

ON AIR

THE  
WORLD  
AUDIENCES  
SUMMIT  
2016

PARTICIPANTS



# The Audience

YOUR FELLOW PARTICIPANTS

## Ksenia Achkasova

**TAM Director**  
TNS Russia

 @Kseniaach



### Please explain what your current position involves

Leading the TV audience measurement service provision in Russia.

### What's your greatest business achievement?

Launching integrated TV and online ratings.

### What's the best thing about your job?

Having the opportunity to do new things in different ways, and meeting new people.

### Best advice you could give someone working in media today?

Be creative and always investigate new opportunities.

## Morshed Alam

**Executive Director**  
GroupM



### Please explain what your current position involves

As the national head for GroupM in Bangladesh, I have overall responsibility for providing tailor-made solutions for different GroupM clients. As the market is still evolving, I have the additional responsibility of helping the local media industry to grow.

### What's your greatest business achievement?

Becoming the first local national head for GroupM Bangladesh.

### What's the best thing about your job?

Every day brings new challenges. Change is the only constant.

### Best advice you could give someone working in media today?

Whatever you do, give 100% concentration and think outside the box.

# Aletta Alberts

**Head Of Content**  
MultiChoice



## Please explain what your current position involves

Head of Content for MultiChoice, Africa's largest pay-television operator. I've been involved in television production, television branding and marketing, content management and television business management for 22 years.

## What's your greatest business achievement?

Artes 1988 and 1990, Supermodel and New Model Today International documentaries, the opening and closing ceremonies for 1995 Rugby World Cup, the African Cup of Nations, the launch of the

SABC and various award-winning music specials such as Johannes Kerckorrel's Speel My Pop and Lesley Rae Dowling's Unbound Waters.

## What's the best thing about your job?

Launching several successful products and continuing to innovate on the MultiChoice platform and the content offering across Africa.

## Best advice you could give someone working in media today?

Be driven, have passion and stay committed to what you are doing.

# Lucia Antal

**President**  
ARMA

 @lu\_an88



## Please explain what your current position involves

I have been president of ARMA, the Romanian Association for Audience Measurement, since 2005 and am an active participant in the implementation of the TAM service in Romania. I have been a member of the I-JIC Board since 2012 and became chief marketing officer for the entire PRO TV group (including 7 TV stations) two years ago.

## What's your greatest business achievement?

The introduction of PeopleMeter measurement in Romania.

## What's the best thing about your job?

I never get bored.

## Best advice you could give someone working in media today?

Expect the unexpected.

## Richard Asquith

**Global CEO, Audience Intelligence**  
Kantar Media

 @rich\_asq



### **Please explain what your current position involves**

Global leadership of Kantar Media's audience measurement business.

### **What's your greatest business achievement?**

Over 30 years of working in rapidly evolving, high quality, financially successful media research businesses.

### **What's the best thing about your job?**

The variety of challenges in an international business environment and working with smart people.

### **Best advice you could give someone working in media today?**

Be adaptable.

## Ebru Atasav Tahranci

**Vice Chairman**  
TV8/Acun Medya



### **Please explain what your current position involves**

I am Vice Chairman of TV8 & Acun Medya.

### **What's your greatest business achievement?**

As a production company, the acquisition of a TV channel and making it number one in a year.

### **What's the best thing about your job?**

Being creative and inspiring TV audiences.

### **Best advice you could give someone working in media today?**

Content is global, and there are unique formulas for each territory. That is why it's important to be able to analyse your own territory well.

## Balbinder Badesha

**RPD Services Director**  
Kantar Media



### **Please explain what your current position involves**

I head up a team that is responsible for the operation, support and development of our international return path data services that are hosted in the UK.

### **What's your greatest business achievement?**

Working on the launch of the DStv-i service in the South African market. But I'd like to think my greatest achievement is still yet to come...

### **What's the best thing about your job?**

The people and the variety. It's great to work with people who are passionate about what they do. I'm lucky that every day is different and I get to interact with such a varied group. It means I am always learning.

### **Best advice you could give someone working in media today?**

Expect lots of changes and be prepared for a different world where everything will be non-linear!

## George Bakhtadze

**CEO**  
TV Imedi



### **Please explain what your current position involves**

I am CEO of the TV company IMEDI.

### **What's your greatest business achievement?**

In the position of CEO I have had the opportunity to use my knowledge and experience to make our channel the most popular and highly rated.

### **What's the best thing about your job?**

To be creative, always meet know how's from employees and successfully grow a company.

### **Best advice you could give someone working in media today?**

Keep independence and objectivity of media.

## Yigal Baron

**General Manager**  
Israeli Advertising Agencies Association



### Please explain what your current position involves

I am managing director of the Israeli Advertising Agencies Association, as well as managing director of Israel's school of advertising, Habetzefer. I am also a director on the television rating measurement board of Israel.

### What's your greatest business achievement?

Being founder of both Israel's school of advertising and the internet measurement board of Israel.

### What's the best thing about your job?

I love doing it, and I do it with great passion.

### Best advice you could give someone working in media today?

Think creative.

## Patricia Beber

**Managing Director Brazil**  
Kantar Worldpanel



### Please explain what your current position involves

I am proud to lead Kantar Worldpanel services in Brazil.

### What's your greatest business achievement?

Work in synergy with our sister operating brands across Kantar to develop new solutions.

### What's the best thing about your job?

There is always space to do something new and bold.

### Best advice you could give someone working in media today?

Understand the consumers needs, communicate well and be sure to deliver what you promise.

## Jennie Beck

**Global Director**  
TNS & Kantar Media

 @jenniebec



### Please explain what your current position involves

Developing effective and innovative media research solutions, particularly for Africa.

### What's your greatest business achievement?

Longevity – surviving, thriving and still learning.

### What's the best thing about your job?

The people I work with – clients and colleagues.

### Best advice you could give someone working in media today?

Make sure you enjoy it!

## Morné Bosch-Serfontein

**Group GM**  
MultiChoice



### Please explain what your current position involves

Heading up the Centre for Information and Insights for MultiChoice Group. The portfolio includes business intelligence, group analytics, technology, research and audience measurement as well as information governance.

### What's your greatest business achievement?

I celebrate every day as an achievement as I have the best team in the world.

### What's the best thing about your job?

The people, the creativity and the complete madness of the entertainment industry.

