

WHO'S WHO IN THE ORCHESTRA

PARTICIPANTS



Abim
Onasanya

FOUNDER & CEO
KOUNI SDSMARCEL

Abim is the founder and CEO of Kouni SDS, a consumer insights and data-led marketing solutions company in Africa and the Middle East. He is a media measurement and advertising transaction all-rounder, with a keen eye for consumer media trends and advertising ROI.

With over 20 years' experience spanning several regions, Abim was most recently Head of MBC Group's Research and Insights Unit, with responsibility for market, media, and revenue-support research, as well as consumer data strategy development.

Prior to MBC Group, Abim was European Media Director at DDS Europe (now known as Mediaocean), responsible for the strategic development of global agency cross-media research, planning and media transactions systems.

Before DDS, Abim was Head of Client & Analytic Services at AGB Nielsen, UK, with responsibility for data quality and daily delivery of TV audience ratings in the UK, following a number of years as the Audience Analyst at BSKyB, UK.

🐦 @abimonasanya



Alberto
de Pablo

REGIONAL DIRECTOR
KANTAR MEDIA AUDIENCES

Alberto is Regional Director of Kantar Media Audiences, responsible for all the organisations measurement and targeting services in Spain.. He has an MBA from ESADE Business School, and has had a long career in different areas of market research: consumer panels, ad-hoc and media.



Alexander
P. Nielsen

DIRECTOR OF RESEARCH & STRATEGY
DISCOVERY NETWORKS NORTHERN EUROPE

Alex is Director of Research and Strategy for Discovery Networks Northern Europe. Among his responsibilities are regional reporting for both linear TV channels and streaming services, editorial and content research, and TAM relationships. In this role, Alex works with a large range of brands: Discovery Channel, TVNorge, Eurosport, FEM, MAX, VOX, TLC, and Dplay.

Prior to this, Alex was Country Manager Norway and Nordic Research Director at Discovery Networks International, championing the first launch of the TLC network outside the US in 2010. TLC Norge became a success, surpassing the 1% share threshold within six months in Norway.

Alex has also been Research Director at TechEdge, pioneering new commercial and programme analyses using TAM data across the world.

His career in market research started at DR, the public service TV station in Denmark, where he was involved in the re-launch of DR 1 and the launch of DR 2.

What's on your to do list
while you're in Rio?



Watch a match at Maracana Stadium



Run along Copacabana Beach



Be on the cutting edge of what's happening with measurement of media usage. Walk with bare feet in the sand on Copacabana Beach while having the tunes of Antonio Carlos Jobim at the forefront of my mind.



Alexandr
Yemelyanov

ITRAM DIRECTOR

TNS

Alexandr has worked as iTRAM Director at TNS Central Asia since 2010 and is responsible for TV, radio and internet audience measurement services. He manages the audience measurement team which operates in 22 cities in Kazakhstan.

After graduating as a system engineer from Kazakh National State University, Alexandr joined TNS Central Asia in 1997 as an IT manager and went on to become Head of the IT Department, accountable for the company's IT infrastructure and the technical part of the audience measurement and AdEx services.



Allister
Nixon

CHIEF OPERATING OFFICER

KANTAR MEDIA AUDIENCES

Allister was appointed COO of Kantar Media Audiences in June 2011, having previously held the position of CFO for the same business. He joined the senior team of Kantar Media Audiences, then TNS Media Research, in 2004 with more than 15 years' experience in financial operations and management in the media sector.

Prior to joining TNS, Allister held financial management positions with Johnston Press plc, Allied Domecq plc and Reuters plc.

He is a graduate of York University and Strathclyde Business School, and a member of the Institute of Chartered Accountants of Scotland.



Almir
Lima

MARKETING INTELLIGENCE MANAGER

SBT

With over 25 years of experience, Almir is currently the Marketing Intelligence Manager of SBT.

With extensive experience in credit and finance segment, his specialties are Consumer Business Expert, CRM, Business Intelligence, Marketing Analytics, Customer Insight and Risk Management Cycle.

The executive has worked at big companies like HSBC, BNP Paribas Group, AIG, Citibank and Credicard.



Alvaro
Pazmiño

COMMERCIAL VICE PRESIDENT

RTS

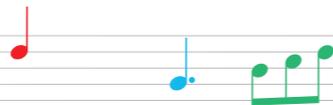
Alvaro has held key positions in management, operations, logistics, customer services, product development and business strategy in the tourism, education, direct sales and television sectors, working mainly over the last 20 years in television marketing and sales.

He is a member and the current president of the Technical Committee for IBOPE Time Audiences.

Alvaro has a master's degree in business administration from the Tecnológico de Monterrey with a specialism in international business.

Visit Christ the Redeemer and Corcovado,
The Museum of Modern Art (Museu de Arte Moderna)
and Barra da Tijuca

Visit Christ the Redeemer



Visit the beaches



Also enjoy a nice dinner with meat and Feijoada





Américo
Martins

GENERAL DIRECTOR

EMPRESA BRAZIL DE COMUNICAÇÃO (EBC)

Américo has a master's degree in international journalism and in political theory.

He was National Superintendent of Journalism and Sports at RedeTV!, Executive Editor at BBC World Service in London and Brazil BBC Director.

He also served as Assistant Editor and Reporter at *Folha de São Paulo* newspaper and as Coordinator of the Political Sector at *Jornal do Brazil* newspaper.

Américo is currently General Director at EBC – Brazil Public Communication Enterprise.



Andy
Brown

GLOBAL CEO & CHAIRMAN

KANTAR MEDIA

Andy joined the marketing department of Anglia Television in 1986, and in 1989 was hired by BMRB as a Client Service Executive in the Target Group Index division. In 1997 he joined the Board of BMRB, taking on responsibility for the management of the TGI during its expansion internationally, including the development of TGI in Western Europe and Latin America.

Andy was a founder director of KMR Group, 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 became Chief Executive Officer of Kantar Media in October 2013 and sits on the Kantar Operating Board, Kantar Digital Board and the WPP Digital Advisory Group.

@andyjamesbrown



Anton
Buravlyov

DIRECTOR

DAS MARKETING LLP

Anton is the founder and shareholder of the DASM Holding, the largest communications holding in the Central Asian countries of Kazakhstan, Uzbekistan, Mongolia, Azerbaijan, Tajikistan, Kyrgyzstan, Turkmenistan and the Caucasus. Comprising 10 advertising agencies, with headquarters in Almaty, Kazakhstan, the DASM group covers 25% of the region's advertising media market and is placed first in a ranking of the largest media groups in Kazakhstan. It is the official and licensed partner of the international WPP and GroupM networks.

Anton began his career at communications company NTK in 1998 after graduating in economics. He founded DASM in 1999.



Antonio
Ricardo Alves
Ferreira

INFORMATION MARKETING DIRECTOR

GLOBO

Antonio has been Director of Marketing Information for Globo TV since March 2014.

He was previously Executive Director of Business Audience Latin America for IBOPE Media from August 1985 to May 2012.

Work



Lagoa Neighbourhood
Maracana Stadium
Tijuca National Park
Lapa Neighbourhood



Visit friends





Antonio
Wanderley

CHIEF OPERATING OFFICER

IBOPE MEDIA, A KANTAR MEDIA COMPANY

Antonio has worked at IBOPE Media for 15 years, focusing on business development for the past decade, and has established PayTV audience measurement across Latin America.

Appointed IBOPE's Chief Marketing Officer, and tasked with starting an ambitious repositioning process for the company, Antonio was last year also appointed Chief Operating Officer, with all business sectors now under his direct responsibility.

🐦 @antoniowand



Balbinder
Badesha

RPD SERVICES DIRECTOR

KANTAR MEDIA AUDIENCES

Balbinder (Bally) is the RPD Services Director at Kantar Media UK responsible for the operation, support and development of the Return Path Data Services that are hosted in the UK.

Her involvement with RPD began in 2006 with SkyView on behalf of BSkyB in the UK, and then followed with DStv-1 on behalf of DStv Media Sales/ Multichoice in South Africa, providing direct client service support.

Bally has been with Kantar Media for over 10 years, first joining as an Account Manager in the UK TV Bureau.

Prior to 2004, Bally was a Research Manager at Carlton Media Sales, a broadcaster in the UK's ITV Network and ITV sales house.

🐦 @BallyB72



Bas
de Vos

MANAGING DIRECTOR

SKO

Bas has been the managing director of SKO since 2007, and is currently responsible for the concept and deployment of the SKO Videodata Integration Model for the Dutch market. The SKO is the joint industry committee for TAM and online video research in the Netherlands.

Until the beginning of 2007, Bas was Head of the Audience Research Department of the Dutch Public Broadcasting (Agency). In this position he was responsible for the main audience research projects in the Netherlands, and was also an advisor for the board.

Before starting at the Dutch Public Broadcasting organisation in 2005, he was Research and Finance Director at Ster, the public channel sales house. Prior to taking up his job at Ster in 1998, Bas worked for Intomart GfK as a project manager, and as junior teacher at Nijmegen University, his *alma mater*.

🐦 @kijkonderzoek



Bharat
Ranga

FOUNDER

RANCORP MEDIA PRIVATE LIMITED

Bharat, the founder of Rancorp Media Private Limited, previously worked at *Times of India*, Usha International, and Zee Entertainment Limited (ZEEL).

During his 17 years at ZEEL, Bharat worked in various leadership roles in advertising revenues, corporate strategy, international business, domestic business and content management. He successfully launched Zee Aflam, Zee Russia, Zee Variasi and Veria Living in international markets, as well as Zee Bangla Cinema, Zee Anmol, & Pictures and Zindagi.

Bharat turned entrepreneur in December 2014 and founded two companies, RanCorp Media Private Limited and Asteriskos Media Private Limited. Their core business will entail building video brands in broadcast and digital media sectors and helping media businesses formulate their growth strategies and execution effectively.

Bharat has an MBA from Rajasthan, and completed the Advanced Management Program at Wharton School, US.

