the 2005 UK MRS/BMRA Awards.

Richard has been involved in media and marketing research for 30 years, managing proprietary strategic research for a wide range of media owner and agency clients, alongside high profile industry studies. He has been a member of the Executive Editorial Board of the International Journal of Market Research since 2010.

BALBINDER BADESHA

RPD SERVICES DIRECTOR
KANTAR MEDIA AUDIENCES

Bally is the RPD Services Director at Kantar Media Audiences responsible for the operation, support and development of the RPD Services that are hosted in the UK. Her responsibility lies with the service and operation of currently four UK-hosted RPD services; SkyView -UK, AMS - New Zealand, DStv-i - South Africa and Multiview - Australia. Later this year it will also include TruView - India and Clearview - Germany.

Bally's involvement with Return Path Services began in 2006 with SkyView on behalf of BSkyB in the UK and then followed by DStv-i on behalf of DStv Media Sales/Multichoice in South Africa, providing direct client service support.

Bally has been with Kantar Media for 9 years, joining as an Account Manager in the UK TV Bureau, managing clients who subscribed to InfoSys.

CHRIS BALCH

DIRECTOR BARB
KANTAR MEDIA AUDIENCES

Chris is responsible for the TAM business in the UK ensuring that Kantar Media meet the complex and changing demands requirements for the BARB service, the official source of television viewing figures in the UK.

ORLANDO BATISTA LOPES

CEO
IBOPE, PART OF THE KANTAR MEDIA NETWORK

With over 35 years of experience, Orlando has held prominent positions in both advertising agencies (such as JWT, CBBA and Almap, among others) and advertisers (for 13 years, he has worked as vice president of media for Latin America at Unilever). He was also president of the Brazilian Advertisers Association (ABA, for its acronym in Portuguese) and of the Circulation Checker Institute (IVC, for its acronym in Portuguese). Over the past three years, through its media management consulting firm - OLMC - he had the opportunity to meet key players in the market.

Among many awards received during his career, the most important ones are the Professional Contribution Award, granted by APP - Association of Advertising Professionals (2004), the Caboré Award for Marketer of the Year (2005), granted by Meio & Mensagem; his election by Advertising Age as one of the 100 Global Power Leaders of the international advertising market (2003) and recently, the Libertae Award (2011) by ABA. He currently is the CEO of IBOPE Media, being responsible for TV, radio, internet, newspaper and magazine audience operations, as well as for monitoring advertising investment in 14 Latin American countries.



JENNIE BECK

GLOBAL DIRECTOR
KANTAR MEDIA

@jenniebec

Jennie has been working in media research for 35 years - with highlights including the role of Marketing Director at The Observer newspaper; running Beck Consultancy for 12 years, with clients including BBC, Guardian, Times, Sunday Correspondent, IPC (and Torres wine!); being TNS Head of Media in the UK where she delivered the first TouchPoints survey and ran the BARB 2010 recruitment - among other things.

The creation of Kantar Media in 2009 gave Jennie the opportunity to focus on developing new media research solutions and building media business in Kantar's global markets. This means working with a network of colleagues and clients around the world to develop audience measurement and custom business; and to introduce new global media research solutions. She is a Fellow (and former Chairman) of the Market Research Society and a frequent speaker on media research and industry issues - most recently at 2012 EMRO, PAMRO, ICOM and ASI conferences.

MARINA BELOVA

DEPUTY CEO
5 KANAL

Marina Belova was born May 3, in the city of Belgorod, Russia. In 2000 she graduated from Lomonosov Moscow State University with a degree in sociology. In 2007 Marina graduated from the Institute for advanced studies of Television and Radio Broadcasting. She received her MBA degree in marketing in 2008 after two years of studying in State University of Management.

Marina has been working in the Russian television for over ten years. In 2000 she joined the team at NTV Broadcasting company (further - NTV, www.ntv.ru) as an editor of Directorate of regional development. In 2004 she led the research department of Directorate of marketing and strategic planning of NTV. Then, from 2008 until 2010 she was a head of the sociological service at NTV. Marina held the position of chief marketing officer of Media Universum, a consulting company, for the following two years.

Marina Belova has been working for Channel Five (www.5-tv.ru) since 2011. She joined the company as a strategic planning director. She currently holds the position of deputy general director / chief marketing officer. She is a science writer and a lecturer at MSU.

YIFAT BEN HAY-SEGEV

CEO
IARB

Dr. Yifat Ben Hay-Segev is currently the CEO of the Israel Audience Research Board, and a Professor of Communication at Bar Ilan University, specializing in audience research study. She is 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 specialized in audience studies.

She has served in senior positions such as spokesperson of the Israeli Ministry of Health, spokesperson of Holon municipality, member of the Second Israeli Authority for TV and Radio, and also as journalist in print media and radio.

OLEG BORODULIN

HEAD OF EXPERT COUNCIL
THE NATIONAL MEDIA ASSOCIATION

Oleg's career started with the creation of behavioral models in marketing. Since 2001 he has been in media and market research as analyst of the biggest media sales house. In 2003 he became Analysis and Business Development Director of the TV Media Advertising Agency.

In 2010 he became the Head of Expert Council of The National Media Association in Kazakhstan, which is a non-commercial organization with shareholders from main participants of TV markets. His responsibility entails the analysis of the TV landscape in Kazakhstan under the media standards, which were approved by the Media Industry of the Kazakhstan.



CHRISTIAN BRENT

VICE PRESIDENT, RESEARCH & STRATEGY
FOX INTERNATIONAL CHANNELS (EUROPE)

Christian heads up audience research and strategy for FOX's international channel business across Europe and Africa, which includes all FOX and National Geographic branded channels.

Before joining FOX in January 2013, Christian spent seven years at BBC Worldwide where he worked on the strategy and roll-out of the BBC's channel business globally including the Global iPlayer. Prior to that, Christian has been Head of Insight at mobile phone company O2 (UK), Head of Consumer Strategy at brand consultancy Dragon Rouge, and spent five years with the Walt Disney Company in Europe and Latin America.

ANDY BROWN

CHAIRMAN
KANTAR MEDIA

Having graduated in Marketing, and following experience at AGB (working on the Home Audit and LekTrak durables services), Andy joined the marketing department of Anglia Television in 1986. In this role he was involved in all aspects of programme, audience and marketing research. In 1989 Andy was hired by BMRB as a Client Service Executive in the Target Group Index division. In 1997 Andy joined the Board of BMRB taking on responsibility for the management for the TGI during its expansion internationally including the development of TGI in Western Europe and Latin America.

Andy was a founding director of KMR Group (the holding structure for BMRB), taking on responsibility for TGI and Software globally. Before assuming the role of CEO of KMR in 2001. Following the acquisition of TNS, Andy became Chairman of the newly-created 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, TAM India and RSMB. He sits on the Kantar Digital Board and WPP Digital Advisory group. In his spare time Andy is a keen follower of sport, notably following the ups and downs of Arsenal football club over the last 40 years. He has already started work on indoctrinating the next generation of Arsenal supporters with his son and daughter!

NICK BURFITT

GLOBAL RPD DIRECTOR
KANTAR MEDIA AUDIENCES

Nick is Global Director for the Rapidview division within Kantar Media Audiences and is actively involved in the development and operation of the various Set Top Box services run by Kantar. He acted as Project Manager for the SkyView project in the UK, overseeing all aspects of the project from a Kantar perspective and managing the client relationship with BSkyB.

In his current role, he has overall responsibility for the ongoing development and management of existing Kantar Media Rapidview services, including those services running in UK, New Zealand, South Africa and Australia as well working on new business and product opportunities across the world.

ANTONIO CARVALHO

CHIEF RESEARCH OFFICER
KANTAR MEDIA AUDIENCES

@ribeirocarvalho

Antonio Carvalho is Chief Research Officer at Kantar Media Audiences, having joined the company in 2008. He heads up the Central Research Unit and works across the global business, providing research, modeling and methodological expertise to existing services and new key developments. Previously he worked for GlaxoSmithKline's Strategic Technologies Division.

Antonio completed a PhD in mathematical modeling and data analysis at Bristol University, after which he took up a position as a Research Fellow at the University of Oxford, developing novel mathematical modeling algorithms and solving complex data analysis problems. He has a degree in Chemical Engineering from Lisbon Institute of Technology in Portugal.



TANJU ÇATALTEPE

MANAGING DIRECTOR
KANTAR MEDIA AUDIENCES

Before joining Kantar Media Turkey as the Managing Director, Tanju worked in the Telecommunications & IT industry. His roles include Director at Cisco, CIO at Yildiz Holding, CEO Advisor at Turk Telekom, Researcher at Bell Labs in New Jersey and in 2006, Tanju became Chairman of the International Telecommunication Union. He also gained a PhD from University of California and Los Angeles and a ScB from the Massachusetts Institute of Technology, both in Electrical Engineering.

LAURENCE CHAUSSON

INTERNATIONAL BUSINESS
DEVELOPMENT DIRECTOR
KANTAR MEDIA AUDIENCES

Laurence joined Kantar Media (then TNS) in August 2008 as part of the Audiences Global Business Development team where she has positively contributed to win and develop some of our new electronic TAM services. She started her career in 1989 as Qualitative Research Manager for the multi-media Sales house IP Group. In 1996 she joined Eurosport International where she implemented and developed for eleven years their Audience and Broadcast Research Department. During 2007 and 2008, she worked as Independent Media Consultant for different broadcasters and Media Institutes.

Laurence has a double bachelor degree and is a double post graduate, including a master degree in media from Sorbonne University in Paris, France. During her career, she has given lectures at Universities and presented papers at national and international conferences.

MANUEL DAEHLER

CEO
MEDIAPULSE AG

Manuel Daehler has been CEO of the Mediapulse Corp. for Media Research in Switzerland since 2006, as well as holding the position of CEO of Publica Data Corp. since 2010. Prior to this, Manuel held a number of roles including Head of SRG SSR Research Department (2004-2006) and Head of Radio Research, SRG SSR Research Department (1997-2004). Manuel has delivered a number of papers and contributed to the ARF, ASI, ECTA, EMRO and ESOMAR conferences.