### Best advice you could give someone working in media today?

Be a classy type, a rough type, a passionate type, but never a stereotype.

## Claes Boström

**Account Director**  
TNS Sifo



### Please explain what your current position involves

Managing radio and internet audience measurement in Sweden.

### What's your greatest business achievement?

Building and managing stable services.

### What's the best thing about your job?

It's creative and multi-faceted.

### Best advice you could give someone working in media today?

Content IS king.

## Christian Brent

**SVP, Global Research & Audience Strategy**  
FOX Networks



### Please explain what your current position involves

I head up audience research for all FOX, FOX Sports and National Geographic linear channels and player apps outside of the US.

### What's your greatest business achievement?

Winning an IPA Effectiveness Gold Award.

### What's the best thing about your job?

Being around exciting new programme development on FOX and working with the mission-based National Geographic Society.

### Best advice you could give someone working in media today?

Embrace and enjoy change.



## Andy Brown

**Global CEO & Chairman**  
Kantar Media

 @andyjamesbrown



### **Please explain what your current position involves**

I am responsible for leading Kantar's media research business through a time of radical change in the market.

### **What's your greatest business achievement?**

Having the support of 7,000 colleagues as we address the challenges and opportunities in our industry.

### **What's the best thing about your job?**

I am very lucky that I enjoy what I do and work with some amazing colleagues across the media industry over many years. The amount of change has made it more exciting than ever.

### **Best advice you could give someone working in media today?**

Never close your mind to new opportunities and never make an enemy- it is a very small world.

## Jonathan Brown

**Head of Audience Solutions**  
TNS NIPO



### **Please explain what your current position involves**

Leading Kantar's work on the SKO Total Video project in the Netherlands. Delivering one of the most ambitious audience measurement currencies in the world, successfully.

### **What's your greatest business achievement?**

Delivering the first truly cross-platform measurement of online video viewing of programmes in the world. This may be surpassed by the time we reach Cape Town by the addition to the service of Total Video (TAM & VAM) for programmes and online commercial video measurement. Traffic measurement will follow.

### **What's the best thing about your job?**

Working with so many talented and creative people: including our clients SKO and Vinex, our project collaborators, internally in Kantar but also externally, with comScore, GFK, Nielsen and Wakooa all contributing in some way to the project.

### **Best advice you could give someone working in media today?**

Embrace change, don't fight it. Don't be afraid to look stupid; you can't expect to know and understand everything. Don't trust anyone who pretends they do.

## Franz Buergi

CEO  
Mediapulse



### Please explain what your current position involves

I have been the CEO of Mediapulse Corporation for Media Research in Switzerland since November 2015, responsible for TV and radio audience measurement, operating two panels and issuing two studies.

### What's your greatest business achievement?

Successfully taking over the operational responsibility for Mediapulse. Previously I successfully managed the IT department of a big Swiss media company for almost 10 years, and was responsible for an ambitious cross-media project involving all media genres.

### What's the best thing about your job?

I like to work with people and to move things forward! My job brings a unique mix of interaction with people, communication on all levels, technology management, strategy and politics. Every day is different and that may be the best thing about this job!

### Best advice you could give someone working in media today?

Move fast, don't crack under pressure and play the game as all the others do!

## Nick Burfitt

Managing Director of Asia Pacific  
Kantar Media

 @nick\_burfitt



### Please explain what your current position involves

Overseeing all Kantar Media's audience measurement activities across Asia Pacific, both traditional and digital, ensuring that existing clients are well served and that new opportunities are developed.

### What's your greatest business achievement?

Helping to launch the SkyView RPD service.

### What's the best thing about your job?

Working with clients.

### Best advice you could give someone working in media today?

Don't be afraid.

## Dora Camara

**Executive Commercial Director, Brazil**  
Kantar IBOPE Media



### **Please explain what your current position involves**

In my role I have participated in several major projects, including: the implementation of Peoplemeters in Brazil; the implementation of specific TV panels for audience measurement in non-regular markets; the development of systems for customers to facilitate the analysis of TV, radio and newspaper research; the creation of the company IBOPE Monitor; the integration of Target Group Index; and the launch of the professional training course, Media Class.

### **What's your greatest business achievement?**

The creation of the company IBOPE Monitor.

### **What's the best thing about your job?**

The implementation of PeopleMeters and the integration of the Target Group Index (TGI) in Brazil.

### **Best advice you could give someone working in media today?**

Be attentive to all requirements of your clients.

## Marcelo Cardoso

**Administrative Vice President**  
TV RECORD



### **Please explain what your current position involves**

Currently I am in charge of all TV RECORD International's operations worldwide, broadcasting to over 150 countries. I am also administrative VP of Rede Record de Televisão in Brazil.

### **Best advice you could give someone working in media today?**

Always continue to learn.

# Marta Castán

**Senior Research Manager**  
Turner



## Please explain what your current position involves

I am senior research manager at Turner, looking after our channels in Spain and Portugal.

## What's your greatest business achievement?

Understanding the needs of our different clients and serving them accordingly.

## What's the best thing about your job?

It's like a new job every day as there are so many things going on in the industry.

## Best advice you could give someone working in media today?

Have fun!

# Daniel Chalfon

**Media Vice President**  
LDC

 @danielchalfon



## Please explain what your current position involves

Partner and Media Vice President of LDC, a Brazilian agency.

## What's your greatest business achievement?

Everything counts.

## What's the best thing about your job?

Working with smart and talented people.

## Best advice you could give someone working in media today?

The main thing is the path.

## Spencer Charters

**Director, Strategy  
and Business Development**  
Corus Entertainment



### **Please explain what your current position involves**

I support the company's business development and strategic planning activities, including global partnerships and M&A. We recently launched an audience measurement solution powered by set-top box data and dynamic ad insertion technologies for traditional TV.

### **What's your greatest business achievement?**

Helping the company and my colleagues adapt, grow and thrive in an unpredictable industry, all while being acquired three times in under 10 years.

### **What's the best thing about your job?**

Working alongside the brightest minds in the business. Plus, two days are never alike.

### **Best advice you could give someone working in media today?**

There's great opportunity amidst the uncertainty. Hold on and enjoy the ride.

## Laurence Chausson

**International Business  
Development Director**  
Kantar Media



### **Please explain what your current position involves**

Curiosity, innovation, tenacity, resilience, sociability, accuracy and relevance are required for expanding and supporting television, radio and internet electronic audience measurement services in existing and new geographies.