🐦 @bharatranga1

Unfortunately, WORK



Meet with industry leaders whilst enjoying a visit to a beautiful city

#

Catch-up with nice people



Lazy walks on a Rio Beach





Brenda
Wortley

DIRECTOR – STRATEGY & RESEARCH
DSTV MEDIA SALES

Brenda is a media specialist with more than 20 years' experience in the media world. She started off her career on the agency side of the business, in media planning, heading up JWT's media department for five years and being instrumental in the formation of MindShare South Africa. She served as Joint Managing Director of MindShare in its first year of operation.

Brenda served on the SAARF board for nine years, representing agency interests, and served two terms chairing the Advertising Media Forum.

She joined DStv Media Sales, the advertising sales house of MultiChoice, to head up the research and strategy division. She has headed up the roll-out of DStv-i (Return Path Panel) since its inception in 2010 – the panel now has over 8 000 members in South Africa, Kenya, Nigeria, Angola and Zambia.

Brenda is also a director of the Hearts of Hope charity, which provides a platform of family-based care for vulnerable children affected and/or infected by HIV/AIDS.

🐦 @Brenda_Wortley

Running on the beach and to watch
a soccer match

🐦 #Symphony15



Carlos
Sanchez

GLOBAL SOCIAL TV DIRECTOR
KANTAR MEDIA

Carlos founded The Data Republic in 2011 with three other partners – a start-up that works by analysing social data gathered from social networks, with the aim of applying this huge new source of information on consumer behaviour to generate a new market research methodology.

In May 2012, The Data Republic launched Tuitele, which has offered the Spanish TV networks and advertisers a new way to analyse TV audiences, as well as to plan and measure advertising effectiveness.

In April 2014, The Data Republic was acquired by Kantar, with Carlos appointed to form the newly created, global Social TV unit of Kantar Media.

Carlos graduated in economics from Universitat Pompeu Fabra, and has developed his professional career in the fields of market research and entrepreneurship, both in the public and private sectors.

🐦 @casago_

See the girl from Ipanema



Christian
Brent

**SENIOR VICE PRESIDENT,
GLOBAL RESEARCH & AUDIENCE STRATEGY**
FOX INTERNATIONAL CHANNELS

Christian is Global Head of Research and Audience Strategy at FOX International Channels (FIC). FIC is 21st Century FOX's international multi-media business – it develops, produces and distributes 300+ wholly- and majority-owned entertainment, sports, lifestyle, factual and movie channels in 45 languages across Latin America, Europe, Asia and Africa.

Prior to FOX, Christian held research, marketing & strategy roles at BBC Worldwide, brand consultancy Dragon Rouge, mobile operator O2 and The Walt Disney Company where he helped launch Disney Channel Latin America and Brazil.

Christian has an MBA from WBS in the UK and CEIBS in China.

See old friends



Christopher
O'Hearn

GENERAL MANAGER
EMMC

As General Manager of Emirates Media Measurement Company, Christopher is responsible for running the UAE's television ratings service, tvview, on behalf of industry stakeholders.

Christopher has been in the UAE since October 2007, initially as a senior consultant for DMA Media, providing advice and project direction for the set-up of twofour54, the Abu Dhabi media zone.

In 2010, Christopher joined Abu Dhabi Media Company to manage the launch of the English Premier League and the roll-out of a new Pay TV platform.

Prior to Abu Dhabi, Christopher was Commercial Director for ITN's archive division and held various management and production roles for Associated Press Television in London and New York. He has worked for Sky News and Reuters in London and the Australian Broadcasting Corporation.

Christopher has a master's degree in project management from Liverpool University, and when not in Dubai is based in London. He is married with three children, two cats, one dog and five bicycles.

🐦 @tvviewuae

Get a tattoo

🐦 #Symphony15



Cifre
Tamburrino

COMMERCIAL MANAGEMENT MANAGER

TVN – TELEVISION NACIONAL DE CHILE

Cifre qualified with distinction as an industrial engineer at the University of Chile in 1991 and has over 26 years of experience in advertising media data analysis efficiency.

He is currently Commercial Management Manager at National Television of Chile (1997-present), where he is responsible for the analysis and monitoring of the main variables of efficiency, media investment and market intelligence and pricing programmes.

Previously, Cifre was Director of Media at BBDO (1995-1997) and prior to that Head of Commercial Management at newspaper company El Mercurio SAP (1991-1995).



CK
Guntur

MANAGING DIRECTOR

KANTAR MEDIA

CK is the Managing Director of Kantar Media UAE, responsible for the UAE TAM service.

He was previously an advertising and media professional with DDB in the UAE for over 12 years, providing communication strategy and implementation for large regional advertisers in the GCC. Prior to that, he handled national media campaigns for a leading brand in India. He has a track record of managing and implementing integrated communication strategy programmes and projects efficiently in the GCC.

In his current role, CK's primary responsibility is implementing and maintaining a world-class PeopleMeter-based TAM service in the UAE.

CK is a postgraduate in business administration, and has a rich and varied professional experience in the media and advertising industry in the GCC.

[@ckguntur](#)



Claes
Boström

ACCOUNT DIRECTOR

TNS SIFO

Claes is currently Account Director for radio audience measurement at TNS SIFO in Sweden.

Claes previously worked for seven years as IT Director for TNS Sweden. He has also worked in market research software development (10 years), media market research (two years) and advertising sales (six years).

Claes is passionate about cooking and eating, and interested in technology and development.



Clare
O'Neil

CEO

THE BROADCAST RESEARCH COUNCIL OF SOUTH AFRICA

Clare has been in the media, marketing and advertising industry for the past 34 years, and in March 2015 was appointed interim CEO of the newly formed Broadcast Research Council of South Africa.

Prior to this, Clare worked as a consultant with the South African Television Broadcasters on the revival of TAM and the creation of the Broadcast Research Council of South Africa – the new JIC set up to commission and co-ordinate all broadcast (radio and television) currency research.

She has previously served on the SAARF (South African Audience Research Foundation) board as chairperson and NAB representative, and in 2010 was appointed a non-executive director of the South African Broadcasting Corporation by the South African president. Clare has also served as Chairperson of the Public Commercial Services Sub-Committee, while also giving oversight to the Commercial Enterprises Division (Advertising Sales).

Claire was nominated as one of the top five women in media at the MTN Women in Media Awards in 2005.

Jogging on the beach,
Buy souvenirs



Take some spectacular photographs and visit
the Amazon rainforest!



Exploring the local food



I want to experience the foods and culture of Rio;
the Copacabana beach and the general atmosphere



Costin
Juncu

MANAGING DIRECTOR

ARMA

Costin has worked with the Romanian Association for Audience Measurement (ARMA) since 2003. He was involved in selecting the sole TAM provider for the Romanian market in 2003, 2006, 2010 and 2014.

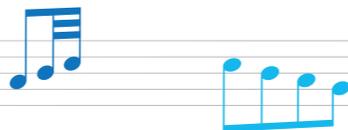
He also worked together with auditors from all over Europe in order to audit the Romanian TAM service from 2004 to 2015. He is involved in conducting ARMA's day-to-day operations.

[@birlic](#)

Eat some local food



Sunset swimming



Everything!



To visit Christ, Beach, City Centre and Jungles



[#Symphony15](#)

HEAD OF RESEARCH

PROFMEDIA

Daria joined TNS Russia in 2007, and since 2012 has been Research Director of ProfMedia (national channels TV-3, 2x2 and Friday TV).



Daria
Pugacheva

PRESIDENT & COO

NLOGIC

David is President and COO of NLogic (formerly BBM Analytics), having joined the company for its launch in August 2006. NLogic is privileged to work with Canada's largest broadcasters and advertising agencies, helping them make sense of their audiences and programming through software and data.

David began his career selling classified ad space to car dealers in London, England. Luckily for all concerned, he's not doing that any more. He spent five years working in London, culminating in a stint running the media-owned division of TGI, Britain's qualitative currency. After moving to Vancouver 10 years ago, he joined BBM Canada, before moving to Toronto to run the company then known as BBM Analytics.

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

[@davidphillips73](#)



David
Phillips

DIRECTOR OF THE DEPARTMENT OF RESEARCH & ANALYTICS

31 CHANNEL

Denis graduated from the Kazakh National Technical University in 2009 and awarded a diploma as a system engineer. He began his career at TNS in the position of Client Service Assistant and was promoted to Manager of TNS Client Services.

In 2010, Denis moved to the role of Marketing Manager at sales house VI Kazakhstan and was responsible for TV market assessment, consulting and analytical support of TV channels. In the same year, Denis accepted the position of Expert for the National Media Association, providing quality control for TNS tele-measurements.

Remaining in his position as Expert, Denis has also held the position of General Manager Advisor at broadcasting company 31 Channel since 2011. In 2014, Denis was promoted to Director of the Department of Research and Analytics holding responsibility for analysis of the TV market, forecasting of classroom indicators and the development of recommendations for the TV channel's programme service.



Denis
Alkhovskiy

[#Symphony15](#)



Denis
Vinogradov

HEAD OF DEPARTMENT

VI

Denis graduated from Moscow State University with a mathematics degree in 2001, and also has a PhD in Sociology.

In 2001, he was appointed a Social Data Analyst at Vi (formerly Video International), the largest seller of advertising opportunities in Russia, and went on to become Head of the Forecasting Department, forecasting ad block ratings, in 2005. In 2011, he became Head of the Planning Department.

In 2014, Denis became First Deputy General Director at Gazprom-Media, the second largest seller of advertising opportunities in Russia.

He has now returned to Vi as Head of the Planning Department. The department is engaged in the analysis and forecasting of budgets, prices, ratings and various sociological indicators of TV channels and their advertising opportunities, estimating all these parameters for several years ahead.

Denis has developed some highly effective methods of predicting TV audience behaviour; the accuracy of the forecasts helps the company to sell the most effective resources for every TV channel.

Summit visit
Meetings and discussions with colleagues
Excursion across Rio de Janeiro

#Symphony15



Dennis
Christensen

HEAD OF RESEARCH

DR

Dennis, 35, has a master's degree in political science from Aarhus University, Denmark, and a bachelor's degree in management from the Technical University of Denmark.

He is Head of Audience Research in The Danish Broadcasting Corporation (DR), a department working with all aspects of electronic media, using a variety of different methodological approaches – from the classical quantitative and qualitative studies, to ethnographical and neurological studies of audiences.