He regularly lectures at universities and institutes of applied science in Berne, Chur, Zurich, Fribourg, Berlin (D) and St. Pölten (A)

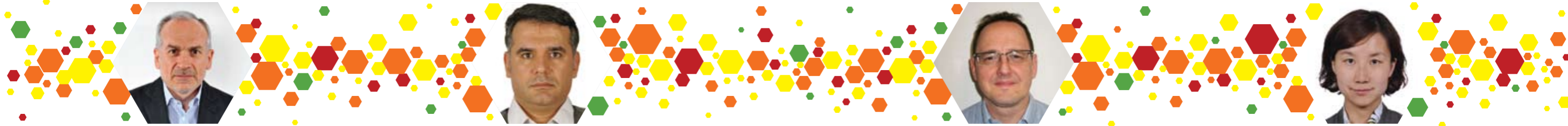
AVIGDOR DANAN

LEGAL ADVISER
ISRAEL'S EDUCATIONAL TELEVISION

As the Legal Advisor of the Israeli Educational Television, Avigdor provides legal consultation to the organization and management, and guides and accompanies the professional organs on all steps of production, broadcast and legal aspects relating to the Media Laws.

He represents the organization at Parliament (Knesset) and Ministerial Committees, handles lawsuits in various levels of Court, privy to all management decisions, and is a member of all the committees of the organisation.

Before his present role he was one of the legal advisers of the Legal Department in the Ministry of Education.



ALBERTO DE PABLO

REGIONAL DIRECTOR
KANTAR MEDIA AUDIENCES

Alberto is a graduate of Business Administration (ESADE) and currently holds the post of Regional Director in Kantar Media Audiences, responsible for operations in Spain, Turkey and the United Arab Emirates. He has enjoyed a successful career in market research, providing strategic direction and consultancy across consumer panels, media research and custom research.

GURBUZ DEMIR

HEAD OF TECHNICAL COMMITTEE
TIAK

Gurbuz has worked in the Research Sector for about fifteen years and now he is working for TÝAK A.S., the Turkish JIC for TV Audience Measurement as Head of Technical Committee.

JULIAN DOBINSON

DIRECTOR OF INSIGHT AND RESEARCH
BSKYB

Julian Dobinson joined British Sky Broadcasting in March 2000. At Sky Julian has held various roles with responsibility for audience and content research as well as consumer research and market insight. In his current role as Director of Insight and Research for Sky Media he is responsible for audience and advertising sales research. He instigated, and in 2006 launched, the SkyView panel, the first return path panel of its kind. He also represents BSKyB on the BARB Board of Directors and on the TAM Board in Ireland.

Julian's career started at Saatchi and Saatchi as a media planner. Prior to joining BSKyB he spent 5 years at Granada Media (ITV) where he was Head of Research.

WENFANG DONG

STAFF OF CHIEF EDITOR OFFICE
CHINA CENTRAL TELEVISION STATION (CCTV)

Dong Wenfang, born in Hebei, China, gained both the Bachelor and Master Degrees in Advertising. She entered China Central Television (CCTV) in 2008 as an editor in HD Channel. Since 2011, she has been the Section Chief of Comprehensive Evaluation Section of Market Evaluation Department of Program Controlling Office, taking the specific responsibilities of designing and implementing the Program Comprehensive Evaluation System, organizing the quarterly nationwide audience research and 200 experts survey, and offering pre and post broadcasting investigation and evaluation services for key programs.



MARK DONOVAN

RESEARCH MANAGER (MARKETING, FILM4, SPORT & SOCIAL MEDIA)
CHANNEL 4 TELEVISION

Mark Donovan is a research manager at Channel 4 with responsibility for the broadcaster's social media measurement strategy. The role has a specific focus on understanding social reaction to content, and using this insight to inform decisions across the commissioning, scheduling and marketing teams. Mark has worked in the Channel 4 Audience Insight and Technologies team for almost 3 years, starting with channel research for E4, More4 and Film4, and now combining his social media role with audience insight across Channel 4's marketing campaigns. One of his highlights is the research project which informed the incredible Superhumans trail for Channel 4 coverage of the 2012 Paralympics.

Mark previously worked at the BBC in the Journalism audiences team, working across research for both BBC Sport and BBC News. He is a huge sports fan, with 20 years as a season ticket holder at Chelsea.

TORIN DOUGLAS

FORMER BBC MEDIA
CORRESPONDENT, 1989-2013

@TorinDouglas

Torin joined the BBC as media correspondent in 1989, holding the position until May this year. He has reported on the work of six BBC director generals, six BBC chairmen and a dozen cabinet ministers responsible for broadcasting and press issues. He covered the royal family's annus horribilis in 1992, the death of Diana, Princess of Wales, and the ongoing debate over press and privacy. He has reported on the birth of BSkyB and the growth of the Murdoch empire, the ITV licence auction and mergers, and more than one BBC crisis.

Before joining the BBC, he worked for the Independent Broadcasting Authority, the Times, the Economist and the Independent, and presented LBC Radio's media show. He was one of the team who launched Marketing Week, is the author of The Complete Guide to Advertising and is a Fellow of the Communication, Advertising & Marketing (CAM) Foundation.

Torin studied history at the University of Warwick and is married with three children. He was awarded an MBE in the 2013 New Year Honours list for services to the community in Chiswick.

ARI EDWALD

CEO
365 MEDIA

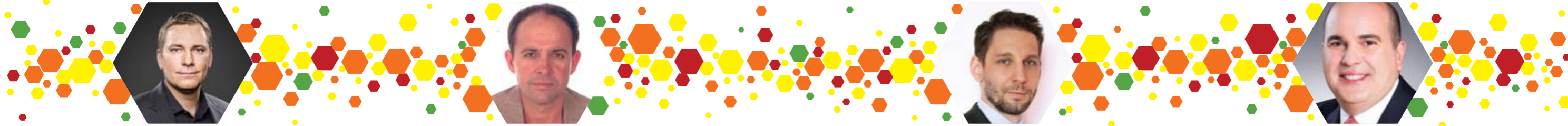
Ari Edwald holds a law degree (Cand Juris) from the University of Iceland (1988) and an MBA from the University of San Francisco, McLaren School of Business, 1991.

Ari has been the CEO of 365 Media since 2006. He was Managing Director for the Confederation of Icelandic Employers 1999-2006, editor of a business paper in 1999, senior advisor to the Minister of Fisheries in 1995-1999, and to the Minister of Justice in 1991-1995.

EKATERINA EFIMENKO

HEAD OF RESEARCH
TNT

Ekaterina started to work at TNT-Broadcasting Network at 2007. The main goal of their department is to analyse TV-data and give ideas for programme schedule. Before TNT she worked at CTC Media and Rambler Media also at research. In 2010 she received her Doctorate Degree (world economy).



EINAR EINARSSON

MANAGING DIRECTOR
CAPACENT

Einar Einarsson is a Managing Director for Capacent in Iceland. He has worked in the market research business for 20 years, during last 6 years as a Managing Director for Capacent. Einar has much experience in all areas of market research and opinion polling. Over the years Einar has worked with all major companies in Iceland in many different sectors, e.g. Media, Finance, Telecom, Retail and etc. Einar graduated in Business Administration from University of Iceland 1993 and MBA degree from University of Reykjavik 2013. Capacent is the biggest consulting and research company in Iceland with 100 employees.

JOSE MANUEL ELETA

CHANNEL DIRECTOR
RADIOTELEVISION ESPANOLA

Jose Manuel has held the position of Programming Director of RTVE for the Public Broadcast in Spain since 2011. He is responsible for creating programme schedules and managing the promotion strategy of both generalist and thematic channels. (2008-2011) as Marketing Director of RTVE, leading the audience researching of TV and Radio, and Cualitative Surveys. Between 1993-2011 he was Head of the Audience Research Department in Antena3, one of the most important commercial channel in Spain.

VLADIMIR FATIKA

EXECUTIVE MANAGER
PMT LTD

Vladimir Fatika, is Executive Manager in PMT company from 2006, where he is responsible for Television Audience Measurement and the steering/methodology committee. He founded the two companies which he still operates on position of Managing Partner and Senior Consultant. Fresh Data (2012) is focused on business intelligence, data quality, management and provenance and City Media (2008) is focused on media consultancy and project management for TVs and producers. Vladimir studied Financial Management at the Comenius University in Bratislava and Law at the Paneuropean University in Bratislava.

LAWRENCE FEDERMAN

DIRECTOR, INTERNATIONAL
BUSINESS DEPARTMENT
CSM, PART OF THE KANTAR MEDIA NETWORK

 @L_federman

Lawrence Federman is International Client Director at CSM Media Research based in Beijing, China. In this capacity he is responsible for ensuring international client satisfaction and CSM development and growth among this important client segment. Prior to joining CSM, Lawrence held several positions at Telmar Group Inc. in North American, Europe and Asia. His most recent Telmar position was Managing Director of Telmar Asia based in Hong Kong, China where he was responsible managing, developing and growing Telmar's business in the Asia Pacific region. In a previous assignment he was Managing Director of Telmar Central & Eastern Europe based in Amsterdam, The Netherlands.

Lawrence is actively studying speaking, reading and writing Mandarin and he is an avid golfer. He received his business degree in 1992 from Roger Williams University in Rhode Island, U.S.A. and completed an Executive Management Program at Harvard Business School in 2006.



JOHN GILL

GLOBAL HEAD OF PRODUCTS AND SERVICES
KANTAR MEDIA AUDIENCES

John is Global Head of Products and Services for Kantar Media Audiences, responsible for the provision of our products and for support to our Audience Measurement businesses around the world. John has extensive experience in TV audience research. For over 20 years he worked on the BARB contract in the UK.

Since 2002 John has had an International role within the global sector management group. His research team is responsible for quality and methodology issues across our TAM services, whilst his Support team provide first line support to the users of our technology around the world. He is also responsible for the software development teams that maintain our client facing software systems, and our back-office processing system Comtel.

CRISTINA GÓMEZ CORREGIDOR

EUROPEAN AD & MKT. RESEARCH MANAGER
FOX INTERNATIONAL CHANNELS

Cristina Gomez combines two roles in FIC Europe: Iberia Director and European Ad & Mkt. Research Manager responsible for staying up to date with the latest industry trends, methodologies and techniques, such standard working practice at FIC Europe.

Cristina has been with FIC for 9 years, involved in the Research area, working very closely with the Editorial and Ad Sales departments in Europe. This has allowed development of extensive knowledge of niche channels in Europe.