### **What's your greatest business achievement?**

Winning the Turkey contract and helping to set-up the subsequent service.

### **What's the best thing about your job?**

Working with people of many different profiles (engineers, statisticians, lawyers, finance...) and from different cultures. A job being both 'technology-centric' and 'people-centric'.

### **Best advice you could give someone working in media today?**

Look at the media consumption behaviour of the 'millennials' and of the following future generations, not only in your own country but also at a global level, and then analyse trends within the prism of the demographic pyramid.

## Yan Chen

**CSO**  
Focus Media



### Please explain what your current position involves

The integration of acquired companies into Focus Media, the privatisation of companies on NASDAQ, and IPOs on China's stock market. Together with Kantar Media I helped pioneer the Infosys OOH Assessment System, and also teamed up with Millward Brown to become the first to employ the MixReach system, a multi-screen impression assessment tool.

### What's your greatest business achievement?

Winning Person of The Year, China's Most influential Advertisements in 2012; being one of three people

from China to speak at the World Advertisement Forum in 2014; and winning a Pacesetter award from the All-China Women's Federation in 2015.

### What's the best thing about your job?

The media industry is full of passion and innovation. It always pushes me forward quickly as well as broadening my vision.

### Best advice you could give someone working in media today?

Innovation is the most important element in being successful in the media industry.

## Dennis Christensen

**Head of Research**  
DR

 @christensen\_d



### Please explain what your current position involves

As the head of audience research in the Danish Broadcasting Corporation (DR), I am head of 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.

### What's your greatest business achievement?

That is hopefully yet to come.

### What's the best thing about your job?

Getting to work with dedicated and highly skilled professionals.

### Best advice you could give someone working in media today?

Wear sunscreen.

## Jane Clarke

**CEO/Managing Director**  
CIMM (Coalition for Innovative  
Media Measurement)

 @cimm\_news



### Please explain what your current position involves

I am the CEO and managing director of the Coalition for Innovative Media Measurement (CIMM), responsible for developing CIMM's strategy and vision and overseeing all day-to-day operations. CIMM is an R&D coalition of leading video-based content providers, media buying agencies and large advertisers, formed to spur innovation in both TV and cross-platform measurement.

### What's your greatest business achievement?

CIMM has launched game-changing pilot tests for cross-media audience measurement with comScore, including the

recently-completed five-platform (TV, radio, computer, smart phone and tablet) measurement of unduplicated reach across video, audio and text – now being launched as X-Media following comScore's acquisition of Rentrak.

### What's the best thing about your job?

Collaborating with smart people on innovative, game-changing solutions to difficult measurement challenges.

### Best advice you could give someone working in media today?

Keep a 'beginner's mind' and be open to new ways of seeing the world.

## José Carlos da Silveira Junior

**Planning Director**  
Band



### Please explain what your current position involves

As planning director of a nationwide television network, I'm in charge of scenario studies in programming, production, rights acquisition and market development.

### What's your greatest business achievement?

To be working for the same organisation for 30 consecutive years.

### What's the best thing about your job?

Not even one day looks like another. An extremely exciting environment which changes on a day-to-day basis.

### Best advice you could give someone working in media today?

Be open to the new.

## Manuel Daehler

**Managing Director - Switzerland**  
Kantar Media



### **Please explain what your current position involves**

My role involves connecting the client's needs and wishes with Kantar's know-how and capabilities, as well as integrating local challenges and global experience.

### **What's your greatest business achievement?**

Running some of the biggest reference sites (565 audio streams) for a demanding market, and growing the Virtual Meter Penetration from 39% to 62% within a year.

### **What's the best thing about your job?**

Working with a motivated team in an evolving environment: the future brings so many challenges to our business.

### **Best advice you could give someone working in media today?**

Don't be fooled by little things, seek the major lines and drifts!

## Jennifer Daniel

**Regional Director Africa/Asia Pacific**  
Telmar



### **Please explain what your current position involves**

Working with clients from advertising agencies and media owners to provide software solutions for their analytical needs. Loading all research databases and integrating data to provide audience measurement across many platforms.

### **What's your greatest business achievement?**

Becoming the Pan-African Media Research Organisation's 'Achiever of the Year' in 2015.

### **What's the best thing about your job?**

Travelling and meeting new challenges in different countries across Africa and Asia Pacific. Finding similarities in these markets and providing solutions for clients.

### **Best advice you could give someone working in media today?**

Adapt or die! Keep abreast of the lightning-speed changes in data and measurement across all platforms. Audiences, not platforms, is the name of the game.



## Salman Danish Naseer

**CEO**  
Medialogic



### Please explain what your current position involves

Managing the entire TAM set-up in Pakistan, including dealing with industry and government bodies.

### What's your greatest business achievement?

Setting up TAM in Pakistan and structuring an otherwise subjective media-planning industry.

### What's the best thing about your job?

Innovate to stay ahead of the curve on TAM developments while ensuring cost effectiveness.

### Best advice you could give someone working in media today?

Stay on top of technology as the media industry is evolving rapidly around the world. While this creates certain threats it also opens a lot of opportunities.

## Partho Dasgupta

**CEO**  
BARC

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



### Please explain what your current position involves

Policy development, execution planning and reviewing programmes to achieve the primary objectives of an industry-owned ratings company.

### What's your greatest business achievement?

Leading the start-up teams and management teams of Times Now, ET and Times Multi Media, and setting up a transparent and credible industry body for TV audience measurement.

### What's the best thing about your job?

Managing complexities and handling relationships, and setting up the biggest audience measurement system across the world.

### Best advice you could give someone working in media today?

Be aware of change every day around you.

## Olivier Daufresne

**International Projects Director**  
CESP



### **Please explain what your current position involves**

I am the international projects director in charge of our media measurement system audits.

### **What's your greatest business achievement?**

The international deployment of the media measurement system.

### **What's the best thing about your job?**

The diversity.

### **Best advice you could give someone working in media today?**

Be curious.

## Alberto De Pablo

**Managing Director, Spain**  
Kantar Media



### **Please explain what your current position involves**

As Managing Director of Kantar Media in Spain my position involves managing a complex TAM service and developing other connected services on Return Path Data and Cross Media Measurement, as well as fusion with consumer panels, etc.

### **What's your greatest business achievement?**

The high level of client service over time and the decision to develop the Infosys Software.