Recently Dennis has been focusing on both streamings influence on current and future media usage as well as the subconscious and subtle decision-making of modern audio and video audiences.

@christensen_d



Derek
Huang

HEAD OF BUSINESS SCIENCES

CARAT CHINA

Derek is the Head of Business Sciences for Carat China. He is an expert in brand strategy, communications planning, market research, data analytics and modelling, marketing effectiveness, multi-media communication and tool development. He feels privileged to have the work opportunity of combining logical, cool-headed analysis with passionate creativity. He believes that the most exciting aspect of his work is the application of clear logic when integrating data to identify solid strategic opportunities for clients.

Previously, Derek served as a Senior Consultant in Asia for a global brand consulting firm and successfully conducted new brand launches, portfolio management and organisation management projects for many leading companies that span across multiple industries such as FMCG, auto, finance, dairy, real-estate, retailing, alcohol, luxury, etc. He also developed brand valuation systems through the usage of financial modelling and market research in mainland China, Taiwan and Singapore.

Derek holds a BS degree in Biology Sciences from Fudan University as well as an MBA.



Dirk
Otto

DIRECTOR OF AUDIENCE & MEDIA RESEARCH

SKY

Dirk is Director of Audience and Media Research at Sky Germany. He is responsible for programme and media research including the development of methods for the measurement of linear and nonlinear TV. Dirk also chairs the advisory council of licensee channels in Germany's joint industry committee AGF.

Prior to his role at Sky, Dirk held different research and ad sales positions at media companies, among them SBS Broadcasting in Amsterdam, Mainstream Media and Kirch Group in Munich.

Dirk studied literature and business administration in Augsburg, Paris and Munich and holds a PhD from Ludwig-Maximilians-University, Munich.

Strolling around, Taking photos,
Learn something new

#Symphony15



Dursun
Güferyüz

GENERAL MANAGER

TIAK A.S.

After graduating from Marmara University Press Department in Turkey, Dursun received his master's degree from the cinema and TV department of the Fine Arts Faculty of Marmara University. He has taught on radio and television administration and management masters' courses at various universities such as Galatasaray, Marmara and Yeditepe.

He is currently working as Chairman of the Board of Professional Union of Broadcasters (RATEM) and as General Manager at TIAK INC.



Eduardo
Campanella

MARKETING DIRECTOR

UNILEVER

Eduardo Awada Campanella has over a decade of experience on the marketing side of the FMCG industry. He currently works as Marketing Director for the personal care category at Unilever. He joined Unilever in 2005 and has held roles across a number of categories including foods, ice cream and personal care.

Before joining Unilever, Eduardo held roles at Natura, a Brazilian manufacturer and marketer of personal care products.

Eduardo has a Bachelor in Business Administration degree from Pontificia Universidade Católica de São Paulo.



Eitan
Kassif

REGIONAL DIRECTOR & CSO

KANTAR MEDIA

Eitan is Regional Director and Global Chief Security Officer for Kantar Media Audiences. In addition and for the past 17 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 and sales to CEO, mainly in the FMCG industry. During this time he was involved in the media planning process, with a special interest in the measurement and formalisation of media research 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.



Elena
Okhlopkova

HEAD OF MEDIA COMMITTEE

RUSBRAND

Born in Moscow, Elena started her career in marketing at a Russian food distribution company before moving to Wimm-Bill-Dann, the leading Russian dairy and juice producer, and then on to well-known European coffee and tea companies Paulig and Tetley. Through the years she has gained broad experience in FMCG marketing, branding, advertising and media communication.

Since March 2011, Elena has led the Marketing and Media Committee of non-commercial business association RusBrand.

This year Elena became a grandmother.

Understand the trends
Network
Participate in one of the social activities



Improve the knowhow and connections



Sightseeing as much as possible to keep
in mind for rest of my life





Ekaterina
Efimenko

HEAD OF RESEARCH

TNT

Ekaterina has worked as Head of Research at TNT Network since 2007. TNT Network is one of the leading TV channels in Russia. It has taken first place among sales audiences aged 14-44 since 2012. The goal of the research department is not only to provide the company with TV data but also to take part in strategic planning. Now the department's challenge is to manage the content distribution and monetise it.



Eric
Salama

CEO & CHAIRMAN

KANTAR

Eric is Chairman and CEO of Kantar, WPP's data investment management division. Kantar clients include FTSE and Fortune 100 companies. Kantar brands include Added Value, Benenson Strategy Group, IMRB, Kantar Health, Kantar Japan, Kantar Media, Kantar Retail, Kantar Worldpanel, Lightspeed GMI, Millward Brown, The Futures Company and TNS.

Between 1994 and 2002 Eric was a Main Board Director of WPP Group. He was Group Strategy Director, and also CEO of wpp.com, the Group's vehicle for developing digital capabilities.

Preceding that, Eric was MD of The Henley Centre, Europe's leading consumer consultancy. Earlier, he was a researcher and speechwriter to The Labour Party Foreign Affairs Team.

He has a BA in politics, philosophy and economics from Trinity College, Oxford, and an MSc with distinction in economics, Birkbeck College, London.

Eric is a non-executive director at DFID (the UK Government's Department for International Development) and was previously a non-executive director of The British Museum.



Fabia
Juliasz

EXECUTIVE DIRECTOR, VIDEO AUDIENCE MEASUREMENT

IBOPE MEDIA, A KANTAR MEDIA COMPANY

Fabia is Executive Director for IBOPE Media, with responsibility for video audience measurement in Latin America. She oversees IBOPE Media's TV and video measurement strategy and operations across 13 countries, as well as business development opportunities.

With 20 years' international experience in sales, business development, general management and corporate management positions, Fabia was responsible for the establishment of the online measurement and metrics that have supported the industry's growth across Latin America since the early days of the internet.

She has successfully run business development for the IBOPE Group, the IBOPE Nielsen Online joint venture, as well as regional sales and communications for IBOPE Media in 14 countries.

Currently President of the Viewability Committee at the IAB Brazil, she was also founder and Vice-President of the IAB from 1999 to 2012, Director of Metrics at the Brazilian Chamber of eCommerce and Director of Metrics and Statistics at ABRANET, the Brazilian Internet Services Provider Association.



Faheem
Ahamed

CEO

LAPIS (MOBY GROUP)

Faheem has over 20 years' experience in driving cross-cultural marketing solutions across Asia, Australia and the Middle East. He joined Bates 141 in 2003 to manage BAT and VISA, before transitioning to BPG Advertising, servicing multiple clients including Dubai Shopping Festival, Dubai Summer Surprises and Forever Dubai.

Faheem previously initiated two profitable start-ups in the marcomm industry and has worked on wide-ranging brands. He has spearheaded BPG's specialist communications business BPG Public Advocacy for over eight years. More recently, he was assigned the task of transitioning BPG Bates to Agency 2.0, and his most recent game changer at BPG was O4, the Arab region's first transmedia drama series on MBC4.

Faheem has a degree in economics and an MBA in strategic management. Rebooted and energised after a nine-month sabbatical, including a fascinating trip to the North Pole, Faheem is now spearheading Lapis, a strategic communications enterprise within Moby Group.

[@faheemahamed](#)

To see Cristo Redentor, to have a bird's-view
of the city, to swim in the ocean



Walk along the Leblon beach early in the morning
Watch teams play volleyball on the sandy beach
at the end of the afternoon
Visit Corcovado and feel blessed

Get the best out of the Summit and
get a feel of Rio as a first timer





Fernando
Sugueno

DIRECTOR OF PROGRAMMING
BAND

Fernando has been Head of Programming and Content at TV Bandeirantes in Brazil since 2011. He is responsible for programming strategy, acquisition and exhibition for TV Bandeirantes (Free TV), BandNews, BandSports and Arte1.



Fouad
Dadi

**DIRECTOR, CONSUMER AND
MARKET KNOWLEDGE**
PROCTER & GAMBLE LATIN AMERICA

Fouad Dadi is Director, Consumer and Market Knowledge (CMK), for Procter & Gamble Latin America. He has spent more than 20 years working at P&G, and took several leadership CMK positions at P&G, across Middle East and Africa, Central & Eastern Europe, and Western Europe businesses, as well as several global roles before joining Latin America in 2014.

As Director for CMK Latin America, Fouad leads the CMK function for the region. His responsibilities include articulating the voice of the consumers, the market trends and the business dynamics to shape, direct and grow P&G's business across this vast and diverse region. He is a member of P&G Latin America Leadership team, and of P&G's Global CMK Leadership team.

Fouad Dadi has lived in Morocco, France, Switzerland and Panama. Fouad graduated as Computer Science Engineer (INSA Lyon), and recently completed the Program for Executive Development at IMD Business School, Lausanne.



Francisco
Carvajal
Henao

GENERAL MANAGER
IBOPE MEDIA ECUADOR

Francisco is a professional with 10 years of experience assuming executive positions at IBOPE Media. He has had both local and regional responsibilities in Central and South America and has a very solid commercial background and deep media research knowledge.

Francisco has lived in Colombia, Guatemala, Costa Rica, Panamá, Puerto Rico and is currently the General Manager of IBOPE Media Ecuador, based in Guayaquil.

He has a degree in social communications from the Universidad Pontificia Bolivariana in Medellín, Colombia, as well as an MBA from Universidad Latina in Costa Rica, and a High Management certificate from INCAE Business School. He has lectured in all countries of Central America and Ecuador and has written articles for several magazines.

🐦 @pacho_ch



Frank
Klausen

ASSOCIATE DIRECTOR
TNS GALLUP

Frank has been involved in TNS Gallup development for many years, holding responsibility for the operation and development of both TV meter systems, the Gallup Forum access panel and the Netbehaviour internet panel.

Frank helped to establish the first electronic television measurement in Denmark in 1991. He has been involved in numerous projects across the organisation, in particular internet traffic and audience measurement.

He has been the director of TNS Gallup TV and Radio Measurement since 2008.

🐦 @frankklausen57



Going to a Samba School and to the
Maracana Stadium



Take care of my clients





Ganzorig
Vanchig

CHIEF EXECUTIVE OFFICER
MEDIA GROUP

Ganzorig is CEO of Media Group which manages TV stations, FM radio, publishing houses, and news portal sites.