DURSUN GÜLERYÜZ

GENERAL MANAGER
TIAK

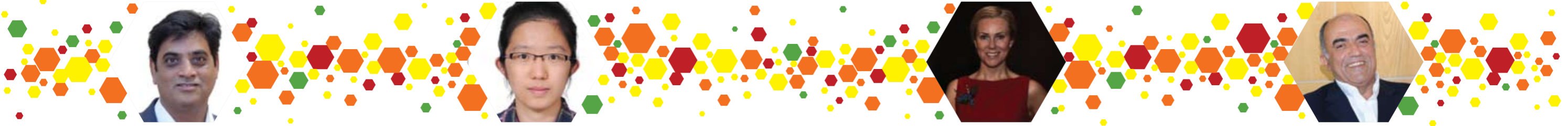
Dursun has been working in the media, TV and radio business for almost 20 years and has lectured at the media departments of numerous Universities.

He is currently chairman of RATEM (Radio Television Broadcasters Professionals Association) and Managing Director of TÝAK A.S., the 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
CAPACENT

Gudni Rafn Gunnarsson began working at Capacent in 2000 after graduating with BSc degree in business administration from the University of Iceland. Gudni is head of media research and consumer measurement. Amongst the 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 has over the years worked with many of the biggest companies in Iceland.



CK GUNTUR

TAM DIRECTOR
KANTAR MEDIA AUDIENCES UAE

@CK69

CK is the Kantar Media TAM Director in UAE responsible for the UAE TAM service. Previously CK has been an advertising professional with DDB for over 12 years in the UAE providing communication strategy and implementation for large regional advertisers in the GCC.

Prior to that, he was handling national media campaigns for a leading brand in India. He has a track record of managing and implementing integrated communication strategy programs and projects efficiently in the Middle East.

In his current role CK's primary responsibility is implementing and maintaining a world class electronic TAM service in the UAE. He holds a post graduate degree in Business Administration and has a rich and varied professional experience in the media and advertising industry in the GCC.

RUIFENG GUO

TRANSLATOR
CSM

Ms. Guo joined CSM Media Research in 2012 in charge of the global liaison for the Management and assisting the internal administration of the General Manager Office.

CHARLOTTE GUSTAVSSON

CEO
VIASAT BROADCASTING GHANA LTD

Charlotte Gustavsson is the CEO of Viasat1, the 2nd biggest free to air TV station in Ghana. Viasat1 is part of Modern Times Group (MTG), which is an international entertainment broadcasting group with operations that span four continents and include free-TV, pay-TV, radio and content production businesses.

Charlotte has been working in West Africa since November 2010. She previously worked as Logistics Manager for Viasat Broadcasting in Stockholm, Sweden, where she was in charge of procurement and service processes for all Nordic and Baltic Pay-TV operations. Before that Charlotte worked as a Senior Associate with KPMG Corporate Finance, specializing in company valuations and M&A.

ROY HADDAD

DIRECTOR, MIDDLE EAST & NORTH AFRICA
WPP

Roy has transformed a small agency in London which specialises in the Arab World into one of the most highly rated regional networks in the Middle East and North Africa, with a portfolio that carries the highest number of brand leaders in the region. He has introduced many industry-wide initiatives that have radically transformed standards for the benefit of the entire industry across the region.

Haddad has elevated positiveness to a way of life at the agency, making it renowned as an attractive working environment "If you cannot smile, don't open a shop" (a Chinese proverb) is the way he views the client/agency interface. Roy has lived in Paris, New York, London and is currently based in Beirut. He has a Degree from Institut des Sciences Politiques et Economiques, Paris; and an MBA, from Columbia University. In 1977-84, he joined McCann Erickson; in 1984 he established own business, London; in 1987, signed association agreement with J Walter Thompson; WPP subsequently acquired majority equity in 1999. He was appointed Director of WPP MENA in 2012. He chairs many of the WPP companies in the MENA region. He is married, has 3 sons and loves jazz.



MATTHIAS HAHN

HEAD OF COMMERCIAL DISTRIBUTION
SKY DEUTSCHLAND

Matthias Hahn is currently Head of Commercial Distribution at Sky Deutschland. In this position he is managing the distribution and marketing agreements Sky signed with cable network and telco operators in Germany, Switzerland and Luxemburg. Prior to joining Sky Deutschland in 2007, Matthias Hahn worked for a consulting company primarily specialised in sales and distribution. During that time he was in charge of consultancy projects among others for Deutsche Telekom, SAP and HP.

Matthias Hahn studied business economics at the International School of Management in Dortmund and received an MBA degree from Bond University, Australia.

MATTHIAS HARTL

MANAGING DIRECTOR

With diplomas in IT engineering, economics and an executive MBA, Matthias has been working for more than seven years in several operational management positions for the biggest mobile network operator in Switzerland. His career to date has included leading an ICT start up company into successful operation, working as head of ICT strategy and operations for a governmental department and head of product and services in an energy services company.

He has been the Managing Director of Kantar Media Switzerland since May 2012.

JOHN RICHARD HEWITT

RESEARCH MANAGER
TV2

John Richard has been with TV 2 for 12 years, leading a team of market researchers, covering both television and digital media. Team responsibilities include audience, branding and advertising research, as well as sales support and strategy development.

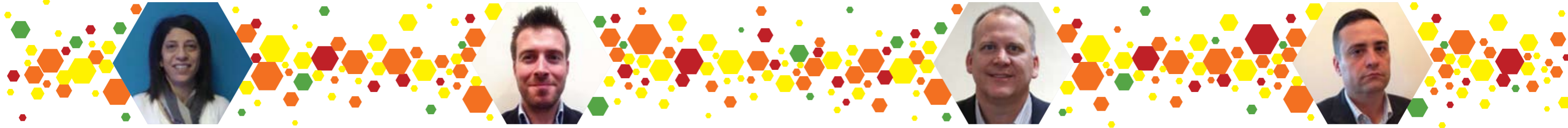
John Richard is member of the Norwegian TAM board as well as the Norwegian digital media board.

THI HONG THU HO

VICE DIRECTOR
TVAD - VTV

Having earned a master degree in business administration of UBI Academy, Thu Ho Thi Hong had a 12 year-experience in finance and accounting of the VTV's advertising business. She is also a member of the brand name management team of the VTV. TVAd is the only VTV member who is in charge of advertising on VTV's channels (from VTV1 to VTV6).

Since 2010, according to rating research results on each TV program, TVAd has provided the best advertising service to satisfy their customers' needs and demands. In addition, TVAd also has provided consulting services to VTV in producing programs and in developing domestic and international market segments.



TANIA HOBBS

GENERAL MANAGER - DSTV-I
DIGITAL MEDIA SALES

The majority of Tania's career has been spent working in the advertising industry as a media planner and strategist, as well as being a member of the board at Mindshare South Africa. After 15 odd years on that side of the fence she left the corporate world and began consulting, working on projects for media agencies and media owners.

She has also done a considerable amount of training both on the media owner side and the agency side, with a strong focus on Television. She was part of the project team that set up the RPD panel for DSTV in South Africa and has recently been appointed as General Manager of the RPD service within DSTV.

JAMES HOLDEN

DIRECTOR OF AUDIENCES
BBC

James Holden is Director of Audiences for the BBC. He leads a wide-ranging team across four separate disciplines (measurement, research, planning and customer contact) shaping some of the biggest brands in the UK. James joined the BBC 12 years ago as a junior executive in the marketing strategy team. Since then he has enjoyed various roles in Digital Media, News and Radio as well as leading major strategic, editorial and reputation-driving insight projects across the BBC.

Before the BBC, insight roles spanned brand & advertising and international FMCG projects for leading UK research agencies.

PHILLIP JONES

REGIONAL DIRECTOR,
SOUTH EAST ASIA & PACIFIC
KANTAR MEDIA AUDIENCES

Phillip has over 20 years of experience in the electronic audience measurement industry. His experience spans all parts of the operation from field work through to the client service function. Phillip entered the Market Research field in the mid-80s in Australia. Soon after starting his market research career he became one of the charter members of a team that tested and set up the first People Meter service in Australia. Phillip has been working in the electronic audience measurement area ever since.

Phillip's current role is the Regional Director for the South East Asia and Pacific region for Kantar Media. In this role he is responsible for the management of existing Media service within the region as well as expanding services into markets across the region where Kantar Media service might not be present. He is also tasked with developing services that meet the ever changing needs of the industry going into the future. Phillip travels extensively throughout Asia and is always on the lookout for other markets who wish to join the Kantar Media family of satisfied clients.

COSTIN JUNCU

MANAGING DIRECTOR
ARMA

@birlic

Costin has worked with the Romanian Association for Audience Measurement since 2003. He was involved in selecting the sole TAM provider for the 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 2012. He is involved in the day-by-day operations of the TAM service.



HIDAYET KARACA

CHAIRMAN OF THE BOARD
TIAK

Dr Hidayet Karaca started his academic career in the mechanical engineering department of Dokuz Eylul University, where he also completed his Master's degree. He completed his PH degree at Celal Bayar University. He worked for Zaman Newspaper as a chief of Aegean Resion in Izmir, after which he was appointed to be a chief representative of Ankara City for two years.

Since 1999 he has worked at Samanyolu Broadcasting Group as General Coordinator of the Group Company, and is currently Head of the Boarding Members of the Group Company consisting of a number of TV channels including Samanyolu TV, Samanyolu News TV and Yumurcak TV, and radio channels including Burc FM and Samanyolu News Radio. Also being a member of the Supreme Board of Media Commission, Dr. Hidayet Karaca was the head of boarding members of the TV broadcasters association in between 2009 – 2011. Dr Karaca is also presently the head of a company called TV Audience Ratings Measurement and Research Ltd. He is married and a father of two children.



EITAN KASSIF

REGIONAL DIRECTOR &
CHIEF SECURITY OFFICER
KANTAR MEDIA AUDIENCES

Eitan is Regional Director and Chief Security Officer for Kantar Media Audiences. In addition and for the past 15 years, he has operated as CEO of Kantar Media Israel. Before working in the Research industry, Eitan worked in a variety of roles, ranging from SVP for Marketing & Sales to CEO, mainly in the FMCG industry. During this time he was involved in the media planning process, with a special interest in measurement and the formalization of the Media Research process as a currency in Israel, as well as serving on the Board of the Israeli Advertisers Association and acting as Chairperson of the Association's research committee.



CAROLINE KELLERHALS

HEAD OF RESEARCH
MEDIAPULSE AG

After reaching a Master Degree in Sociology of the University of Berne, Caroline started her professional career within the Swissair Group. She took over the responsibility of the Research Department in the freight Division. Afterwards she changed the sides and was engaged as a Project Consultant at the GfK Group.