### **What's the best thing about your job?**

The best thing about my job is that it is a team-working business where technology evolves very fast and consequently forces me to keep the pace.

## Bas De Vos

**Managing Director**  
SKO

 @kijkonderzoek



### **Please explain what your current position involves**

Building a future-proof audience measurement system for the Dutch market.

### **What's your greatest business achievement?**

Building a system together with my team and our suppliers which currently delivers daily ratings for programmes and will do so for campaigns over the coming months.

### **What's the best thing about your job?**

Working with great people who bring great ideas.

### **Best advice you could give someone working in media today?**

In thinking about solutions, always take the digital environment into account.

## Julian Dobinson

**Director of Insight & Research**  
Sky



### **Please explain what your current position involves**

Managing research and insight for the Sky Media ad sales business. Managing our audience research and representing Sky on industry committees (eg, BARB, TAM Ireland Board). Developing research and insight to support new revenue streams.

### **What's your greatest business achievement?**

Pioneering (with Kantar Media) one of the first Return Path Data services in the world (back in 2004).

### **What's the best thing about your job?**

The constant change as technology evolves and the great people who work in media.

### **Best advice you could give someone working in media today?**

Embrace change!

## Paolo Duranti

**Direttore Superpanel**  
Auditel S.r.l.



### Please explain what your current position involves

I'm Superpanel Director at Auditel Italy with responsibility for completing and launching the innovative big sample of 15,600 households, a fundamental part of the Total Viewing project.

### What's your greatest business achievement?

I had the opportunity to develop the first single-source measurement in the late '80s at Nielsen. This allowed me to work with big manufacturers and media agencies, experiencing innovative ways of handling media data crossed with purchase data.

### What's the best thing about your job?

The media environment offers so many challenges and stimuli on a continuous basis that force you to be 'always on', always ready to catch ideas and opportunities, think outside the box, learn continuously, listen carefully to others', and to stick to the numbers while simultaneously flying with your imagination.

### Best advice you could give someone working in media today?

Listen, listen, listen. Experiment and measure. Think, check and re-think. Be curious. Don't stay too much in your comfort zone.

## Ekaterina Efimenko

**Head of Programming**  
TNT



### Please explain what your current position involves

I've been Head of Programming since October 2015. For me, it's important not only to measure the audience but to also manage our content on different platforms.

### What's your greatest business achievement?

For five years TNT has held first place among all Russian TV channels in audience sales 14-44, and I feel a part of it.

### What's the best thing about your job?

Watch, research and schedule content of the highest quality.

### Best advice you could give someone working in media today?

Be open-minded and don't stop learning.

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## Einar Einarsson

**Managing Director**  
Gallup Iceland



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### **Please explain what your current position involves**

Managing director for Gallup Iceland for 10 years, and have 20 years' experience in the market research business.

### **What's your greatest business achievement?**

Still remains to be seen.

### **What's the best thing about your job?**

Working with great people.

### **Best advice you could give someone working in media today?**

Be adaptable to change.

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## Jana Eisenstein

**Managing Director, EMEA**  
VideologyUK



## İbrahim Eren

**TİAK President/TRT Assistant GM**  
TİAK/TRT



### **Please explain what your current position involves**

I have been a Deputy Director General of the Turkish Radio-Television Corporation (TRT) since 2013, and am responsible for 11 TV channels including TRT-1 and TRT World. I am also a member of the board of directors of Türk Telekom, chairman of the executive board of TİAK (Television Audience Research Committee Joint Stock Company) and a director of International Emmy.

### **What's your greatest business achievement?**

TRT Dramas and the TRT WORLD channel.

### **What's the best thing about your job?**

Always active and changing.

### **Best advice you could give someone working in media today?**

Focus on deliverables and never give up trying.

## Metin Ergen

**CEO**  
ATV



### **Please explain what your current position involves**

I have been ATV general manager since March 2015, having previously worked as CFO of TURKUVAZ Media Group, a diversified media company comprising TV channels, radio, newspapers, magazines, printing and distribution.

### **What's your greatest business achievement?**

The increase in ATV's rating performance within six months of my appointment.

### **What's the best thing about your job?**

It's all about people.

### **Best advice you could give someone working in media today?**

It is an endless process of listening, observing and understanding.

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# Ricardo Esturaro

**Marketing Director**  
Globo



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## **Please explain what your current position involves**

I take care of the marketing area of Globo TV, with responsibility for research, products, sports and communication.

## **What's your greatest business achievement?**

Reformulation and sales of our main products on the upfront.

## **What's the best thing about your job?**

It's fun and challenging!

## **Best advice you could give someone working in media today?**

Be proactive.

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# Rosa Emilia Fonseca Gomez

**Corporate Executive Vice President**  
Caracol Television



 @refonsec1

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## **Please explain what your current position involves**

As executive vice president, I manage all issues relating to corporate, administrative, financial and IT aspects, and I oversee the sales area.

## **What's your greatest business achievement?**

I've worked at the company for 22 years and was part of the 1998 team that won the licence to operate the national network that we are today. In Colombia, we are the leading national television network and also have other entertainment-related businesses such as radio, digital,

modelling agencies and cinemas, among others.

## **What's the best thing about your job?**

I have contact with people working in all areas of the company, and I feel that with my experience I have contributed in the most important decisions that have helped make my company the leader in its field.

## **Best advice you could give someone working in media today?**

Have an open mind to new things, always look to strengthen, diversify and make sustainable business.

## Claudia Furini

**Media & Marketing Director**  
JBS Group



### Please explain what your current position involves

As a senior executive media buyer at JBS, my role is to formulate effective media plans as well as optimise, arbitrage and use targeting strategies to provide successful and scalable advertising campaigns.

### What's your greatest business achievement?

Since I started my journey at JBS I have doubled the digital investment in the last year, getting positive ROI, increasing reach and improving company knowledge.

### What's the best thing about your job?

Learning every day through different business challenges, how to develop and implement a strategic media business vision with experience across traditional and digital advertising plans.

### Best advice you could give someone working in media today?

I really believe that good business media negotiation depends on excellent relationships, pulling all available resources together to get a deep understanding and meet a commitment.

## Ivan Galvis

**Managing Director**  
Kantar IBOPE Media



### Please explain what your current position involves

I manage the commercial relationship with international clients outside LATAM for Kantar IBOPE Media.