He has a master's degree in electronic business management from the International University of Japan, a BBA in accountancy from the Institute of Commerce and Business, Mongolia, and an MBA from the University of Notre Dame, Australia.

After obtaining his MBA, he started working in the Mongolian banking sector in the fields of retail banking, marketing, research, product development, project management, and public and international relations. He has worked as Deputy CEO of MOSDAQ LLC which was short-listed jointly with NASDAQ OMX Group by the Mongolian government to establish the first ever private securities exchange in Ulaanbaatar.

Ganzorig is a founding and board member of Down Syndrome Association Mongolia and of Special Olympics Mongolia, as well as an active member of CFO Club Mongolia and E-Station Community which unites Mongolians who live, study and work abroad.

🐦 @ganzorigv

Beach, Sambo, Carnival, local party theme,
Meet indigenous people



Gary
McBride

CEO/PRESIDENT
LAMAC

Gary is a pioneer of the advertising and television industry in Latin America and the US Hispanic market. He is currently the President and CEO of LAMAC, the Latin American Multichannel Advertising Council, an organisation that he founded in 2003. LAMAC comprises the top eight international cable networks in LATAM and it is dedicated to funding research, analyses and educational programmes that facilitate better understanding of the benefits of advertising in pay TV.

Gary graduated from Thunderbird School of Global Management in Phoenix, Arizona. He has more than 35 years of experience in the advertising and television industries of the US.

Gary's involvement and contribution to the Americas commenced with his participation in the expansion of Siboney Advertising (today FCB) in the region, particularly in Venezuela, Ecuador and the US Hispanic market. Later on he was the President of Telemundo Networks, and CEO and founder of Gems Television, a cable network targeting Latin Hispanic women.



George
Bakhtadze

GENERAL DIRECTOR
IMEDITV

George is General Director of Imedi TV. He has previously worked for Standard Bank (2005), Dinamo Tbilisi (2004-2005), Maccan Ericsson (2003-2004), Sante (2000-2003) and Cartu Group (1998-2000).

He graduated from EESM Business Administrative Faculty in 1998.

To explore and sight see



Giani
Giraldi Scarin

RESEARCH MANAGER
GLOBOSAT

Giani is Research Manager of Globosat, a multi-channel cable and satellite TV service in Brazil.

With 25 years of experience in market intelligence research, Giani has had the opportunity to work in all parts of this industry. Dedicating the last 15 years to Globosat, Giani is Head of Research and Intelligence, with responsibility for competitive intelligence, consumer insights, metrics and media planning.

Giani's mission is to support the channels' commercial side and other parts of the company with strategic and relevant information about the market and the consumer, as well as being the interface with leading research companies.

Meet people with an interest in this matter
Visit the museum



Giles
Richardson

GLOBAL CHIEF FINANCIAL OFFICER
KANTAR MEDIA AUDIENCES

Giles is Chief Financial Officer for Kantar Media Audiences. He is involved in managing the financial planning and reporting of the business, driving growth organically and through M&A, looking after the organisations joint venture partnerships and helping to steer global strategic development.

Previously Giles was regional financial controller for Southern Europe at TNS and before that working in global corporate development and M&A.

Giles is a qualified chartered accountant and started professional life in corporate finance at BDO International. After five years in practice he moved into industry and in 2003 joined TNS as a financial analyst.



Gombojav
Otgonbayar

MANAGING DIRECTOR
MAXIMA MEDIA

Since he joined Maxima Media in 2012, when the company first introduced Television Audience Measurement in Mongolia, Gombojav has been in charge of training and supporting clients to effectively use the TAM service in their operations.

Within the scope of his work he has written more than 20 articles and papers about the Mongolian TV sector and its trends, which have been published locally and in foreign professional magazines.

Gombojav has also worked as Senior Researcher and Analyst at Maxima Consulting, the holding company of Maxima Media, where he was in charge of market research. He is now Managing Director of Maxima Media.



Greg
Dale

EVP, INTERNATIONAL
COMSCORE

Greg is a founding member of comScore and has held senior roles across product, technology, and operations, and currently leads comScore's international business.

He has previously worked in consumer packaged goods marketing analytics as well as early stage technology players.

[@gdaleva](#)



Gudni Rafn
Gunnarsson

HEAD OF MEDIA RESEARCH
CAPACENT

Gudni began working at Capacent in 2000 after graduating with a BSc degree in business administration from the University of Iceland. Gudni is now Head of Media Research and, amongst other projects, he oversees Portable People Meter measurements of TV viewing and radio listening, which Capacent have been conducting in co-operation with Kantar Media since 2008.

Over the years Gudni has worked with many of the biggest companies in Iceland on various research projects.

Visit Christ the Redeemer
A walk along Copacabana Beach



Try national cuisine
Visit bookstore
Make Brazilian friend



Juice bar



To experience the sights and sounds
of South America





Gunnar
Pettersson

**DIRECTOR, GLOBAL RESEARCH
& AUDIENCE STRATEGY**

FOX INTERNATIONAL CHANNELS

Gunnar has recently taken up a new position as Director of Global Research and Audience Strategy at FOX International Channels, including all FOX and National Geographic channels outside of the USA.

Prior to joining FOX, Gunnar spent over a decade covering different research positions at the broadcaster Viasat/MTG with TV channels in the Nordics, Central Eastern Europe and Africa. Before that, Gunnar spent five years at the international media agency Carat, working with TV research and advertising effectiveness studies.



Gyungsook
Min

CEO

TNMS

Gyung Sook is the founder and CEO of Total National Media Statistics (TNMS). TNMS is the first to begin audience measurement research on CATV, Skylife, IPTV and mobile devices in Korea.

Gyung Sook studied at the University of Leicester where she received a PhD in mass communication. She worked at the Korea Broadcast Advertising Corporation (KOBACO) as a researcher and served as a member of the board of directors for Korea Advertising Society (KAS) from 1993 to 1997. She held the position of Executive Director of Korea Marketing Association (KMA) from 2013 to 2014, and has been serving as an overall operator for the audience share research of the Korea Communications Commission (KCC) since 2011.



Hilton
Madeira

MARKETING DIRECTOR

RECORD

Hilton has 25 years' experience in the television market, and has worked for the last 13 years as Marketing Director of Record TV.



Himalee
Madurasinghe

CHIEF EXECUTIVE

LANKA MARKET RESEARCH BUREAU (PVT) LTD

Himalee is the Chief Executive of Lanka Market Research Bureau, the country representative for ESOMAR and the founder Secretary of the Market Research Society of Sri Lanka.

With over 25 years of business experience, including almost 20 years of market research at LMRB, she is a pioneer in the use of specialised research methods, leveraging innovative techniques to help design strategy for leading companies in diverse business sectors. Himalee has been actively involved in insight and idea generation with her clients in building powerful brands.

See the Copacabana Beach



Visit Christ the Redeemer and enjoy
the great view from there



Shopping





Igor
Cekirda

MANAGING DIRECTOR

TA3

Igor has been Executive Director of TA3, the Slovak private news channel, since 2000.

He has previously worked as an independent producer and as Director of the Division of Management at VTV Television.



Irina
Suanova

HEAD OF THE ANALYTICAL DEPARTMENT

TNS

Irina graduated from the People's Friendship University of Russia with a degree in sociology. She joined TNS Russia (now part of Kantar Media) in 2007 as a Research Manager with a specific focus on TV audience measurement. She has been Head of the Analytical & Consulting Department of TNS Russia since 2009, providing key market players with analysis of TV and programming trends as well as client support.

[@irina_suanova](#)



Isabel
Serrano

DIRECTOR OF STRATEGIC PARTNERSHIPS

KANTAR MEDIA AUDIENCES

As well as holding responsibility for strategic partnership activities at Kantar Media Audiences, Isabel is responsible for the business's activities in China and other countries.

Isabel 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. She joined TNS in 1992 as International Media Research Director.

Listed among Isabel's other achievements are: her responsibility for the creation of CSM (CVSC Sofres Media), a joint venture with the Chinese government that has become the recognised TV audience measurement currency, covering over 100 cities and 24 provinces; and the creation of CTR (combining WorldPanel, advertising expenditure and TGI services in China). She has recently been appointed to develop Kantar Media and comScore's partnership for cross-media audience measurement.



Ivan
Kleimenov

HEAD OF RESEARCH

CTC MEDIA

Ivan has been Head of the Research Department at CTC Media since 2010. CTC Media manages four FTA entertainment TV channels (CTC, Domasnyy, Peretz and CTC Love) in Russia, the online video portal VideoMore, the international version of CTC and operates in CIS (Kazakhstan). Ivan was previously appointed Head of the Analytical Department, CTC Media, in 2009, and Head of the Research Department at FTA channel DTV in 2002.

Prior to joining DTV, he worked for research companies, including TNS Gallup, for five years. Ivan graduated from the Engineering Academy with a master's degree in science.

The World Audience Summit
Sightseeing



Ocean!



Listen to Brazilian music, bossa nova





Ivan
Simek

MANAGING DIRECTOR

TNS

Ivan started his career in 1988 in the healthcare industry, changing direction in 1994 by becoming Managing Director of Multichoice – the first pay TV service in the region.

In 1999 Ivan joined TNS Slovakia as Managing Director, aiming to establish the company's credentials and brand in Slovakia. In addition, Ivan helps with various media research projects in the region as Regional Business Development Director.

TNS Slovakia were the first company to provide internet audience measurement data in 1999 when individual internet penetration was only about 10%. In 2004 TNS Slovakia became the first provider of electronic TV audience measurement trading currency which they continue to sustain to this day. The agency also provides advertising expenditure monitoring, measuring effectiveness of out-of-home advertising and number of other research projects in all the segments.

Sights and beach



#Symphony15



James
Holden

DIRECTOR OF MARKETING & AUDIENCES, NEWS

BBC

James is Director of Marketing and Audiences for BBC News. He is a Board Director of BBC News and leads a team of marketers, creatives and audience insight and measurement specialists who strive to help BBC News be valued by audiences in the UK and, increasingly, around the world.

Previously, he was Director of Audience Insight for the BBC. Before the BBC, his insight roles spanned brand and advertising and international FMCG projects.