Before joining Mediapulse she worked for several years for the Swiss Post as a Leader of Research Department at Group Level. Its responsibilities were mainly the consolidation of the research that had been carried out in the different departments as well as leading the Research Projects concerning the whole Group. In autumn 2012 she started as a business outsider within Mediapulse.



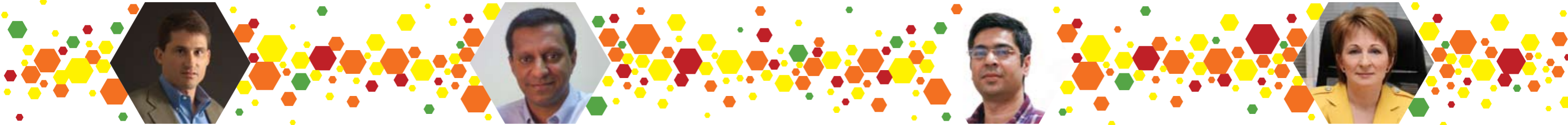
MANSOOR KHAN

DIRECTOR, INTERNATIONAL DEVELOPMENTS
KANTAR MEDIA AUDIENCES

Mansoor is currently a member of the Global Business Development team of Kantar Media, based in London. His initial education and training was in engineering, later joining the UK's Engineering Council gaining Professional Engineer status. He has also specialised in the field of Management Studies and holds three postgraduate qualifications, including an MBA in Management from London.

With early career stints at Scotland Yard and then at Hitachi as an Electronics Engineer, he has been at Kantar Media for the last 23 years, during this time accumulating both an extensive and diverse international Television Audience Measurement (TAM) experience spanning 22 countries of which 15 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.

His professional 'claim to fame' is that he 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 in ESOMAR's 'Best Practice - 30 Visions for the Future'. He's married with two lovely daughters, enjoys travelling, riding his motorbike and is a volunteer Police Officer serving the Thames Valley force in the UK.



JEFF KRENTZ

CORPORATE DEVELOPMENT & STRATEGY DIRECTOR
KANTAR

@jeffkrentz

Jeff Krentz 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. Jeff started his career as a management consultant at Bain & Company and Price Waterhouse advising Fortune 500 companies on corporate strategy. His professional experience also includes operational and staff roles at a mid-size consumer catalog company.

Jeff has principal investing experience having raised, managed and invested a \$40 million investment pool dedicated to emerging growth companies through the Small Business Administration's SBIC program. Prior to joining The Kantar Group, Jeff was a co-founder of Camdens, a venture capital backed company developing online solutions for organizations to manage and automate their corporate rewards & recognition programs. Jeff received his BA in Political Science from Duke University and his MBA and Certificate in Public Management from the Stanford Graduate School of Business.

LV KRISHNAN

CEO
TAM INDIA, PART OF THE KANTAR MEDIA NETWORK

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. LV's background stretches to almost 20 years post joining the stream of Indian Media community. His experience has stretched across Mediacom (Grey India), JWT & Starcom, working with clients like P&G, Unilever personal products, Bayer, Bajaj, Godrej etc. In his stint in Starcom, his work on Coke went on to win the Starcom's most prestigious global media award, "North Star".

While he continues to stretch his interest from reading and writing to teaching Media in various institutes, his passion for Astrophysics (the area he focused during his studies) still rules very high. Over these years, he and his team has presented their selected Research paper on "Breaking Program Loyalty" in ESOMAR conferences in Tokyo as well as in Montreal, Canada on "Reincarnating TAM Panelists".

He and his team together have planned & launched new divisions under TAM like TAM Sports, Eikona PR Track, Radio Audience Measurement (RAM) and S-Group as a Broadcast Audience Strategy consulting arm of TAM successfully. Today, looking back at the last two decades, including 13 years in TAM, it has certainly been an experience full of fun, challenges, innovations and a lot of dare devil acts.

PUSHKAR KULKARNI

INTERNATIONAL BUSINESS DEVELOPMENT DIRECTOR
KANTAR MEDIA AUDIENCES

@pushys11

Pushkar joined Kantar Media Audiences in 2006, and is currently part of Global Business Development team. His role encompasses new initiatives in audience measurement as well as reacting to new opportunities in the area of evolving audience measurement systems worldwide. He is also involved in initiating return path data services in India.

Pushkar started his career in India in 1996 with IMRB; after completing his MBA in Marketing. In IMRB, he was part of the team that introduced PeopleMeters in India. In 2001, after a stint over a year with Channel Nine India, Pushkar moved to the Middle East to work with Research International / AMRB in Dubai. RI provided Pushkar the opportunity to gain experience in Consumer Research across the Middle East and North Africa region. A move to Egypt followed this, and in Cairo, Pushkar headed the Media Research group across North African countries comprising of Egypt, Morocco, Algeria and others.

DARINA KYSELOVA

HEAD OF AUDIENCE RESEARCH AND TV FORMATS DEVELOPMENT
RTVS

Darina is Head of Formats Development and Audience Research in Slovak Public RTVS. Since 2004 she has worked at a Ltd company for Television Audience Measurement in Slovakia, PMT, from 2012 as Procuratrix.

Darina's work for the public TV and commercial TV stations (public STV 1982-1996, TV Markiza 1996-1999, TV JOJ 2003-2006, CME 2006-2012) and Media Agency (BOAT-ADD 2000-2003) was an opportunity to acquire best practice in media processes, development and building media business on various positions (from program scheduling to audience analyses and media market strategy).

Darina studied at the Art Academie in Bratislava (VSMU). Nowadays she also lectures on TV program development and strategy at the Paneuropean University in Bratislava.



METTE LEHRMANN

HEAD OF RESEARCH
TV 2

Mette has since 2006 worked as Research Director at TV 2 Danmark. TV 2 Danmark is the largest broadcaster in Denmark, with an annual turnover in 2012 in DKK 2,500,000,000. She also currently holds the position as Chairman of the Danish TV-Meter Steering group. Earlier Mette was Research Director at Danske Bank for 10 years. Dansk Bank is the largest player within financial banking in Denmark.

JØRN LEIPART

MEDIA DIRECTOR
TNS, PART OF THE KANTAR MEDIA NETWORK

@jyleipart

Jørn is heading the Media Sector Business at TNS Gallup Norway as well as acting as a Regional Business Development Director for TV and Radio in Scandinavia and the Nordic region of Europe on behalf of Kantar Media.

Prior to joining TNS in 1999, he worked as Head of the Survey Research Division at Statistics Norway for several years. Jørn holds a Masters degree in Political Science from VPI in USA.

KRISTIN LILLEFJÆRE

RESEARCH MANAGER
TVNORGE

@lillefjere

Kristin worked for a year as an analyst at PA Consulting Group before joining TVNorge in 2003. She was first employed as a Market Analyst, before she was appointed Research Manager in 2008. The Research Department is organized under the commercial department, but delivers insight to the entire organization.

TVNorge, along with the Norwegian sister channels FEM, MAX and VOX is part of SBS Discovery Media – the Nordic portfolio of Discovery Communications. Kristin has been a board member in the Marketing Association in Oslo since 2009, and in 2012 she was elected as an employee representative on the Board of TVNorge. She also serves on the steering committee for television audience measurement in Norway.

TED LITTLEDALE

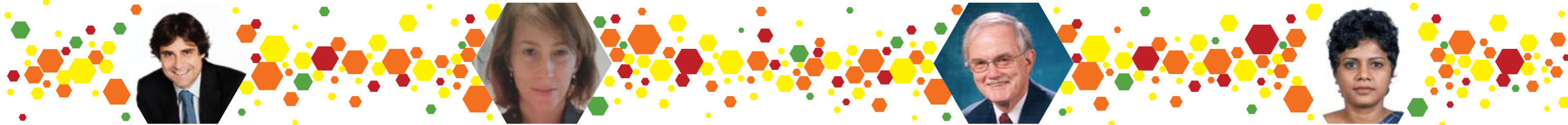
PRODUCT DIRECTOR
SECONDSYNC

@_superted

Working in digital media for the last 10 years, Ted has built up a wealth of experience delivering web applications for broadcasters, that include the BBC and Channel 4, and renowned digital agencies, such as LBi. Coming from a Computer Science background he has always had strong ideas about how technology can be used to augment traditional methodologies in media.

Two years ago Ted co-founded Social TV analytics startup SecondSync. As product director he has helped build the platform from a simple prototype to a cutting edge, big data platform pulling in millions of social mentions, from over 700 UK broadcasts every day, and extracting actionable insights for clients in broadcast media and advertising.

SecondSync now list Channel 4, BBC, ITV and Mediacom among their clients and their data is the de facto standard for measuring social TV audiences in the UK.



JAVIER LOPEZ

MARKETING DIRECTOR
MEDIASET ESPANA COMUNICACION

Javier has been the Marketing Director of Mediaset Spain since July 2009. He has 20 years of experience working in different departments of television channels.

LAURA LUDENA

RESEARCH MANAGER
GOOGLE

Laura is Head of Market Insights in Google Spain, with over 13 years of experience in market research. Prior to joining Google in 2011, she was the Research Director for General Mills Spain, where she led the challenge of developing the digital research strategy for the company and rolling out Marketing Mix Modelling from US to Europe.

Her career started in 1999 in a small market research company, in Germany. After that, she dedicated more than 7 years to grow as a researcher in the most reputed institutes like Gallup and Ipsos, where she spent 5 years and became a specialist in branding and advertising research.

She is a member of AEDEMO Spanish Research Association and of AIMC technical committee (Spanish JIC for media measurement). She attended Universidad Complutense de Madrid, and is now a teacher at the IE Instituto de Empresa. She is Fluent in Spanish, English and German, and loves languages.

JIM MACLEOD

PRESIDENT & CEO
BBM

@jameskssi

Jim is President and CEO of BBM Canada, the provider of audience measurement to Canada's television and radio broadcasters, advertisers and agencies. Since joining BBM in 2001 Canadian broadcasters have provided unwavering support to build and continuously improve what may be the most technically advanced system anywhere.

Jim was a radio broadcaster prior to BBM including CEO roles at two companies and then ownership.