### What's your greatest business achievement?

Being able to implement a long-term 'fluid' commercial model for the regional audience service. This has given both international channels and Kantar IBOPE Media a more transparent negotiation process, putting aside commercial tensions and allowing us to focus on new challenges and the clients' needs.

### What's the best thing about your job?

Having the opportunity to work and learn from different clients, markets and colleagues makes my job very fulfilling as I always find a new perspective to enrich my overall knowledge of the business.

### Best advice you could give someone working in media today?

Things are changing very fast: don't stop learning from research and if possible be a heavy user of media in order to better understand the audience experience.



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# John Gill

**Head of Audience Measurement**  
Kantar Media



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## **Please explain what your current position involves**

Ensuring that we develop industry-leading tools to support our TAM-to-VAM strategy and the deployment of the next-generation hybrid panel and census systems.

## **What's your greatest business achievement?**

Delivering a new panel for BARB on time and with audience data that was exactly as expected.

## **What's the best thing about your job?**

The challenge of providing solutions in an environment that is always changing.

## **Best advice you could give someone working in media today?**

Always think about what is going to happen next.

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# Paul Goode

**SVP Strategic Partnerships**  
comScore

 @Paulrgoode



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## **Please explain what your current position involves**

I seek to manage the strategic partnership between comScore and Kantar across all the comScore product lines and Kantar operating brands.

## **What's your greatest business achievement?**

Getting the UK mobile operators (and their respective lawyers) to share mobile internet log data on a daily basis for five years.

## **What's the best thing about your job?**

Being around great people trying to make a difference in an ever-changing world – never a dull day.

## **Best advice you could give someone working in media today?**

Look after your health and sanity today – there will always be more to do tomorrow.

## Sue Gray

**Head of Audiences, Television**  
BBC



### Please explain what your current position involves

I lead a team of audience researchers and planners who work to embed insight throughout the creative process. The team works with strategy, commissioning, production, scheduling and channel teams.

### What's your greatest business achievement?

The programme of research I instigated at Channel 4 to evaluate the impact of Channel 4's Paralympic programming on changing public attitudes to disability. The ability of television to contribute to social change has been a constant thread throughout my career and something about which I feel strongly.

### What's the best thing about your job?

The variety of challenging questions I get to work on. This role requires me to innovate and draw on the full range of research approaches. The audiences team across the BBC is well regarded and integral to decision-making processes which makes my role very rewarding.

### Best advice you could give someone working in media today?

In a world of census data, tagging and data fusion, maintain a focus on the audiences as people not numbers. Incorporate and value the research techniques that keep your knowledge of the audience vibrant.

## Manja Grcic

**General Manager**  
Prva Srpska Televizija



### What's your greatest business achievement?

My current job position.

### What's the best thing about your job?

Being leader of a national channel.

### Best advice you could give someone working in media today?

The only way to do a great job is to love what you do!

## Martin Greenbank

Head of Advertising  
Research & Development  
Channel 4

 @martingreenbank



### Please explain what your current position involves

I lead a talented team of audience insight and data professionals to support the £1bn of TV and digital advertising sales.

### What's your greatest business achievement?

Being awarded an honorary fellowship by the IPA.

### What's the best thing about your job?

Unashamedly loving everything the Channel 4 brand stands for.

### Best advice you could give someone working in media today?

Don't get stuck in your ways. Everything is always changing and you need to be able to adapt with it.

## Lucy Gregory

Research Director, Disney Channels  
and Disney Media Distribution EMEA  
The Walt Disney Company



### Please explain what your current position involves

I am research director across Disney's media networks and distribution divisions for EMEA. This role focuses on synthesising consumer insight, industry measurement and leveraging in-house data to ensure TWDC is at the forefront of understanding how to deliver the best content to consumers how, where and when they want to experience it.

### What's your greatest business achievement?

Developing research and insight teams which are fully integrated into our stakeholders' businesses.

### What's the best thing about your job?

Working for one of the greatest content creators at a time when the way we watch video is challenging our industry to be more forward-thinking and to think more laterally than ever before.

### Best advice you could give someone working in media today?

Research isn't just about looking in the rear-view mirror.

## Alexander Gubanov

**Head of Research**  
TVC



**Please explain what your current position involves**

Media research and programming.

**What's your greatest business achievement?**

40% growth of the channel's TV share at prime time.

**What's the best thing about your job?**

The media community.

**Best advice you could give someone working in media today?**

Stay tuned.

## Dursun Güleriyüz

**General Manager**  
TİAK



**Please explain what your current position involves**

I am General Manager of TİAK INC., and have many year's experience in the TV and radio industry.

**What's your greatest business achievement?**

Being in my position as general manager of TİAK AŞ.

**What's the best thing about your job?**

Having a part in just, unbiased, transparent data production.

**Best advice you could give someone working in media today?**

Be open to development, and keep up with technology.

## Gudni Gunnarsson

**Head of Media Research**  
Gallup Iceland



### Please explain what your current position involves

Head of media research, overseeing print and net usage measurements in addition to portable people meter measurements of TV viewing and radio listening, which Gallup Iceland has been conducting in cooperation with Kantar Media since 2008.

### What's your greatest business achievement?

Apart from introducing and implementing spot analysis in the Icelandic advertising market

I would say buying a Triumph Bonneville. It pays a great amount of dividends in the form of fun and will only increase in value.

### What's the best thing about your job?

The constant challenges.

### Best advice you could give someone working in media today?

Watch out for the future and use reliable data to get insights into a changing landscape.

## CK Guntur

**Managing Director, UAE**  
Kantar Media

 @ckguntur



### Please explain what your current position involves

I currently manage the first ever TV measurement service using PeopleMeters in the Gulf countries. This involves ushering in a new age of measurement in the region and leading the process for state-of-the-art audience data in the near future.

### What's your greatest business achievement?

Successfully setting up the first ever PeopleMeter TV measurement system in the UAE.

### What's the best thing about your job?

Interacting with the best-in-business clients, and leading the process of developing new-age solutions.

### Best advice you could give someone working in media today?

Join the revolution now if you want to ride the wave! If you are already in it, enjoy the ride.

## Shu Guo

**Manager of Editorial Office**  
China Central Television



### **Please explain what your current position involves**

Evaluating all programmes broadcast on China Central Television.

### **What's your greatest business achievement?**

In 2005, I was part of the programming team on CCTV-2 (financial channel) that introduced the concept of 'seasons' into the TV field in China, and we won the first prize in programming innovation awarded by the Chinese Radio and Television Association.