Football stadium, Beach, Sight seeing,
Consuming the BBC World Service



Javier
Lopez
Cuenfflas

MARKETING DIRECTOR

MEDIASET

Javier is a graduate in statistics. He has 22 years' experience of working within audience research and marketing departments in television – from private to public and pay TV. He is passionate about research and TV audiences.

[@jlcuenfflas](#)

Running along Copacabana's beach



Jean-Michel
Masson

GLOBAL WATERMARKING SOLUTIONS DIRECTOR

KANTAR MEDIA AUDIENCES

As a specialist of the professional video market, Jean-Michel has spent most of his career developing and marketing innovative products for the movie and broadcast industry.

In 2002 he could not resist the sirens of entrepreneurship and founded a company, Nextamp, to market solutions based on a new technology – watermarking. This company has been pretty successful and was acquired mid-2005 by Thomson (now Technicolor) to provide all major Hollywood studios with solutions to protect distribution of their assets. In 2009, Thomson decided to sell this business to Civolution, a Philips spin-off, where new products were developed for the TV industry, in particular for audience measurement.

In 2014, Kantar Media acquired the audio watermarking business from Civolution, and Jean-Michel is now in charge of the Watermarking and Synchronised Experience business unit, with commercial activities focusing on second screen synchronisation for the TV and advertising industries, as well as audience measurement solutions.

Meet with clients, partners and colleagues



#Symphony15



Jed Meyer

GLOBAL RESEARCH DIRECTOR
ANNALECT

Jed serves as Global Director of Research and Analytics at Annalect, part of Omnicom Media Group. Jed is focused on developing models and processes to support and sustain the integration of online and offline data across all Annalect platforms and global markets.

Prior to joining Annalect, Jed spearheaded Nielsen's entry into both online ratings and set-top box data. In the early 2000s he drove Nielsen's challenge to the then-entrenched market leader Media Metrix (now comScore). Later, Jed conceptualised and brought to market Nielsen DigitalPlus.

On the global level, he has lived and worked in mainland China as MD of Nielsen's media business in Greater China. Jed is a member of the board of directors for the Advertising Research Foundation and the Media Research Council, and was named one of Broadcasting & Cable's 2012 Digital All-Stars.

[@JedMeyer](#)

Take a run by the beach
See more than just the hotel!



[#Symphony15](#)



Jeffrey Graham

GLOBAL HEAD OF RESEARCH
TWITTER

Jeffrey joined Twitter in 2013 to lead all sales research at Twitter globally. Prior to Twitter, he led advertising research for the Americas at Google, leading a team that developed new data and measurement platforms across all Google products.

Previously, Jeffrey served as EVP, Worldwide Director of Performance at Initiative, and SVP, Director of Strategic Research and Accountability at Starcom MediaVest. Earlier, Jeffrey was the Executive Director of Customer Insight for The New York Times.

Jeffrey earned a PhD in sociology from The Graduate Center at the City University of New York, a master's degree in media ecology from New York University and a BA in communications from the University of Massachusetts. He has also published more than 100 articles on digital research, measurement, and strategy.

[@jeffrgram](#)



Jennie Beck

GLOBAL DIRECTOR
TNS / KANTAR MEDIA

Jennie has been working in media research for over 35 years, with highlights including the role of Marketing Director at *The Observer* newspaper, running Beck Consultancy for 12 years, being TNS Head of Media in the UK where she delivered the first TouchPoints survey and the BARB 2010 recruitment – among other things.

When Kantar Media was created in 2009, Jennie focused on building media business in Kantar's global markets. As Director of Media for TNS Global, and Global Director of Kantar Media, she works with a network of colleagues and clients around the world to develop audience measurement and custom media research business; and to introduce new global media research solutions – this year with a particular focus on Africa.

She is a Fellow (and former Chair) of the UK Market Research Society and a frequent speaker on media research and industry issues.

[@jenniebec](#)

The Samba



Corcovado Mountain, Copacabana Beach, Sugar Loaf Mountain, Christ the Redeemer, caipirinhas and great food. Last but not least meeting friends and being updated on cutting edge audience trends at the Summit, the best conference globally!

[#Symphony15](#)



Jim
Macleod

PRESIDENT AND CEO
NUMERIS

Jim is President and CEO of Canada's radio and television measurement service, Numeris, and has been since 2001. Jim's former lives include radio broadcasting on air (really!), as an executive, and owner.

Numeris was BBM Canada until 2014. A new name reflects the rapid advancements Canada has seen with a wireless, single panel radio and television PPM service.

Numeris is also in the final stages of rolling out single source non-linear television measurement, and is at the early stages of a multi-market, multi-operator set-top box service. Canada's media landscape is seeing incredible change, and Numeris is working to stay one step ahead.

🐦 @jameskssi

Never been there so everything!



Joe
Otin

CEO
THE COLLECTIVE – INTERACTIVE AD AGENCY

Joe is the CEO of The Collective, an interactive ad agency in Kenya. He is also the Chairman of the Advertising Standards Board, the Vice President of PAMRO (Pan African Media Research Organisation), and a member of the oversight committee of KARF (Kenya Audience Research Foundation).

In addition, Joe is the Rotary International representative to the UNEP, he sits on the Rotary International Communications Committee and is the Rotary Public Image Coordinator for Africa.

He is the chief judge of the Public Relations Society of Kenya (PRSK) Excellence Awards and a member of Marketing Society of Kenya (MSK). He was granted the MSK Marketing Warrior Award in 2010, and has published several papers in local and international conferences, most recently on the subject of return-on-investment of advertising and social media marketing.

He has 21 years' experience in advertising, production and research.

🐦 @joe_otin

Visit historical sites



John
McCarthy

GLOBAL MARKETING COMMUNICATIONS DIRECTOR
KANTAR MEDIA AUDIENCES

John is responsible for the marketing, communications and PR strategy for the worldwide audience measurement business within Kantar Media. 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 intelligence sector of Kantar Media, then TNS Media Intelligence, and read business in Bristol, UK.

🐦 @johngmccarthy

Get through the week!





John
Gill

GLOBAL DIRECTOR OF DEVELOPMENT & DATA SCIENCE

KANTAR MEDIA AUDIENCES

John is Global Director of Development and Data Science for Kantar Media Audiences, responsible for ensuring that the company develops industry-leading tools to support its TAM to VAM strategy and the deployment of next-generation hybrid panel and census systems.

John has extensive experience in TV audience research both in the UK and internationally. His focus is now on the development of the tools and products that are of importance to the company in measuring television audiences as they evolve within the digital landscape. He is supported in this by a strong data science unit which is developing the company's hybrid methodologies, and by a product management function developing its key measurement tools.

He is also responsible for oversight of the software development teams that maintain client-facing software systems, and the company's back-office processing systems.

Experience the atmosphere of the beaches
and hills of Rio



Jonathan
Brown

HEAD OF AUDIENCE SOLUTIONS

KANTAR MEDIA AUDIENCES

Jonathan has been with Kantar Media for seven years. He originally joined the TNS Media team in 2007 from Roy Morgan Research where he was Media Services Director and, prior to that, he was at Nielsen Media Research, NZ. In these roles he was responsible for managing the New Zealand NRS and major single source TV, radio and print audience measurement study.

Jonathan worked on the pitch for the BARB 2010 contract and spent the following 18 months as Set-Up Director for the panel build. After the successful launch of the new panel at the start of 2010, Jonathan was seconded to the UK TV measurement team to set up and run the Virtual Meter pilot for BARB in 2011, after the successful pilot VM was rolled out to the BARB panel in 2012.

More recently, Jonathan has been leading the Kantar Media and TNS Nipo team, setting up the groundbreaking SKO VIM project in the Netherlands.

See a football match if possible



Jørn
Leipart

DIRECTOR OF MEDIA

TNS GALLUP

Jørn heads the media sector business at TNS in Norway, as well as acting as Regional Business Development Director for TV and radio audience measurement in Scandinavia and the Nordic countries in Europe on behalf of Kantar Media Audiences. Jørn is also a board member of Finnpanel, the TAM provider in Finland.

Prior to joining TNS in 1999, he headed the survey division at Statistics Norway for several years. Jørn holds a master's degree in political science from VPI in the USA.

[@JYLeipart](#)

At the Summit: Learn & network
Leisure time: Copacabana Beach



Joseph
Hundah

EXECUTIVE VICE PRESIDENT / CEO

MODERN TIMES GROUP AFRICA

Joseph is a seasoned media executive with over 15 years' experience both on the continent and around the globe. He is currently the Executive Vice President of the Modern Times Group, Africa (MTG), an international entertainment broadcasting group with the second largest geographical broadcast footprint in Europe.

His previous roles include Managing Director of Multichoice, Nigeria; Operations Director for M-Net, Sub-Saharan Africa; Chief Financial Officer for M-Net and Super Sport International Holdings Limited; and General Manager Finance at the South African Broadcasting Corporation.

Joseph is very passionate about media development in Africa. He achieves results by strategically locating the opportunities and resources needed to continue to develop media technology and content that is locally relevant and globally competitive. He has an excellent understanding of the regulatory and general business landscape and has strengths in strategy formulation, implementation and management.

[@Joseph_Hundah](#)

Sight seeing and partying





Keld
Nielsen

**GLOBAL DIRECTOR
OF AUDIENCE MEASUREMENT**
KANTAR MEDIA

Keld has clocked up over 20 years in media research after gaining a master's degree in electronic engineering at the University of Copenhagen and a master's in psychology NLP.

He started his career at 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 at TNS Gallup Denmark and was responsible for media research and media intelligence. In 2008 he moved within Kantar and joined the central Kantar Media Audiences management board in London.

Keld is a regular speaker at international media conferences.

See Copacabana



Kirsten
Rudd

AMS OPERATIONS MANAGER
SKY TV

Kirsten has 20 years' experience working in media research, and for the last six years has managed SKY New Zealand's RPD panel. In conjunction with the Kantar Media account management team led by Paul Ruston, SKY New Zealand is looking to develop and expand the service to include online and VOD measurement.

Get to know the culture



Ksenia
Achkasova

TAM DIRECTOR
TNS

Ksenia started her career at TNS in 1997, and has been 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 gaining new experiences, and is very active both in business and her free time.