HIMALEE MADURASINGHE

CHIEF EXECUTIVE
LANKA MARKET RESEARCH BUREAU (LMRB)

Himalee has over 22 years of experience, 15 of which in Market research at the Lanka Market Research Bureau (LMRB). Before joining LMRB she gained a Bachelor's degree in Business Administration from the University of Ottawa, Canada and a Bachelor's degree in Law from the Open University of Sri Lanka. During her time at LMRB, Himalee headed the LMRB Household Panel for seven years, building extensive experience in customer research. She was appointed the Head of Quantitative Research in 2006 before taking over as the Deputy CEO in 2010, and then moving to take the position of CEO.

Himalee has experience in specialised research methods and various research techniques across business sectors and has been actively involved in insight & idea generation with her clients. She has strong expertise in the areas of market and consumer segmentation, customer needs assessment, product development, brand and communication tracking and customer & employee satisfaction.



ANCO SARAIVA

MARKETING DIRECTOR
TV GLOBO

After graduating in Business Administration at Fundação Getulio Vargas, Anco joined Unilever as a management trainee. For 17 years he developed a career in the marketing area. In 1978 he was expatriated, and took over a brand manager position at Elida Gibbs London for 3 years. In 1990, holding the position of Director of Marketing of the Elida Gibbs Division, decided to move to Globo Tv Network, where he has stayed until today. As Head of the Globo Tv Marketing area, is currently in charge of all marketing activities, including marketing of Programming, Sports Marketing, Events, B-To-B advertising and marketing research.

Anco is Brazilian, and married with two daughters and one granddaughter.

JOHN MCCARTHY

GLOBAL MARKETING
COMMUNICATIONS DIRECTOR
KANTAR MEDIA AUDIENCES

@johngmccarthy

John is responsible for the marketing, communications and PR strategy and implementation for the worldwide audience measurement business within Kantar Media. He instigated The World Audiences Summit in 2011, Kantar Media's flagship event which brings together senior decision makers and industry thinkers from over 30 markets across the world. In addition to his global role, he also undertakes additional responsibilities across the UK market, 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.

John originally joined the media intelligence team of Kantar Media, then TNS Media Intelligence in July 2003 and read Business in Bristol, UK.

LILIANA MIHAILESCU

GENERAL MANAGER
KANTAR MEDIA AUDIENCES

Liliana Mihailescu is the General Manager of Kantar Media Audiences and has over 18 years of management experience in television audience measurement. After finishing her education as electronic engineer from Technical University of Bucharest in 1991, she joined the Motorola Company as Radio Communication System Designer before she started her career in TNS CSOP in 1994 at Monitoring Department.

Liliana was responsible for setting the first electronic Television Monitoring System in Romania in 1998 and, until 2007, she coordinated the TV Monitoring Department to deliver monitoring data in time and according contracts specification. She had an active contribution to system performance settlement in accordance to ARMA requirements within the Technical Committee.

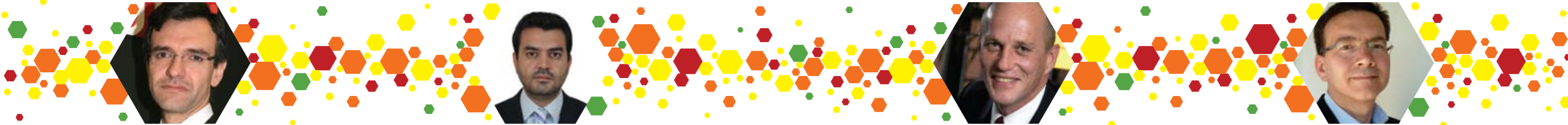
OLGA MOLOSTOVA

HEAD OF RESEARCH
UTH

Olga Molostova obtains a position of Research Director since December 2011. In 2010 – 2011 she worked for SevenTV as a program Director. In 2005–2010, before joining SevenTV, Olga was a head of the media analysis department at VideoInternational.

From 2001 to 2005, Olga held a position of Senior Specialist of Audience Research at Rossiya TV (VGTRK).

Olga Molostova graduated from the Sociology Department of Moscow State University in 2001.



EDUARD NAFRÍA

TECHNICAL MANAGING DIRECTOR
KANTAR MEDIA AUDIENCES SPAIN

@EduNafria

Eduard Nafria (Barcelona, 1969) holds a degree in computer science (1992) and a PhD in statistics (1996) at the Polytechnic University of Catalonia (UPC). He completed a doctoral thesis on Data Mining, Classification and Regression Trees, techniques applied to credit scoring.

In the academic field he has been Professor of statistics in the UPC and currently teaches analysis of audiences in the Master of sports journalism in the International University of Catalonia (IUC). He is a founding member and was a member of the first Board of Directors of the Catalan society of statistics.

His professional career has always developed in the world of the TAM. First as head of statistics of Sofres, after as a Software Development Director at TNS and is currently Technical and Commercial Managing Director of Kantar Media Audiences Spain. He has been the creator and Director of InfoSys for 15 years. He is married and father of 6 children. Practices sports, especially cycling and running.

SALMAN NASEER

CEO
MEDIALOGIC

Salman began his career with Shell Middle East in 1998. He worked in Pakistan and Lebanon for three years and before moving to PepsiCo. where he worked for seven years looking after Franchising and Marketing functions. He launched products like Mountain Dew, Cheetos and Lay's in Pakistan. Around the same time, Pakistan was witnessing a mushrooming TV Industry following deregulation of electronic media.

As a marketer, absence of TV Audience Measurement data in Pakistan stood out as a distinct industry requirement. Took the entrepreneurial plunge in 2007 and set up Medialogic to provide overnight TV Ratings for Pakistani audiences. Within a short span of time, Medialogic became the industry currency and is now recognized as the leading data provider for the Electronic Media Industry.

KELD NIELSEN

GLOBAL COMMERCIAL DIRECTOR
KANTAR MEDIA AUDIENCES

Keld is Global Commercial Development Director of Kantar Media Audiences, and has clocked up over twenty years in media research after gaining a Masters degree in Electronic engineering the Copenhagen University. He started his career in the European Space Agency (ESA) working out of Australia. Then he made the jump to the cable television industry in Sweden and by the early 90s he joined the media research industry and was responsible for setting up the first TAM service in Denmark.

He later joined the board of directors in TNS Gallup Denmark and was responsible for media research and media intelligence. In 2008 he moved within Kantar as Global Business Development Director and switched to his present role in 2013.

ALEXANDER P. NIELSEN

NORDIC RESEARCH DIRECTOR
DISCOVERY NETWORKS NORDIC

Alexander P. Nielsen (Alex) joined Discovery Communications in 2007 responsible for all aspects of editorial and commercial research for the Discovery portfolio of tv-channels and their associated websites in the Nordic region: Discovery Channel, TLC, Animal Planet, Science, World, and ID.

In 2012, he was appointed Country Manager for the Discovery business in Norway while still keeping his research responsibilities intact. Alex began his media research career at the Danish Broadcasting Corporation before he got the opportunity to work for a start-up company TechEdge as Director of Research, where he pioneered advanced media analysis tools to both national and international tv-stations and media agencies. Alex is a two time speaker at ARF/ESOMAR conferences as well as sharing research insights at the TV-Festival in Denmark and Nordiske Mediedage in Norway.



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. A graduate of York University, Strathclyde Business School and a member of the Institute of Chartered Accountants of Scotland with over 15 years experience in operational and financial management. He joined the senior management team of Kantar Media Audiences (previously TNS Media Research) in 2004 having held financial management positions for Johnston Press plc, Allied Domecq plc and Reuters plc.

ÒSCAR NOGUEIRA

HEAD OF RESEARCH AND ANALYSIS
TEVLEVISIO DE CATALUNYA (TV3)

@oscarxnogueira

Oscar Nogueira studied Statistics at the University of Barcelona. Additionally, he also studied in EAE Advertising and Market Research for the Association of Professionals who work in Market Research, Marketing and Opinion Research (AEDEMO). In 1995 he joined the Department of Audience Research at TV3 and a year later became Head of Department. In addition to his responsibility for the Department of Hearing, Oscar gained more responsibility in the design of programming at TV3, becoming the first grid coordinator and currently the Head of Programming at TV3 since June 2008.

In 2006, he won the award for Most Innovative Paper Seminar television audience of AEDEMO and in 2009; he won the award for Best Paper at the same seminar which will meet all the research sector and television advertising. He has led many sessions at Catalan Universities, also regularly lecturing Undergraduate and Master's students. In 2010 he created and directed The Game of TV3 program with 64 primetime broadcasts on TV3.

CHRISTOPHER O'HEARN

GENERAL MANAGER
EMIRATES MEDIA MEASUREMENT COMPANY

@tviewuae

Christopher O'Hearn is a professional project manager and television executive with a wide range of experience in leading media companies. As General Manager of Emirates Media Measurement Company he is responsible for running the UAE's television ratings service 'tview'. Chris has been in the UAE since October 2007, initially as a consultant for DMA Media providing advice and project direction on media facilities, technology and strategy for the setup and launch of twofour54, Abu Dhabi's media zone.

In 2010 Chris joined Abu Dhabi Media Company as Broadcast Projects Manager, managing the launch of the English Premier League and the rollout of a new Pay TV platform.

His background is in journalism and production at an operational and management level. He has also worked for Associated Press in London and New York, ITN Source, Sky News, Reuters and the Australian Broadcasting Corporation. He has recently completed a Masters in Project Management. Chris is married with three children with his family living in London. He is a keen road cyclist who rides and races as much as possible.

ELENA OKHLOPKOVA

MARKETING AND ADVERTISING
COMMITTEE COORDINATOR
RUSBRAND

Elena was born in Moscow in Soviet times which guaranteed her a happy childhood and good education. She got her first job in 1986 as an economist. After the crash of the great Soviet Union she had to seek for a new qualification and took a focus on marketing. In 1998 she won three months training in the UK as a participant of European TASIC Programme and has worked in Promar International marketing consultancy. That was her first step to marketing. She then got a position of Brand Manager for the largest juice producer in Russia, and launched a national Russian drink in some EU markets, Israel and UK. She then focused on coffee by joining to Finnish company Paulig and launched a Finnish coffee brand on the Russian Market. In 2007 she got an MBA in marketing.

Nowadays she works in non-commercial partnership RusBrand forwarding the industrial efforts on creation of Joint Industry Committee and transparent TV measurement system on the Russian market.



BENGT OLSSON

EXECUTIVE VICE PRESIDENT
TNS, PART OF THE KANTAR MEDIA NETWORK

Bengt has been in the market research business for more than 30 years. He is now Executive Vice President at TNS-Sifo and MD at Kantar Media Sweden.