### **What's the best thing about your job?**

Learning to analyse many things in a digitally logical way.

### **Best advice you could give someone working in media today?**

Pay attention to and catch up with the changes in new media and new-new media.

## Thu Ho

**Deputy Director**  
VTV – TVAd



### **Please explain what your current position involves**

Assisting TVAd's Director in overseeing our business, including devising and carrying out business plans, developing ad pricing strategy, acquiring programmes and formats, planning PR activities and managing human resources, as well as other business affairs.

### **What's your greatest business achievement?**

Together with our team in TVAd and VTV, we manage to keep our revenue growing year after year, even with fierce competition,

and to maintain VTV's position as the leading TV station in terms of both programme quality and revenue in Vietnam.

### **What's the best thing about your job?**

It offers the chance to work with the best companies in the media industry.

### **Best advice you could give someone working in media today?**

Be open-minded to new ideas and willing to accept change.

## Tania Hobbs

**DStv-i Manager**  
DStv Media Sales

 @HobbsThobbs



### Please explain what your current position involves

Management and roll-out of return path data panels for MCA in South Africa and the rest of Africa.

### What's your greatest business achievement?

Within the past year it would be the rolling-out of our pan-African database and a PVR database where VOD viewing is linked back to all linear viewing.

### What's the best thing about your job?

The constantly changing environment.

### Best advice you could give someone working in media today?

Try and anticipate the change coming your way and figure out its impact in your world before it's too late!

## Will Hodgman

**Executive VP, International**  
comScore

 @Hodgeewill



### Please explain what your current position involves

Global sales and client happiness.

### What's your greatest business achievement?

Introducing and defining internet advertising measurement (AdRelevance) and, subsequently, mobile audience measurement (M:Metrics).

### What's the best thing about your job?

Being reminded every day that the world is flat, and people and cultures are more alike than different.

### Best advice you could give someone working in media today?

Buckle your seatbelt and bring your out-of-the-office media behaviour into work every day.

## Karin Hollerbach-Zenz

**Committees Representation Director**  
SevenOne Media



### **Please explain what your current position involves**

I represent my company – the most successful TV house in Germany – and all TV channels on various committees, especially within the Joint Industry Committee for TV audience research, AGF. Currently I am the CEO of AGF.

### **What's your greatest business achievement?**

Playing a central role in the change process from TV measurement to total video measurement. This applies

not only to the technical and methodological integration, but also to the inclusion of different players in the market.

### **What's the best thing about your job?**

Learning something new every day.

### **Best advice you could give someone working in media today?**

Have fun being constantly confronted with new challenges and finding smart solutions.

## Joseph Hundah

**CEO**  
EconetMedia

[@joseph\\_hundah](https://twitter.com/joseph_hundah)



### **Please explain what your current position involves**

The establishment of the media arm of the Econet Global Group with a focus on developing media products ranging from traditional to new media. This involves developing business strategy, providing operational leadership and identifying business opportunities across the territory that align with the strategy of Econet Global.

### **What's your greatest business achievement?**

Developing and launching MNet Africa, including its East and West Africa hubs. I also developed content such as IDOLS East Africa,

IDOLS West Africa (in partnership with Freemantle Media) and Big Brother Africa – all these being the first multi-country reality shows in the world.

### **What's the best thing about your job?**

Developing strategy, embarking on geographical expansion and taking products to market.

### **Best advice you could give someone working in media today?**

The media world is moving so fast so keep your ear to the ground, be innovative and have the guts to try new things.



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## Ateş İnce

**President of Sales**  
Star TV, Doğuş Media Group



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### **Please explain what your current position involves**

Being the chief revenue officer of Doğuş Media Group, I am responsible for ad sales and the pricing policies of our assets, providing our clients exclusive 360° media services and innovative digital platforms.

### **What's your greatest business achievement?**

Establishing our very recent initiative of an online video-on-demand platform is one of my proudest and most exciting achievements. As a sector leader, this platform will be re-defining the way Turkish people consume content.

### **What's the best thing about your job?**

I have the opportunity to constantly improve my capabilities and to keep up to date with technological developments in media at all times.

### **Best advice you could give someone working in media today?**

Always keep up to date and be ready to expand your way of thinking and embrace the new.

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## Maite Iturbe

**Manager Director**  
EITB



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### **Please explain what your current position involves**

As a Manager Director of a public television and radio company I involved in: supervising contents, managing all media tv, radio and internet resources.

### **What's your greatest business achievement?**

I try to reach to be the leadership in news as a public television and radio company.

### **What's the best thing about your job?**

I get to offer a public service with great value which is appreciated by our audience.

### **Best advice you could give someone working in media today?**

Be patient in the design and production of the programmes.

## Sushmita Jain

**Data Science Manager**  
Kantar Media



### Please explain what your current position involves

Research and building algorithms for calibration of panel and census data, enabling us to deliver daily a respondent level database.

### What's your greatest business achievement?

The launch in January 2016 of an online currency (for SKO in the Netherlands), with online panel data calibrated to represent the census level viewing. It is the first of its kind.

### What's the best thing about your job?

It's challenging, and involves solving new things on a daily basis. I enjoy solving complex problems and then explaining the solutions to the clients in a simple way.

### Best advice you could give someone working in media today?

1. Put more focus on research in order to optimise the methodologies used.
2. The online ratings are increasing but are very low compared to offline TV – please watch some tagged online content!

## Fabia Juliasz

**Executive Director Video Audience Measurement**  
Kantar IBOPE Media



### Please explain what your current position involves

Improving the international experience in sales, business development, general management and corporate management positions. I was responsible for the establishment of online measurement and metrics, supporting industry growth during the early days of the internet through a series of initiatives, such as lectures on the internet economy, television, the multi-media environment, social media, and the habits and attitudes of the Latin American population overall.

### What's your greatest business achievement?

Developing a deep knowledge of media measurement, internet business and of Latin America.

### What's the best thing about your job?

Knowledge measurement and metrics.

### Best advice you could give someone working in media today?

Be passionate and keep finding ways to support industry growth.

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# Costin Juncu

**Executive Director**  
ARMA

 @birlic



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## **Please explain what your current position involves**

Managing the day-to-day operations of the TV joint industry committee in Romania.

## **What's your greatest business achievement?**

Keeping the players in the market focused on the business in hand of how to have reliable measurement.