[@KseniaAch](#)

To see ALL of the most important landmarks



Laurence
Chausson

**INTERNATIONAL BUSINESS DEVELOPMENT
DIRECTOR**
KANTAR MEDIA AUDIENCES

Laurence is International Business Development Director for Kantar Media. From semiotics to statistics, from TV & radio content to audience measurement, Laurence has been working in media for over 25 years.

Laurence joined Kantar Media (then TNS) in August 2008 as Business Development Director for the audiences sector.

She started her career in 1989 as Qualitative Research Manager for the multi-media sales house IP Group, working on radio programmes and audience analysis, establishing L'Observatoire de la Radio IP in the early '90s. In 1996 she joined Eurosport, the pan-European television sports network, where she implemented, developed and managed for 11 years the audience and broadcast research department of this channel's network. During 2007 and 2008, she worked as an independent media consultant for different broadcasters and media institutes.

Laurence is Licenciée Cinéma et Audiovisuel and Licenciée ès-lettres and has a master's degree in media (DEA) from the Sorbonne University in Paris, France. She regularly gives lectures at universities and presents papers at national and international conferences.

To go to Ipanema beach





Lawrence
Federman

INTERNATIONAL CLIENT DIRECTOR

CSM MEDIA RESEARCH

Lawrence is International Client Director at CSM Media Research, based in Beijing, China. 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 America, Europe and Asia. His most recent Telmar position was Managing Director of Telmar Asia, based in Hong Kong, China, where he was responsible for managing, developing and growing Telmar's business in the Asia Pacific region. In a previous assignment he was Managing Director of Telmar Central and Eastern Europe, based in Amsterdam, the Netherlands. Lawrence began his career as a media trainee with Telmar New York in 1993.

Lawrence is actively studying speaking, reading and writing Mandarin, and is an avid traveller. He received his business degree in 1992 from Roger Williams University in Rhode Island, USA, and completed an executive management programme at Harvard Business School in 2006.

[@l_federman](#)

Connect with other delegates
Add value to the Summit
Go to the beach and enjoy Brazilian culture



Leana
Less

VP GLOBAL CONNECTIONS AND MEDIA

COCA-COLA COMPANY

Leana Less is VP Global Connections and Media at Coca-Cola Company. She started her career 20 years ago in the South African Advertising Industry.

Leana joined the Coca-Cola Company 9 years ago and has constantly expanded geographical responsibility from the African continent, adding Eurasia and India, and recently joining the Global team.

In her current role, Leana is responsible for setting big strategic corridors for Coca-Cola Company's \$2.5bil investment in connections and media. She ensures that the Company put's the optimum Owned, Earned, Shared and Paid pressure behind the right array of the highest quality content to drive the most cost effective upswing in gross profits. Leana continuously evolves capability strategy and nurtures the global Coca-Cola Connection, Media and i-Marketing communities.



Liliana
Mihailescu

MANAGING DIRECTOR

KANTAR MEDIA

Liliana is the Managing Director of Kantar Media Romania and has over 20 years of management experience in television audience measurement.

After finishing her education as an electronic engineer from the Technical University of Bucharest in 1991, she joined the Motorola Company as a Radio Communication System Designer before she started her career at TNS CSOP in 1994 in the monitoring department.

Liliana was responsible for setting up the first electronic television monitoring system in Romania in 1998. Until 2007, she co-ordinated the TV monitoring department to deliver monitoring data in time and according to contract specifications.

She makes an active contribution to system performance settlement in accordance with the requirements of ARMA's Technical Committee.

Enjoy visiting the famous beaches
and other touristic attractions



Lucia
Antal

PRESIDENT

ARMA

Lucia has 21 years' experience in the media industry. Her first position was as TV Research Manager for Pro TV (the leading Romanian TV station) and then as Managing Director of Pro Cinema (the first Romanian movie channel) and Managing Director of MTV Romania. Last year she was promoted to CMO for Pro TV Group.

Lucia has been President of ARMA, the Romanian Association for Audience Measurement since 2005 and has been an active participant in the implementation of the TAM service in Romania. She has also been a member of I-JIC Board since 2012 and was re-elected in 2014 for a new mandate.

[@lu_an88](#)

To visit Christ the Redeemer



LV
Krishnan

CEO
TAM MEDIA RESEARCH

LV joined TAM India in October 2000, and his team's focus has been on developing it as a key brand within the Indian media industry.

LV's media career of almost 20 years has stretched across Mediacom (Grey India), JWT and Starcom, working with clients such as P&G, Unilever personal products, Bayer, Bajaj and Godrej, etc. In his stint at Starcom, LV's work on Coke went on to win Starcom's most prestigious global media award 'North Star'.

LV and his team have successfully planned and launched new divisions under TAM, such as TAM Sports, Eikona PR Track, Radio Audience Measurement (RAM) and S-Group as a broadcast audience strategy consulting arm of TAM.

They have also presented research papers at ESOMAR conferences in Tokyo and Montreal.

While he continues to stretch his interests from reading and writing to teaching media in various institutes, LV's passion for astrophysics (the area he focused on during his studies) still runs very high.

Visit Christ the Redeemer & a jeep tour through the Tijuca Forest



Networking, Sightseeing



Mandy
Pooler

DIRECTOR OF COMMUNICATIONS & DEVELOPMENT
KANTAR

Mandy is a Director at Kantar, the data investment management division of WPP and one of the world's largest insight, information and consultancy groups with 28,500 employees working in over 100 countries and across the spectrum of research and consultancy disciplines. After reading English Literature at Jesus College, Oxford Mandy spent two years in marketing at The Thomson Organisation. She then joined ad agency Ogilvy & Mather, becoming Media Director in 1991.

In 1998 she was one of the founders and first UK CEO of Mindshare, which is now the world's largest buyer of advertising, with billings of over \$27 billion. After three turbulent but rewarding years she moved to WPP's head office and from there to Kantar in 2006.

She was previously Chairman of AGB Nielsen, and has held a number of non-executive positions. She is currently a non-executive director of e-commerce business Moo.com. She is a fellow of the Institute of Practitioners in Advertising, a former Advertising Woman of the Year and the proud mother of twenty four year old twins.

[@pooler_mandy](#)



Mansoor
Khan

DIRECTOR OF MENA, SOUTH ASIA & TURKEY
KANTAR MEDIA AUDIENCES

As Director for MENA, South Asia & Turkey for Kantar Media Audiences, Mansoor has regional responsibility to lead business development. He also has overall management responsibility for the company's businesses and operations based in the UAE and Egypt.

A qualified electronics and communications engineer, Mansoor has also specialised in the field of management sciences and holds three postgraduate qualifications, including an MBA in management from London.

He started his career in the UK Civil Service and then at Hitachi. He has been with Kantar/TNS, which has become his second family, for the last 25 years, and has accumulated global experience spanning 27 countries across engineering, operations, marketing, project management, business development and regional business management.

Mansoor 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*.

[@QMansoor14](#)

Enjoy all the must see places, and revel in the sights and sounds of exotic Rio



EXPERT SOLUTIONS DIRECTOR
KANTAR WORLD PANEL

Manuela is Expert Solutions Director at Kantar Worldpanel since 2013 leading special projects on Consumer Behavior, Shopper & Retail Trends and Media Efficiency. Has 18 year of experience on Market Research, including 15 years working for Nielsen, supporting advertisers on their decision make and monitoring their strategy execution using panels, ad-hoc data and statistic models as Marketing Mix, Assortment, Media and Price Elasticity. Bachelor in Marketing and Social Communication at ESPM and Master in Management at FIA-USP.



Marcelo
Ribeiro
Caetano

PROGRAMMING DIRECTOR
RECORD

Marcelo is Network Programming Director at Record and responsible for making strategic decisions in the network's programming schedule. He has worked in television since 1996, within Brazil's main stations.

Marcelo is a member of the ABAP-Redes Committee and the Artistic Committee at Record. He is a postgraduate in the management of television and is Executive Producer at FAAP, where he currently teaches a course on executive production for TV.



Mauricio
Umaña

COMMERCIAL VICE PRESIDENT
CARACOL TELEVISIÓN

Mauricio has worked in media for over 20 years. Today he serves as Commercial Vice President at Caracol Televisión SA.

He was previously Commercial Manager at Colombiana de Televisión, Vice President of Marketing and Sales at RCN Televisión and Commercial Manager of Publicaciones Semana.



Merab
Pachulia

GENERAL MANAGER
TRI MEDIA INTELLIGENCE (TMI)

Merab is the founder and Managing Director of Georgian Opinion Research Business International, Georgia's first and most highly respected public opinion research company. In its 20+ years of work, GORBI has executed a wide variety of projects for numerous international clients, including several multi-country projects for the World Bank.

Currently, Merab is founding a new and much-needed media monitoring company, Tri-Media International (TMI), in Tbilisi, Georgia. TMI plans to bring cutting-edge technology and high professional standards to Georgia's media industry within the next year.



Mesut
Sakal

MANAGING DIRECTOR
KANTAR MEDIA

Mesut came to Kantar Media with more than 10 years of management experience in international business. As the Managing Director he oversees the Kantar Media businesses in Turkey.

Mesut has held a number of senior international management leadership positions and served in a variety of sales, marketing and line management roles throughout his career, most recently at JBT Corporation in Dubai and California. His international assignments have given him the opportunity to work and live in number of different countries, where he has had the opportunity to manage businesses in various different industries and to lead teams with diverse educational and cultural backgrounds, before finally settling in his home country Turkey.

Mesut received his bachelor's degree in international business and management information systems from the W. Frank Barton School of Business at Wichita State University, and an MBA from the University of Kansas. He now resides in Istanbul with his wife and daughter.

Late afternoon in Barra
Bars of Lapa
Visit the studios of Novels Record - Recnov



Attend the Summit and visit some important places in Rio



Eat Brazilian food!



Understand the trends, network and participate
in one of the social activities



Mette
Lehrmann

HEAD OF RESEARCH

TV 2 DANMARK

Mette has worked as Research Director at TV 2 Danmark since 1997. TV 2 Danmark is the largest broadcaster in Denmark, with an annual turnover in 2014 of DKK 2.4bn.

Mette also currently holds the position of Chairman of the Danish TV-Meter board of directors.