GLORIA ONG

ACP, MEDIA & CONSUMER INSIGHTS
MEDIACORP PTE LTD

Gloria Ong is Assistant Vice President of Media & Consumer Insights at MediaCorp Pte Ltd. MediaCorp is Singapore's leading media company with the most complete range of platforms spanning television, radio, newspapers, magazines, movies, digital and out-of-home media. Gloria started her career in TV audience research for TV advertising sales, before moving on to media pricing. Today, her responsibilities cover media research across multi-media platforms for advertising sales and content development.

Primary research has also been a key focus in Gloria's career, and currently she is responsible for drawing consumer insights of MediaCorp's consumers through its loyalty portal MEclub.

GOMBOJAV OTGONBAYAR

CLIENT SUPPORT MANAGER
MAXIMA MEDIA LLC

Gombojav has been working as client support manager since the introduction of TAM service in Mongolia, which is only recently. He's had some experience in media market prior TAM introduction in many ways, even did media and PR management for political campaign.

He realised the need of reliable audience measurement long ago, which is why he's very happy for contributing to the big change in the sector. As his basic profession as market researcher and business specialist, he'll be willing to share (which is mostly take for now) knowledge and experience with you all.

DIRK OTTO

DIRECTOR OF AUDIENCE & MEDIA RESEARCH
SKY DEUTSCHLAND

Prior to becoming Director of Audience & Media Research at Sky Deutschland, Dirk had his own company providing consulting services in the areas of research, adsales and IT-development to media companies in Germany and across Europe.

Dirk started his career at KirchGroup, Munich, followed by positions at various TV and Radio stations, amongst them DF-1, Germany's first digital pay-tv operator, Radio Goldstar, a German national Radio service, Premiere, pay-tv, and SBS Broadcasting. Dirk is also member of the Technical Commission of Arbeitsgemeinschaft Fernsehforschung (AGF), Germany's JIC, representing the German AGF licensee channels. Dirk holds a degree in literature and economics.



GUNNAR PETTERSSON

DIRECTOR OF RESEARCH
VIASAT BROADCASTING UK LTD

Gunnar Pettersson is currently heading up the research activities of Viasat Broadcasting, one of Europe's largest broadcasters operating over 100 channels in 36 different countries. Viasat is owned by the Swedish media group MTG, and comprises both the free- and pay-TV business areas including OTT.

The research projects in Viasat spans the entire spectrum of broadcaster and TV research ranging from audience measurements, quantitative and qualitative consumer research to broad macro surveys in order to provide knowledge and data supporting current and new product and market developments.

Gunnar has previously held other roles within Viasat such as Research Manager and Programme Inventory Manager, and has been with the company for 12 years in total. His career started with the global media agency Carat in Sweden and later the Nordic Region, where he held different positions for 7 years and was among other things heavily involved in creating what is today known as Carat Insight in Sweden, specialising in selling customised research to advertiser clients.

DAVID PHILLIPS

VICE PRESIDENT
BBM ANALYTICS

@davidphillips73

David Phillips is Vice President of BBM Analytics, joining the company for its launch in August 2006. BBM Analytics is privileged to work with Canada's largest broadcasters and advertising agencies, helping them make sense of their audiences and programming. David began his career selling classified ad space to car dealers in London, England. Luckily for all concerned, he's not doing that anymore.

After moving to Vancouver 8 years ago, he joined BBM Canada, before moving to Toronto to run BBM Analytics.

David has a master's degree in modern European culture, something which has never been useful ever since. His obsessions include politics, history, running, music and clouds and he is blessed with a wonderful wife and two beautiful sons.

DARIA PUGACHEVA

HEAD OF RESEARCH
PROFMEDIA

Daria is a research director at Profmedia TV, which includes 3 entertainment channels - 2x2, TV 3 and Friday TV. Daria's area of responsibility includes both quantitative and qualitative research, ratings, program analysis and audience forecasts. Daria joined Profmedia TV in 2011, prior to that she worked in research company TNS Russia (2007-2011).

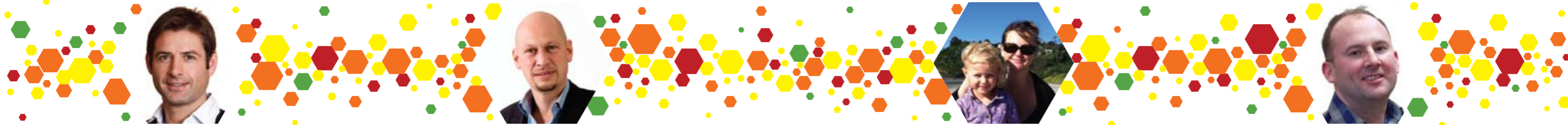
She graduated with honours from Russian State University of Humanities, Department of SociologyProfMediaTV, a part of ProfMedia, one of Russia's largest groups with a leading position in entertainment media. In all major market segments, ProfMedia works with the premium target audience. The group of companies manages a number of famous brands, including TV3, Friday TV, and 2x2 in the television sector, Avtoradio, Energy, Radio Romantika, and Humour FM in radio, Central Partnership in film production and distribution, Cinema Park in cinemas.

BHARAT RANGA

CCO - WORLDWIDE CONTENT
HEAD OF ZEE NETWORK
ZEE TV

A self inspired leader and strategist, Bharat Kumar Ranga is the Chief Content and Creative Officer at Zee Entertainment Enterprises Ltd (ZEEL), one of India's leading television, media and entertainment companies. He oversees content and creative Strategy for all networks of the organisation in India as well as worldwide. He has been with the Organisation since 1998 and his last assignment at ZEEL was in the capacity of Executive Director managing the International Business, with 21 offices world over, running 22 channels in 171 countries.

Prior to joining ZEE, Bharat was with major media Organisations including Bennett Coleman & Co. Limited and Usha International Limited. A Commerce Graduate from the University of Rajasthan, Bharat has done his MBA from the University of Ajmer and an Advanced Management Program from Wharton Business School, Philadelphia, USA. Learn, unlearn, relearn comes naturally to Bharat. He likes spotting and nurturing talents. Bharat appreciates people at large. A flair for logic, an eye for aesthetic and an ear for good music makes Bharat a simple individual with positive spirits.



GILES RICHARDSON

GLOBAL CFO
KANTAR MEDIA AUDIENCES

Giles has been at the TNS / Kantar Group for just over 9 years working in a number of roles in both London and Paris. After qualifying as a chartered accountant in Manchester, Giles joined TNS Group in October 2003, working in the London head office and responsible for financial reporting and analysis of TNS Custom in N Europe.

In 2006 Giles moved into the global M&A and Strategic development team, where he worked on a number of small to mid size company acquisitions and strategic development.

In 2010 Giles relocated to Paris as Regional FC for TNS Southern Europe. Working closely with the regional CEO and CFO Giles was responsible for financial reporting, planning and analysis across 9 markets. In January 2012 Giles moved back to London to join Kantar Media in his current role as Global CFO.

STAFFAN ROSELL

DEPUTY CEO SBS SWEDEN & CEO SBS RADIO
SBS BROADCASTING EUROPE

Staffan Rosell is Deputy CEO of SBS Discovery Media and CEO SBS Radio Sweden. Before joining SBS in 2004 he was VP for MTV Europe and General Manager for MTV in the four Nordic countries. He is also Chairman of three other companies in the media industry and a board member of some others. In the 1990's he was CEO of RM Rocode, a company providing logistics software and consulting services for the airline industry.

KIRSTEN RUDD

AMS OPERATIONS MANAGER
SKY NETWORK TELEVISION

For the last four years, Kirsten has managed SKY New Zealand's RPD panel. In conjunction with the fabulous Kantar Media account management team lead by Paul Ruston, we have been able to develop the service to report on recorded as well as viewed programming by PVR homes, expanded programming information to be able to conduct advanced analysis on network deals, and report on total SKY box usage, not just viewing information. This year SKY NZ and Kantar Media are working to develop reporting on total platform viewing, combining all forms of mobile / pc internet viewing with RPD data from set-top boxes.

PAUL RUSTON

BUSINESS DEVELOPMENT DIRECTOR, RPD
KANTAR MEDIA AUDIENCES

Paul is the Business Development Director – Rapidview and the Account Director of the Rapidview Service operated for Sky in New Zealand. He has been with Kantar Media for 10 years in a variety of roles. These have included Client Service Manager for the TV Bureau in the UK and the Marketing Manager based in Sydney where 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 for ITV sales for 2 years.



SERGEY SALNIKOV

HEAD OF RESEARCH
VGTRK

Sergey has lead the audience research department of the Russian Television and Radio Company since 2005. He is now responsible for the research of the national TV audience, its characteristics and behavior. One of the main areas of research is the testing of new television programs. He started his career in 1999 as a media analyst.

JUSTIN SAMPSON

CEO
BARB

Justin was appointed Chief Executive of BARB in 2012 following a variety of roles within the media industry. His formative experience of media research was from the perspective of a media owner. During his time as Managing Director of the Radio Advertising Bureau, he had responsibility for audience research policy and was a RAJAR board director. He was also responsible for establishing an electronic trading system for commercial radio advertising.

At ITV he was responsible for relationships with advertisers and trade marketing strategy. He was also Chairman of Thinkbox, during which time he laid the groundwork for the appointment of its executive team.

Leaving ITV, he joined AGB Nielsen as Managing Director of its UK operation. He was responsible for ensuring the business became an effective supplier to BARB before moving to Kantar, where he spent a year working on the post-merger integration of TNS. Justin is a naturalised Londoner. Married to Rachel, they have two teenage sons, Alex and Tom.

LYLE SCHWARTZ

MANAGING PARTNER
GROUP M

As head of research and marketplace analysis Lyle's responsibilities include designing, developing and implementing approaches that provide GroupM clients with superior marketplace intelligence, including both quantitative and qualitative assessment of media and marketing issues. He is also charged with monitoring the current landscape and identifying trends and opportunities for GroupM clients.

Lyle rejoined GroupM from A&E Television Networks where as VP Research he was responsible for directing the research department in providing research and insights to the National and Affiliate Sales teams, programming and marketing for the various A&E endeavors. During his tenure he was involved in the naming, marketing and positioning of it's two new digital channels. Prior to leaving A&E, Lyle was a 14 year veteran of GroupM where he developed the account planning group within Strategic Media Research.