## **What's the best thing about your job?**

Meeting clever people.

## **Best advice you could give someone working in media today?**

Stay hungry!

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# Preechaya Kaitkanarat

**Manager**  
MRDA



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## **Please explain what your current position involves**

Managing the Media Agency Association of Thailand and the Media Research Development Association (Thailand).

## **What's your greatest business achievement?**

As an account manager in a creative agency, I was awarded a Gold Cannes Award for a print campaign.

## **What's the best thing about your job?**

Having the chance to meet and work with leaders from media agencies and media owners

## **Best advice you could give someone working in media today?**

Marketing is more than just a media plan.

## Tankut Karahan

CCO

Dogan Media Group – Kanal D



### Please explain what your current position involves

As chief commercial officer of Dogan Media Group - Kanal D, I am in charge of ad sales across all platforms ranging from FTA, pay TV, news channels, thematic, radio and digital.

### What's your greatest business achievement?

I believe I am a member of a very limited group of marketers, having worked on the client side of advertising, digital, experiential, healthcare, PR, media agencies and now media itself.

### What's the best thing about your job?

It is 100% pure adrenaline. Witnessing the transformation of media into a convergent content-delivery industry based on big data.

### Best advice you could give someone working in media today?

Respect the individuality of the consumer, understand the power of a good idea transforming itself into great content and learn to use data and technology to guide, not replace, your decision-making process.

## Eitan Kassif

Managing Director, Israel  
& Global Head of Operational Quality,  
Audience Intelligence  
Kantar Media



### Please explain what your current position involves

I'm responsible for the implementation of the policies and procedures that reinforce the security level of our panel and seeking to continually improve the quality and standards of the audience measurement services we provide. I also oversee our Kantar Media's businesses in Israel.

### What's your greatest business achievement?

The long-term and continued high level of client satisfaction and the level of service we provide on a daily basis.

### What's the best thing about your job?

It enables me to combine my personal qualities with the issues and subject matters that I enjoy dealing with.

### Best advice you could give someone working in media today?

Be open to change in the market and be ready to adapt yourself and your organisation to environmental changes and especially the rapid changes in the media landscape.

## Helen Katz

**SVP Research Director**  
SMG



### **Please explain what your current position involves**

Within Publicis Media, I divide my role between leading all measurement for our precision video/advanced TV practice, and directing/supporting our global audience measurement and research needs (primary and syndicated).

### **What's your greatest business achievement?**

All of the research I've led for our clients' addressable TV campaigns, working with set-top box data and sales, location, or surveys to demonstrate both the attitudinal

and behavioral impact of specific ads on specific consumers – showing advertising works!

### **What's the best thing about your job?**

My job is great because the ecosystem I work in (for advanced TV) is constantly evolving and changing, so I am always learning.

### **Best advice you could give someone working in media today?**

Be flexible. Be curious.  
Be passionate.

## Mansoor Khan

**Director of Africa & Middle East,  
Audience Intelligence**  
Kantar Media



### **Please explain what your current position involves**

Regional management of our operations in Egypt and the UAE, plus responsibility for business development in the Africa and Middle East. I also manage our technology licensing business in Pakistan.

### **What's your greatest business achievement?**

Being the first to break in with accredited People Meter-based TV measurement in the GCC region of the Middle East.

### **What's the best thing about your job?**

There's never a dull moment in the region - it's dynamic in nearly every possible way from the near daily geopolitical newsflashes to the very fast-paced evolution and revolution of media in progress.

### **Best advice you could give someone working in media today?**

Don't blink!

## Frank Klausen

**Associate Director**  
TNS Gallup

 @frankklausen57



### **Please explain what your current position involves**

I have been involved in TNS development for many years, with responsibility for the operation and development including TV measurement, the Gallup access panel and the Internet measurement panel.

### **What's your greatest business achievement?**

Winning the latest TAM contract from 2017.

### **What's the best thing about your job?**

The results are being used every day by many clients/users.

### **Best advice you could give someone working in media today?**

Get involved in working with big data.

## Frans Kok

**Managing Director**  
NLO



### **Please explain what your current position involves**

Working towards a new electronic radio measurement system, leaving the (online) diaries behind.

### **What's your greatest business achievement?**

Building an integrated system of predicting the effectiveness of campaigns, taking into account the quality of the programmes the TV commercials are placed with.

### **What's the best thing about your job?**

Exploring new ways of measuring the reach of (new) media consumption.

### **Best advice you could give someone working in media today?**

Learn by doing things.

## LV Krishnan

**CEO**  
TAM Media Research



### Please explain what your current position involves

Recreating a new avatar of TAM Media Research as an organisation and incubating new services for launch in the coming months.

### What's your greatest business achievement?

Building a unique advisory service called S-Group that helps broadcasters take strategic decisions on marketing, content and on-air promotions and evaluate ROI.

### What's the best thing about your job?

The flexibility to evaluate and launch new ideas as unique products to clients in the marketplace.

### Best advice you could give someone working in media today?

Consumers are shaping technology to their needs – not vice versa as many think!

## Christian Kurz

**Research & Insights Director**  
Viacom

 @Kurzch



### Please explain what your current position involves

I am senior vice president of consumer insights and analytics for Viacom International Media Networks (VIMN), with responsibility for providing VIMN with strategic consumer-based insights and maintaining a strongly aligned research organisation. My guidance is used to inform international business decisions across all brands of the VIMN portfolio, such as MTV, Nickelodeon and Comedy Central, on all platforms.

### What's the best thing about your job?

The international scope and the variety of tasks involved.

### Best advice you could give someone working in media today?

Keep your cool and never give up.

## Mette Lehrmann

**Head of Research**  
TV 2



### Please explain what your current position involves

I am Head of Research at TV 2 Danmark – the largest TV station in Denmark.

### What's your greatest business achievement?

Gathering the brightest media analysts at TV 2 Danmark over many years.

### What's the best thing about your job?

Working with talented people with great potential.

### Best advice you could give someone working in media today?

Focus on documented facts.

## Jørn Leipart

**Director of Media**  
TNS Gallup



### Please explain what your current position involves

I lead TNS' media business in Norway, as well as acting as regional business development director for TV and radio audience measurement in the Nordics.

### What's your greatest business achievement?

I'm a member of the EMEA management team for Kantar's audience measurement businesses and a board member of Finnpanel, the TAM provider in Finland.