Previously, Mette was Research Director at Danske Bank, the largest player within financial banking in Denmark, for 10 years.



Mikael
Sundflin

R&D DIRECTOR

MTG TV

Mikael has been working in the TV industry for the last 15 years and is currently R&D Director at MTG TV, Scandinavia's largest broadcaster in the Nordic region. His main objectives are to develop the company's audience measurement strategies and implementations, larger research initiatives and its BI structure.

Mikael represents MTG TV's interests in major committees and JICs within audience measurement and research focus.



Ming
Zhao

MARKET RESEARCHER, PROGRAMMING DEPARTMENT

SHANGHAI MEDIA GROUP

Ming Zhao has a master's in computer engineering from the Nanjing University of Aeronautics & Astronautics.

She currently holds the position of Market Researcher in the programming department of Shanghai Media Group.

She has previously worked as Technical Support Engineer in the technical department of Eastday.com, and as TV Programme Director in the programme department of the Oriental TV station.



Nick
Burfitt

GLOBAL DIRECTOR OF AUDIENCE TARGETING

KANTAR MEDIA

Nick is a Global Director for Audience Targeting within Kantar Media Audiences. In his current role, he has overall responsibility for the ongoing development and management of existing Kantar Media RPD services, including those services running in Europe, Africa, India and SE Asia, as well as working on new business and product opportunities across the world.

More recently, Nick has assumed additional responsibilities for the development of social TV related projects within Kantar Media including the global roll-out of the Kantar Twitter TV Ratings service.

[@nick_burfitt](https://twitter.com/nick_burfitt)

Talk to my colleagues from other countries



Food, surf, experience the heartbeat of Rio



Follow the chair arrangements



Playing football on Copacabana beach





Oliver
Pischke

GLOBAL DIGITAL DIRECTOR
KANTAR MEDIA

Oliver was born in 1968 and studied management information systems at the Pennsylvania State University. He has 20 years of management experience in internet audience measurement and was co-founder and MD of the internet audience measurement firm Spring Wirtz und Pischke which was founded as a spin-off of the German Research Institute for Artificial Intelligence (DFKI) in 1995.

Based in Saarlouis, Germany, the firm offers site-centric and user-centric internet measurement, online research and analysis. Its technology and tools had already been deployed by several Kantar Media services in Austria, Germany, Norway, Singapore, Denmark, UK, Spain and Switzerland before Kantar Media acquired the company in 2011.

Since then, Oliver has expanded his internet audience measurement portfolio and has been responsible for key elements of Kantar Media's move into digital measurement – including VirtualMeter, the two-screen technology for the measurement of online TV and the creation of a comprehensive cross-platform/cross-device measurement offering for TV and print.

Won't have time to do any of the things
I would like to do!



Orlando
Lopes

CEO
IBOPE MEDIA, A KANTAR MEDIA COMPANY

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 worked as Vice President of Media for Latin America at Unilever).

Orlando was also President of the Brazilian Advertisers Association (ABA) and of the Circulation Checker Institute (IVC). Over the past three years, through its media management consulting firm – OLMC – he has had the opportunity to meet key players in the market.

He is currently 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.

Hosting our guests



Orlando
Marques

PRESIDENT
ABAP

Orlando is currently a board member of Publicis Groupe in Brazil and President of ABAP, the Brazilian Advertising Agencies Association.

Orlando has a background of working for media provider companies: he spent many years in magazines, newspapers, out-of-home and television, working in senior positions for Editora Abril (a leading magazine company in Brazil), *O Estado de S. Paulo* (the most important newspaper in São Paulo), TV Globo (leading open TV company) and Brazil Media Exterior (outdoor and urban furniture company based in São Paulo).

Between February 2007 and February 2015, he was President and CEO of Publicis Brazil, and since March of this year he has been a board member.

Understand how can we measure how digital
is really effective



Paul
Ruston

BUSINESS DEVELOPMENT DIRECTOR
KANTAR MEDIA

Paul is the Account Director of the return path data services at Kantar Media in New Zealand and Germany. In addition he is involved in the marketing and business development of these services.

He has been with Kantar Media for over 10 years in a variety of roles. These include Client Service Manager for the TV Bureau in the UK and Marketing Manager based in Sydney where he was instrumental in launching Infosys and establishing the return path data services in Australia and New Zealand.

Prior to joining Kantar Media, Paul was a management consultant with KPMG for four years and worked for ITV sales for two years.

Visit the beaches and the statue of Christ





Phillip
Jones

REGIONAL DIRECTOR
KANTAR MEDIA

Phillip is the Regional Director for the South East Asia and Pacific region for Kantar Media. He oversees the day-to-day running and the implementation of services for FTA and PayTV operations, digital broadcasters and internet IPTV providers. He is also involved in internet measurement, mobile usage and social media services.

Phillip has specialised in media research for the past 30 years with 15 year of those as a resident of Asia.

[@theblackhog](#)



Pingxin
An

ASSISTANT TO MANAGING DIRECTOR
CSM MEDIA RESEARCH

Pingxin An is Assistant to the MD and a Business Director of CSM Media Research. He has a master's from the Communication University of China and over 10 years' experience working in the TAM field.

A Pioneer in China's TAM industry, he joined CSM in 1996 after working with 4A companies. He works with China's leading TV stations, radio stations and ad agencies. He has long-term co-operation and communication experience with the media and an in-depth understanding of China's media market.



Pushkar
Kulkarni

**INTERNATIONAL BUSINESS DEVELOPMENT
DIRECTOR**
KANTAR MEDIA

Pushkar joined Kantar Media Audiences in 2006. One of his first responsibilities was to head the team handling the London electronic panel involved in measuring TV and radio audiences using Portable PeopleMeters (PPM).

Currently, he is part of the global business development team, working on new initiatives in audience measurement, as well as reacting to new opportunities in the area of evolving audience measurement systems worldwide, with a greater focus in Sub-Saharan Africa. 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. At IMRB, he was part of the team that introduced PeopleMeters in India. He has also worked for Channel Nine India, Research International / AMRB in Dubai, and TNS Egypt where he headed the media research group across North Africa.

[@pushys11](#)



Qiqing
Chen

DEPUTY DIRECTOR OF SATELLITE TV
JIANGSU BROADCASTING CORPORATION

Qiqing Chen has more than 10 years' experience in the TV industry. He is currently Deputy Director of Channel and Director of the Programming Department, Satellite TV, Jiangsu Broadcasting Corporation.

Just to experience Rio



Try some classic local food



Play futvolley on Copacabana beach... amongst other things!!



Communicate with top thinkers in media area from other countries





Renata
Uhřarikova

INTERNATIONAL BUSINESS DEVELOPMENT DIRECTOR

KANTAR MEDIA

Renata has over 17 years of management experience in the audience measurement and media research field. Working originally for TNS Czech Republic as Marketing Manager, she moved to the London Kantar Media offices in 2003 and became part of the 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.

Previously, Renata worked for ACNielsen Czech Republic for over three years, where she was the Head of Advertising Expenditure Monitoring.



Ricardo
Esturaro

MARKETING DIRECTOR

GLOBO

Ricardo has a bachelor's degree in business administration from Fundação Getúlio Vargas, São Paulo, and an MBA from Thunderbird School of Global Management, USA.

He has 25 years' experience as a marketing professional in the media and entertainment industry, with focus on marketing, business development and international business. He also has experience in Broadcast TV and Pay TV.

He is currently working as a Marketing Director at TV Globo.



Ricardo
Wolff

CHIEF OF STUDIES AND RESEARCH

RED DE TELEVISIÓN CHILEVISIÓN

Ricardo has been Head of the Research and Studies Department of Chilevisión TV channel since 1998. He has previously worked as Studies Unit Chief for ad agency JW Thompson, as a PLANACAP Systems Analyst and has also taught at the University of Chile. He studied statistics at the University of Chile.



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. He is responsible for leading a global business operating in more than 60 countries.

Richard has held a number of senior positions in Kantar. From 2009 to 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 custom media research business.

Prior to this he was Managing Director of BMRB, a leading UK full-service market research agency specialising in media and social research.

Richard has been involved in media and marketing research for 30 years, managing proprietary strategic research and high profile industry studies. He is a member of the Editorial Advisory Board of the *International Journal of Market Research*.

[@rich_asq](#)

Get to know the Rio and meet a Carioca



Networking



Tour the city and its beaches



Meet IBDPE's clients





Robert
Powell

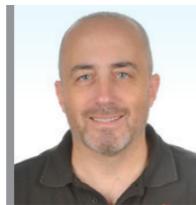
CEO
TNS

Rob joined TNS in 2004, initially based in Durban, South Africa. He ended up as Head of Client Services for Johannesburg and Durban before moving to Australia in 2010 as Executive Director of the Sydney office.

He then returned to South Africa to take up the position of Global Account Director for SAB Miller. In January 2014 he was asked to take on the role of running the TNS South Africa business.

Rob's expertise is multi-faceted with a strong background in FMCG and financial sector based consulting. With expertise in brand development, needs based portfolio management, stakeholder engagement and bottom of the pyramid understanding and strategy, Rob is committed to enhancing brand understanding and engagement across the developing world.

Rob has a Bachelor of Commerce degree majoring in Business Administration, Psychology and Marketing.



Robert
Zara

VICE PRESIDENT OF MARKETING
KANAL D

Having graduated from Bosphorus University in business administration, Robert started working for Universal McCann as a media planner in 1992. Until 1998, he held different posts, the last being Deputy General Manager, and handled various multinational accounts such as TCCC, GM, Gillette, L'Oreal, Goodyear and some local conglomerate businesses. From 1998, he worked at Universal McCann London as EMEA region Media Director for GM and Goodyear accounts. Between 2005 and 2011 he became the General Manager for Universal McCann Istanbul where he was responsible for the growth of the business.

In 2011, Robert moved over to the media-owner side, where he became the Marketing Manager for one of the biggest TV owners, DTV (Kanal D, CNN Turk, TV2, Dream TV). Currently he is responsible for contributing to the growth of DTV's advertising business.

He is proud father to his son Tibet, and is competitively involved in sporting activities such as tennis, fitness, and aikido.