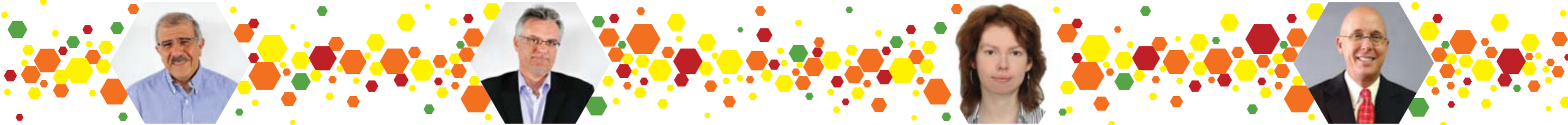
Lyle lives in Airmont, New York with his wife, Marjorie and his three kids, daughter Brittany, and sons Aaron and Scott.

ISABEL SERRANO

GLOBAL ONLINE AND STRATEGY DIRECTOR
KANTAR MEDIA AUDIENCES

As well as holding responsibility for online development activities and strategy across Kantar Media Audiences, Isabel is responsible for the business activities in North Asia and other countries. She has a degree in Politics and another in Law and worked for eight years as Marketing and Research Director for radio and television in Spain and France, joining TNS in 1993 as International Media Research Director.

Listed amongst her other achievements are; the responsibility for setting up CVSC Sofres Media (CSM), a joint venture that has become the recognised TV audience measurement currency for China, covering more than 100 cities and 24 provinces, in addition to the creation of CTR (combining Worldpanel, Advertising Expenditure and TGI services in China).



GEORGE SHABABB

PRESIDENT
KANTAR MEDIA AUDIENCES

George is President of Kantar Media Audiences North America, and is responsible for the strategic planning and development of products and services related to digital audience measurement in the United States. Under George's leadership, Kantar Media has successfully pioneered the introduction of TV audience measurement services based on clickstream data sourced from digital set top boxes.

He has been widely recognized for achievements in the field of digital audience measurement. For his work, George was named the 2009 silver recipient of the prestigious ARF Great Mind award for innovation. In 2007 and then again in 2009, he was named to the Mediaweek 50, which features the 50 most indispensable executives shaping the future of media.

George is a frequent panelist at industry conferences and has been featured in the Wall Street Journal (including a Media Q&A feature in the Business section), BusinessWeek Online, Advertising Age, Adweek, Mediaweek, TelevisionWeek, Multichannel News, among other key industry publications.

IVAN SIMEK

MANAGING DIRECTOR
TNS, PART OF THE KANTAR MEDIA NETWORK

Ivan Simek joined TNS in 1999 as Managing Director of Slovakia. Previously he worked as a sales and marketing director of Multichoice, the company that introduced the first pay-TV system in the region.

In 1999 they introduced the first system for internet audience measurement in Slovakia and since 2004 the company is running first TV audience measurement services for a joint industry body renewed in 2009. During these years they successfully implemented systematic changes caused by digitalisation of TV distribution allowing measurement of any tv distribution platform, later they implemented a time-shift measurement and virtual meter for measuring TV consumption via internet and other non-TV set platforms.

POLINA SLOBODCHIKOVA

HEAD OF ANALYTICAL DEPARTMENT
VGTRK

Polina has worked within the TV industry since 2002 after graduating from Lomonosov Moscow State University with a degree in Sociology, and currently operates as Head of the Analytical Department at TV channel Russia 1.

J. WALKER SMITH

EXECUTIVE CHAIRMAN
THE FUTURES COMPANY

J. Walker Smith is Executive Chairman of The Futures Company, the leading global foresights and futures research consultancy with a mission of "unlocking new sources of growth for clients." Walker has been described by Fortune magazine as "one of America's leading analysts on consumer trends," and he consults with clients globally about trends, futures, marketing and advertising strategy.

He is the co-author of four highly regarded books, including Rocking the Ages (1997), a book about generations now regarded as one of the standards in the field that has been included in one list of the top 100 marketing books, and Life Is Not Work, Work is Not Life (2001), selected by the Wall Street Journal as one of the ten best work-life books of 2001.

He is a much sought-after speaker, a columnist for Marketing Management, a blogger for Branding Strategy Insider, an avid daily tweeter of links to must-see material and a former public radio commentator. He is a 2012 inductee into the N.C. Advertising Hall of Fame.

Walker holds a doctorate in Mass Communication from the University of North Carolina at Chapel Hill.



JIDE SOBO

HEAD OF MOBILE
MEC

@mobilemarketeer

Jide is responsible for driving the growth of the mobile channel at MEC. He brings rich experience in mobile with over twelve years of direct industry experience.

In his role as head of Mobile at MEC, Jide is responsible for increasing spend in mobile media, as well as integrating mobile into the wider communications activity within the agency for clients such as Visa, Lloyds Banking Group, Chanel & EE.

Jide started working for mobile operators in 1999 and developed the mobile advertising proposition for 3 UK in 2005. Since that time, he has worked for mobile ad network AdMob and IPG's full service mobile agency Ansible. He has worked with Webber Shandwick on their Cannes Lions winning work for GSK, as well as with Microsoft, Tiffany, MasterCard and many others.

SERGIO STRADOLINI

CLIENT SOFTWARE DIRECTOR
KANTAR MEDIA AUDIENCES

After studying System Analysis in Argentina, Sergio entered a local Audience Research company in 1987 as a programmer, and has spent most of his professional career involved in TV Research.

He developed the first TV, Radio and Print software products in that country. He subsequently moved to ACNielsen as a System Analyst working on client accounts. In 1995 he became the Regional TAM Software Co-ordinator responsible for Latin America. He helped with the set-up and support of the Client Service and IT departments in seven countries, liaising with the International Development Team based in the U.S.

Sergio joined Kantar Media Audiences (then TNS) in May 1999, as InfoSys Product Manager. As part of an International Team based in London, but in close communication with the Development Team in Barcelona, he was instrumental in helping with the development of the product and the implementation in 34 markets.

IRINA SUANOVA

HEAD OF ANALYTICAL AND
CONSULTING DEPARTMENT, TAM
TNS, PART OF THE KANTAR MEDIA NETWORK

@irina_suanova

Irina graduated from the People's Friendship University of Russia with a degree in Sociology, and joined TNS Russia in 2007 as a research manager with a specific focus on TV Audience Measurement. Since 2009 she has been head of the analytical and consulting department in TAM Sector providing Russian national channels and other industry representatives with client support and analysis of TV and programming trends.

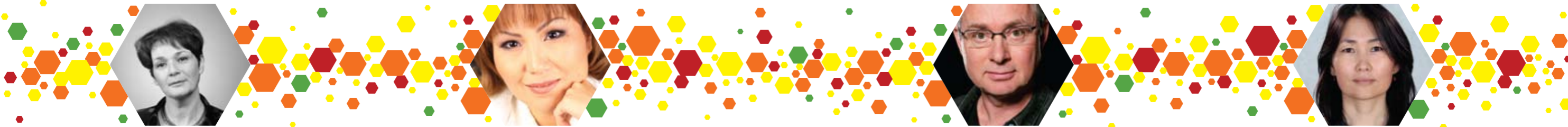
MIKAEL SUNDLIN

HEAD OF RESEARCH
MTG MEDIA

Mikael started his career as an Engineer, constructing the 3rd row seat at Volvo XC90. He changed to media in 2000 and has stayed for the last 13 years. He is currently Head of Research & B2B at MTG TV, Scandinavia's largest broadcaster in the Nordic region. He is managing a team of nine employees that has a central role within the company and primarily works for the Sales Department and the Management Team for TV/Online.

His main objectives are to develop their media research within advertising effectiveness, audience measurement, sales strategy and CRM platform. He represents MTG's interest in committees and JICS within audience measurement, sales research and was one of the founders of the Swedish (much smaller) version of Thinkbox (check out www.reklamkraft.tv).

His motivators are to make people inspired, enlightened and believe.



NADINE SZYF-BELEY

GLOBAL MARKETING
COMMUNICATIONS DIRECTOR
KANTAR MEDIA

Nadine Szyf Beley is an image expert. As Global Marketing and Communications Director of Kantar Media, she guides and manages the reputation of one of the world's most prominent media and research brands on a global basis. This includes managing a busy media relations department, overseeing traditional and digital advertising and influencing perceptions of the brand worldwide.

Nadine dedicates her after-work time to running a theatre troop. A passion she shares with her 6 and 9 old sons.

AIDA TATAYEVA

GENERAL DIRECTOR
ARNA ADVERTISING

Aida has over 15 years of experience in the media industry. She started working in a TV channel, then built a career over 16 years in different areas of Marketing and Sales. In the last 3 years Aida's been the General Director at ARNA ADVERTISING sales-house. Arna Advertising became the third sales-house in Kazakhstan. Its main feature is exclusive cooperation with National media.

LARS THUNØ

HEAD OF RESEARCH
DR

Lars has been working with Audience Research from a broadcasters perspective for 20 years in the commercial as well as the PSB sector, and in the last 15 years as Audience Research manager.

ENKHTUNGALAG TOGTOKH

MANAGING DIRECTOR, TAM MONGOLIA
MAXIMA MEDIA LLC

Enkhtungalag Togtokh is a Managing Director for Maxima Media Mongolia. She joined the company in November 2011, at the beginning of the TAM Mongolia collaboration project between Kantar Media UK, TNS Russia and Maxima Media. Her responsibilities include the overseeing and management of the project along with shared responsibility for providing functional directions to HR Management for the subsidiaries of Energy Resources LLC, one of the largest coal mining companies in Asia, where she worked previously as Training and Development Manager.



KRISTIAN TOLONEN

RESEARCH MANAGER
NRK

@KrisTolo

Kristian joined NRK (National Norwegian Broadcasting) in 1997, and worked mainly with TV research of all sorts for ten years before becoming head of the audience research department in 2007. Media evolving and new responsibilities has led to a much wider audience research perspective, including all media that NRK is involved in. He is NRKs representative in MOCs for TV, radio and the Internet industry currencies.

MAI TRAN

MANAGING DIRECTOR
KANTAR MEDIA

Mai is one of the pioneers of Vietnam Marketing Communications and a well known figure in the Advertising and Media industry. She joined Kantar Media Vietnam in 2007 as General Director, where her objective is to have Media Research acknowledged and appreciated by industry leaders and experts.

ANNA-MARIA TRENEVA

DIGITAL MEDIA DIRECTOR
CTC MEDIA

Anna-Maria Treneva has been Director of Digital Media at CTC Media Inc since 2010. Among her projects are top Russian videoportal, leading female-oriented webportal, first transmedia series in Russia and others.