Salman
Danish
Naseer

CEO
MEDIALOGIC

Salman worked with Shell and PepsiCo in different marketing roles before beginning his entrepreneurial career in 2007. He set up Medialogic, Pakistan's first and only overnight TAM provider, which rapidly revolutionised data analysis and media planning in Pakistan.

Starting from just three cities, the Medialogic TAM panel currently covers more than 20 cities with 1,000+ meters. Medialogic data is now the recognised media currency and the company was recently selected by Harvard Business School as one of the 100 fastest growing companies in Pakistan.

Medialogic has also recently started working on a radio measurement project under the name of RadioScore to quantify growing FM radio listenership in Pakistan.



Sam
Balsara

CHAIRMAN & MANAGING DIRECTOR
MADISON WORLD

The Economic Times Brand Equity Ad Agency Reckoner has ranked Sam as 'India's Most Influential Media Person' for the last nine consecutive years. Sam is also the recipient of the Advertising Agencies Association of India's Lifetime Achievement Award and the Ad Club of Kolkata's Hall of Fame Award. He was also featured in *Campaign's* Global Power List 2010.

Sam is currently the head of the completely Indian-owned Madison World, which has 26 units across 10 specialised functions in advertising, media, out-of-home, PR, retail, entertainment, mobile and sports. Over the past 26 years, Madison has grown to become a Rs.30 billion+ company, employing over 1 000 communication experts, with offices in India, Sri Lanka and Thailand.

Sam has over 40 years' experience in marketing, advertising and media with blue-chip companies such as Sarabhai, Cadbury, Contract (WPP), Mudra and Madison, of which the last 26 years have been entrepreneurial.



Understand the trends
Network
Participate in one of the social activities



See the Amazon



Do some local sightseeing in Brazil and participate in the Carnival, if it is on at that time





Sergey
Safnikov

HEAD OF RESEARCH

VGTRK

Sergey has been Head of Research at TV Channel Russia since November 2009. In this position he is responsible for quantitative and qualitative research. Before joining TV Channel Russia he worked at Channel 5 in the second capital of Russia, St Petersburg. He previously worked for the research department of Russian State Television, a post he held from 1999.



Sergio
Stradolini

HEAD OF CLIENT SOFTWARE DEVELOPMENT

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 Argentina.

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 US.

Sergio joined Kantar Media (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 its implementation in 34 markets. He is now globally responsible for client software for Kantar Media's audience measurement business.



Shmuel
Shem Tov

CEO

ISRAELI AUDIENCE RESEARCH BOARD

Shmuel has been CEO of the Israeli Audience Research Board since 2014.

Before this role, he was the CEO of the Centre for Books and Libraries in Israel, which is in charge of all Israeli public libraries. While in this position, he was also the Editor and General Manager of a scientific and philosophical magazine called *Odyssey – a journey between ideas*.

He has previously worked as Content and Production Director of the JCS company (Jerusalem Capital Studio), one of the largest television and film production studios in Israel; CEO and Editor-in-Chief of the national network of local television news at one of the top two leading cable companies in Israel; CEO of the Second Authority for Television and Radio in Israel, which regulates all commercial TV and radio in Israel; and Chairman of the Board of Directors of Channel 2 news, the largest commercial channel in Israel.

Sshmuel has a BA in law, a BA in economics and an MA in history and philosophy of science.



Spencer
Charters

DIRECTOR, BUSINESS DEVELOPMENT

SHAW MEDIA

Spencer is a young, energetic executive responsible for strategic planning, business and corporate development at Shaw Media, the largest pay TV provider and the second largest broadcaster in Canada. As Director of Business Development, he is responsible for identifying, developing and launching new business initiatives with a focus on next-generation advertising, advanced audience measurement and multi-platform content experiences.

Swim in the ocean



Live and breathe the city as the locals do

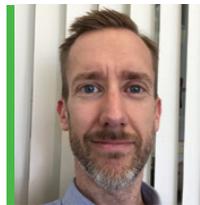


Just a short trip in town



Hiking and spending time on the beaches





Stefan
Andersson

BUSINESS DEVELOPMENT MANAGER

SBS DISCOVERY RADIO SWEDEN AB

Stefan currently holds the position of Business Development Manager at SBS Discovery Radio Sweden which is the largest commercial radio company in Sweden. He was formerly Research Manager at the same company.

Stefan has a master's in science in business and economics from Stockholm School of Economics. He is a member of the project group behind Portable People Meter (PPM) measurements of radio in Sweden.



Tania
Hobbs

GENERAL MANAGER

DSTV MEDIA SALES

After being part of the project team that set up the RPD panel for DSTV, Tania was appointed as the General Manager for DSTV-i in April 2013, overseeing operations in South Africa and the rest of Africa.

Prior to this, Tania worked in the advertising industry, specifically as a media planner and strategist, as well as being a board member of Mindshare South Africa. After 15 years on that side of the fence, Tania left the corporate world and began consulting, working on projects for media agencies and media owners. She has also been involved in industry training, with a specific focus on television.



Thanh Mai
Tran

MANAGING DIRECTOR

KANTAR MEDIA

Mai has 25 years' experience in business management and marketing communications in Vietnam. Inspired by the constant innovations in the media industry and the challenges of providing insightful marketing information in a world flooded with data and information, Mai aims to make it easy and simple for clients to make decisions.

Mai is a board member of Vietnam Advertising Association, Secretary of Vietnam Market Research Society and Chairwoman of the Research Board of Mobile Marketing Association Vietnam.



Thi Hong Thu
Ho

DEPUTY DIRECTOR – TVAD

TV ADVERTISING & SERVICES CENTRE
– VIETNAM TELEVISION

Thu Ho has a background in finance from her time as Finance Manager at the TV Advertising and Services Centre (TVAd) – Vietnam Television, as well as a master's degree in business administration. She has extensive experience in and knowledge of the media industry.

After becoming Deputy Director of TVAd in 2012, she has devoted her time to improving TVAd's services and brand.

Visit the Christ
Stroll down Copacabana



Trip into the rain forest (Tijuca National Park)



Tour the city



Sightseeing





Thi Lan Huong
Do

DIRECTOR

TV ADVERTISING & SERVICES CENTRE
– VIETNAM TELEVISION

Huong Do is the Director of TV Advertising and Services Centre (TVAd), the business arm of Vietnam Television (VTV).

With more than 15 years of experience and dedicated work in the media industry, Huong Do has been instrumental in increasing TVAd's revenue over the years. She has put a lot of effort into managing TVAd's overall operations as well as working closely with other divisions of VTV, from film producing and localising foreign formats to acquiring contents and co-producing with domestic and international partners to maintain VTV's competitive position and profit.



Vivian
Tin

HEAD, INTEGRATED CUSTOMER BUSINESS DEVELOPMENT

ABS-CBN CORPORATION

Vivian is the Head of Customer Business Development at ABS-CBN. The division is tasked with providing direction by helping develop a thorough sense of what customers need, as well as detecting emerging patterns so that the company can capitalise on this knowledge to develop new products, contents and markets. The division provides consumer as well as market insights, and information to support the strategic and tactical business decisions of parent organisation ABS-CBN Corporation (free TV, radio and regional networks) and all its subsidiaries (eight cable channels; ABS-CBN Global; ABS-CBN Film-Movie Production; Star Records; Sky Cable – the biggest cable operator; ABS-CBN Publishing – nine glossy magazine titles; ABS-CBN Interactive – online services; and ABS-CBN Mobile). Vivian joined ABS-CBN in 2003.

Vivian graduated *magna cum laude* with a BA in political science from the University of the Philippines, where she also completed postgraduate studies on applied statistics. In addition, she has completed the Advanced Management Programme at Harvard Business School.



Weidong
Zheng

DEPUTY MANAGING DIRECTOR

CSM MEDIA RESEARCH

Weidong Zheng has been Deputy Managing Director of CSM since 2005.

He has a PhD in communication from Peking University.



Will
Koning

CHIEF RESEARCH OFFICER

KANTAR MEDIA AUDIENCES

Will has been involved in data analytics for 14 years in academia, management consulting and media. He has recently taken up a position at Kantar Media where he leads the central research team and is responsible for advancing audience research methodology and developing research expertise in over 50 countries. His prime focus is on the fusion of big data sets to understand online and offline audience behaviour.

Prior to this he was a partner at a boutique strategy-consulting firm, specialising in data-driven and dynamically-informed growth strategy that helped Fortune 500 companies deliver improved performance through better understanding of their customers and stakeholders.

His academic research focused on identifying the drivers of complex ecological systems with investigations bridging the molecular and population levels, and his behavioural research has made the cover of the journal *Nature*.

Will holds a PhD and an MSc in the mathematical modelling of biological complexity from UCL.

Sightseeing



Shopping



Taste the local food
Shopping
Walk on the beach



The Summit
Beach
Churrascaria
Caipirinha
More beach





Zaid
Mohseni

GROUP COO
MOBY GROUP

As COO, Zaid has helped build MOBY Group into one of the leading broadcast and entertainment companies in Asia and the Middle East. He has been instrumental in introducing some of the most captivating entertainment brands – including *Afghan Star*, *The Voice* and the Roshan Afghan Premier League – to Afghanistan, as well as building the group's diverse portfolio of businesses across six markets in South and Central Asia and the Middle East.

A graduate of Monash University, Melbourne, Zaid practised law in Australia for 12 years before returning to Afghanistan in 2004 to join his two brothers and sister to build Moby Group, the company he helped co-found with his family in 2002.

Now headquartered in the UAE, the group operates 17 businesses spanning television and radio networks, online entertainment platforms, print media, telephony services, content production, IT technology solutions and a specialised strategic communications consultancy. 21st Century Fox is a minority shareholder in the group.

Meetings with the participants
Sight seeing



Follow the chair arrangements



Zhongwei
Dai

PROGRAMMING DEPARTMENT DEPUTY DIRECTOR
SHANGHAI MEDIA GROUP

Zhongwei Dai is a well-known television director, producer and programme expert. He has worked in television for 20 years, serving as Director of the Oriental TV programme centre, as a programme director, and as Deputy Director of the Oriental TV channel.

He is currently Deputy Director of the Programming Department, Shanghai Media Group, and has an MA from Shanghai Theatre Academy.