Before joining CTC Media, Ms. Treneva worked as CEO of Next Media Entertainment. Among the company's projects were cross-media services and cross-media projects for Russian television and interactive projects in Ukraine and Kazakhstan in partnership with Endemol Russia.

Anna-Maria Treneva is a graduate of Stanford Graduate School of Business and Entertainment Masterclass. She holds a degree in Laser Technology from Bauman Moscow State Technical University (Russia).

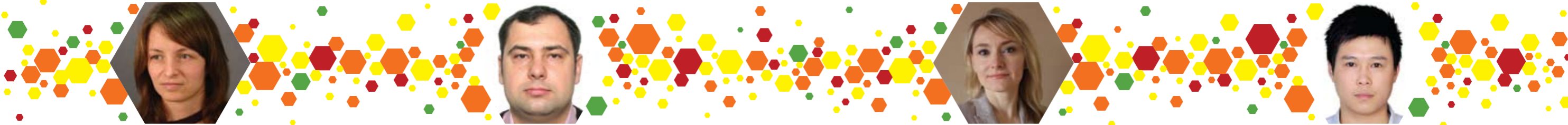
JOHN TURNER

PARTNER
OLIVER WYMAN

John joined Oliver Wyman in May 2008 to head the Media & Entertainment Practice for "emerging markets" with an initial focus on the Middle East and Africa. Prior to joining Oliver Wyman, John worked 7 years for McKinsey & Company.

John serves media clients on the full range of operational and strategic issues. Clients include: a) large regional broadcasters, b) private equity/sovereign wealth funds, c) international media companies looking at regional expansion, and d) regional governments on key media regulatory and policy issues (e.g. tv audience measurement). Over the last decade, he has worked in most sub-segments of media including free-to-air television, pay-tv, radio, magazines, newspapers, online, mobile, outdoor, and film. John often speaks at regional and international media conferences including the World Economic Forum, London Business School, Harvard Business School.

John received his B.A. from Georgetown University's School of Foreign Service. Later, he received his M.A. from the Fletcher School and an M.B.A. from Harvard Business School in a joint degree program. At Harvard, John was the recipient of the John Whitehead Fellowship, and was also a recipient of the prestigious Council on Foreign Relations IAF Fellowship.



RENATA UHLARIKOVA

INTERNATIONAL BUSINESS
DEVELOPMENT DIRECTOR
KANTAR MEDIA AUDIENCES

Renata has over fifteen years of management experience in the audience measurement and media research field. Working originally for TNS Czech Republic as Marketing Manager, she moved to Kantar Media's London offices in 2003, and became part of Global Business Development team. 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. She was the head of Advertising Expenditure Monitoring.

DENIS VINOGRADOV

HEAD OF MEDIA ANALYTICAL DEPARTMENT
VIDEO INTERNATIONAL

Denis graduated from Moscow State University in 2001. He has a PhD in sociology, and is now working in the greatest Russian Sales House - Video International. He started to work in Video International after graduated the university as an analyst. He's a Head of the Planning Department.

The work of his Department is: 1. Forecast ratings, 2. Analysis and making the price lists, 3. Assessment and planning advertising budgets etc. During his career he has implemented a lot of projects of optimising use of advertising resources.

JOANNA VON FELKERZAM

REGIONAL DIRECTOR, RESEARCH &
INSIGHTS, ASIA PACIFIC
STARCOM MEDIAVEST GROUP

 @jvonfelkerzam

Joanna's story in marketing began on the client side at Heineken in Europe where she was responsible for launching a new brand. She joined Starcom MediaVest Group upon returning to North America from Europe in a then newly established role of the head of research, bringing new capabilities to the market in the content measurement, media optimisation and consumer insights space.

Since moving to Hong Kong six years ago, Joanna has led SMG's new capabilities in video neutral planning; spearheaded regional partnerships and by-market programs for deeper consumer understanding, and led the largest consumer path to purchase tracking study of its kind in Asia Pacific. She is an active industry voice in the region, committed to inspiring young talent in Asia through university partnerships and training.

SON VU

ASSOCIATE RESEARCH MANAGER
TVAD

Professional in both Telecommunications and Media Management, Son has passion to create Television contents that can be delivered to audiences in multi platforms, especially the new media such as Internet and Mobile. He is familiar with and deeply understands Television in Vietnam: situation and system. He is confident in negotiating and matching the needs of the audiences, the advertisers and the broadcaster in a unique TV program.

Teenagers and young adults are his favorite target audiences. He has conducted several research projects about audiences aged 15 to 25 to find out what they really want in a TV program. As a result, he created some TV Sit-coms which were successful in both advertising revenue and audience ratings. He is currently a Manager at Investment and Business Development Department - TV Advertising & Services Center - Vietnam Television. Audiences research is very important to all of his works. It helps his to schedule the channels' content, to develop new content that can pull the audiences attention or to generate effective new advertisement & services business models.



BRENDA WORTLEY

DIRECTOR - STRATEGY & RESEARCH
DIGITAL MEDIA SALES

@Brenda_Wortley

Brenda Wortley is a media specialist with 20 years' experience in the media world. Most of this time has been spent on the agency side of the business in media planning, she headed up the media department of JWT for 5 years and was instrumental in the formation of MindShare South Africa. Brenda served as joint managing director of MindShare in its first year of operation. She has been involved in broad industry affairs and particularly with SAARF for a number of years. She served on the SAARF board for 9 years representing the media industry. She also served two terms chairing the Advertising Media Forum.

Brenda joined Dstv Media Sales – a MultiChoice advertising sales company in 2007, to head up the Research and Strategy division. She has headed up the rollout of DStv-i (Return path Panel) since its inception in 2010. The Dstv-i panel now has over 5000 DStv panel members in South Africa and is in test in Kenya and Nigeria. Angola will be added later this year.

WEIYONG WU

DIRECTOR OF THE RETIREE
MANAGEMENT DEPARTMENT
CHINA CENTRAL TELEVISION STATION (CCTV)

Weiyong was born in Beijing, China. He has a Bachelor of Arts. In 1990, Weiyong joined China Central Television as Deputy Director of the Retiree Management Department and the Human Resources Department. In 2011 he then gained the post of Director of the Retiree Management Department. He is responsible for the planning and management of the Human Resources for CCTV, specialising in personnel recruitment, training and assessing, with particular experience in media related talent recruitment.

JIANBING XIAO

DEPUTY MANAGING DIRECTOR
CSM, PART OF THE KANTAR MEDIA NETWORK

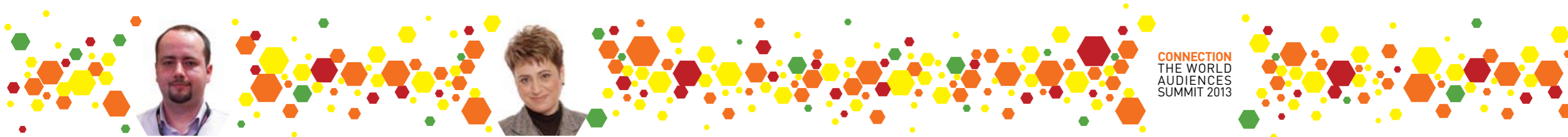
Jianbing Xiao is Deputy Managing Director of CSM Research in China. He first joined CVSC (previously known as CTR China) in 1995, where he developed the Chinese National Readership Survey and the National TV Audience Satisfaction Survey. In 2000, Mr Xiao joined the Advertising Department of China Network Television, working in the TV and New Media Advertising business sector. Having worked in the Media Research and Marketing industry for over 18 years, he has a wealth of experience and expertise in the Chinese market.

LIJUN XU

HEAD OF MARKETING
EVALUATION DEPARTMENT
CHINA CENTRAL TELEVISION STATION (CCTV)

Lijun is Director of Market Evaluation Department for China Central Television. He has a Bachelor of Laws and the Master of Arts. In 1996, Lijun joined China Central Television (CCTV) as an Economy Reporter, and then held the post of Deputy Director of the Editor Department of CCTV News Channel. He has been the Director of Market Evaluation Department of Program Controlling Office since 2010, with a concurrent post of Vice President of Audience Research Committee of Broadcasting and Television Association of China.

He is experienced in the production of financial programs, talk shows, large-scale live broadcasting and special events, and took charge of the successful channel design and re-launching of the Financial Channel, News Channel and Comprehensive Channel, gaining valuable experience in TV channel planning, program operating and strategy supporting. Currently, he is in charge of daily ratings analysis, program evaluation and audience research, and has succeeded in designing and implementing CCTV Program Comprehensive Evaluation System.



CONNECTION
THE WORLD
AUDIENCES
SUMMIT 2013

ALEXANDR YEMELYANOV

ITRAM DIRECTOR

TNS GALLUP, PART OF THE KANTAR MEDIA NETWORK

Alexandr has worked as iTRAM director at TNS Gallup Media Asia since 2010 and is responsible for the TV, Radio and Internet audience measurement services. He manages the audience measurement team which operates in 22 cities in Kazakhstan. He joined TNS Gallup Media Asia in 1997 after graduating as a system engineer from Kazakh National Technical University. Previously he worked at TNS Gallup Media Asia since 1997 as an IT manager and then as the Head of the IT Department where he was accountable for the company's IT infrastructure and the technical parts of the audience measurement and ADEX services.

ELENA ZLOTNIKOVA

DEPUTY CEO

TV TSENTR

After graduating from the Moscow Institute of Communication, Elena began her career at the State Institute of Radio, where she rose from the engineer to the chief of the sector. Elena worked in the Moscow Independent Broadcasting Corporation as deputy technical director, director of regional communications and network development, engaged in the development of network software distribution channel TV-6, first in Moscow and then in the territory of Russia, other countries of the CIS and Baltic countries.

She helped develop the distribution network model of the channel TV-6 Moscow which, in practice, has proved highly effective and become the basis for the construction of almost all federal television networks in the country. Elena has held positions as the Executive Director of the National Association of Broadcasters (NAT) and Vice-President of the HAT. Elena has held the post of Deputy General Director - Director of Regional Development STRC FSUE Culture and since February 2006, has been Deputy General Director for Network Development and Public Relations of TV Center and achieving significant results in improving the coverage of the country's broadcasting channel TV Center. EA Zlotnikau simultaneously takes an active part in the discussion and development of the principles of formation of the second and third digital multiplexes, licensing issues and technical distribution in connection with the transition to digital technology.