Introducing passive audience measurement of radio in Scandinavia, and adding out-of-home viewing to the TV currency in Norway.

### What's the best thing about your job?

Client satisfaction.

### Best advice you could give someone working in media today?

Make sure you understand the business models for digital advertising.



## Almir Roberto Lima

**Marketing & Business  
Intelligence Manager**  
SBT



### **Please explain what your current position involves**

I'm in charge of audience measurement, research, business intelligence, strategic planning and marketing information and sales support areas.

### **What's your greatest business achievement?**

Changing the culture from feeling decisions to data and information-based decisions.

### **What's the best thing about your job?**

Analysis.

### **Best advice you could give someone working in media today?**

Use more data science and analysis.

## Zhizhong Liu

**Director Of Marketing Evaluation  
Department, Programme Controlling Office**  
China Central Television



### **Please explain what your current position involves**

I have responsibility for the daily management of the CCTV editorial office's marketing evaluation department, involving CCTV ratings data and new media data management, analysis and performance evaluation.

### **What's your greatest business achievement?**

Being engaged in ratings analysis and research on audience behaviour at CCTV for more than 10 years. Empirical research and market data has gone from being neglected to valued. My research and analysis reports have played a positive role, giving me a sense of achievement.

### **What's the best thing about your job?**

I am back in my favourite media market research field, working with a group of professional colleagues, facing the challenges of new media research data.

### **Best advice you could give someone working in media today?**

AlphaGo has won the game, which has forced us to face the reality that it will either be our partner or competitor. Algorithms will help our research and analysis, and at the same time, it will be shown as our research results.

## Orlando Lopes Batista

### CEO

Kantar IBOPE Media



### Please explain what your current position involves

Management of 3,000 people in Latin America, supporting them to deliver best-in-class services in audience, ad and consumer intelligence to our clients.

### What's your greatest business achievement?

Receiving great appraisal from our clients.

### What's the best thing about your job?

Being on top of digital changes and the effects on behaviour, both with consumers and the media.

### Best advice you could give someone working in media today?

Deeply understand the consumer and your client's needs.

## Jim MacLeod

### Consultant

Numeris

 @Jameskssi



### Please explain what your current position involves

I am assisting in the transition of the new president and CEO of Numeris, Neil McEaney, after 15 years in the position myself.

### What's your greatest business achievement?

Leading a team that created what is arguably the most advanced measurement system in the world.

### What's the best thing about your job?

Seeing the results of many years built on to take Numeris to even greater capabilities than it has today.

### Best advice you could give someone working in media today?

Stay one step ahead of the technology, and be well immersed in how the business actually works and exactly what it needs for success.

## Jean-Michel Masson

**Managing Director of Engineering**  
Kantar Media



### **Please explain what your current position involves**

I lead the engineering group, responsible for developing hardware and software meters and audio matching and watermarking technologies.

### **What's your greatest business achievement?**

Prior to joining Kantar Media in December 2014, I developed various watermarking products, one of which was implemented in 150,000 digital theatres across the world.

### **What's the best thing about your job?**

Managing product development across our engineering hubs in Europe and Latin America. Sharing expertise and best practices in a multicultural environment is something I really enjoy.

### **Best advice you could give someone working in media today?**

Media distribution and consumption is getting quite complicated. To really get into it you have to first understand how it works, so being tech savvy definitely helps.

## Gary McBride

**CEO & President**  
LAMAC



### **Please explain what your current position involves**

I am president and CEO of LAMAC, the Latin American Multichannel Advertising Council. LAMAC is dedicated to funding research, analyses and educational programmes that facilitate better understanding of the benefits of advertising in pay TV.

### **What's your greatest business achievement?**

Working in the start-up of an industry on three different occasions: broadcasting and marketing to the US Hispanic market in early 1980's, the launch of the cable industry in LATAM and, currently, redefining how the cable industry will redefine itself in a digital world.

### **What's the best thing about your job?**

I have to be an agent of change to stimulate growth. I like rejecting conventional thinking, creating new visions and strategies for growth. Every day is a new challenge.

### **Best advice you could give someone working in media today?**

Be creative, be analytical, be bold, don't be afraid to break the status quo. It's only appropriate that while in South Africa, we refer to the words of Nelson Mandela: "Do not judge me by my successes, judge me by how many times I fell down and got back up again."

## John McCarthy

**Global Marketing Communications  
Director, Audience Intelligence**  
Kantar Media



### **Please explain what your current position involves**

Creation and development of end-to-end marketing communications for audience measurement that impact the industry, inspire our clients and engage our people.

### **What's your greatest business achievement?**

Creating The World Audiences Summit and seeing its fruition (and interviewing Ali Rowghani!)

### **What's the best thing about your job?**

The People: the opportunity to influence the perception of audience measurement across the 55+ markets we operate in.

### **Best advice you could give someone working in media today?**

Yesterday's home runs don't win tomorrow's games - Carpe diem.

## Neal McEneaney

**President & CEO**  
Numeris



### **Please explain what your current position involves**

Leading and strengthening Numeris' ability to provide world-class broadcast measurement, consumer behaviour data and industry-leading intelligence in a constantly changing environment.

### **What's your greatest business achievement?**

Developing and implementing a digital strategy for CBC, the redesign of CBC Sports strategy with a focus on amateur sports, elevating the partnership strategy through negotiating several key business development deals and playing a major role in the design and implementation of CBC/Radio-Canada's five-year strategic plan.

### **What's the best thing about your job?**

The privilege of being part of a dynamic media industry, leading a strong team of experts in audience measurement and working closely with industry leaders.

### **Best advice you could give someone working in media today?**

Be consumer-focused, open-minded, curious and flexible as we try to better understand audiences and their relationship with content and devices.

## Liliana Mihailescu

**Managing Director, Romania**  
Kantar Media



### **Please explain what your current position involves**

Managing a team of 100 people in order to provide a good, reliable and timely TV audience measurement service in Romania for over 400 clients and the members of ARMA (the Romanian Association for Audience Measurement).

### **What's your greatest business achievement?**

Setting up the first Kantar Media TAM service in Romania from the outset in 2011, establishing good working relationships with our clients, and winning the new TAM contract which commenced earlier this year.

### **What's the best thing about your job?**

It's great to work with people that care about their company and are doing a good job.

### **Best advice you could give someone working in media today?**

In the digital age you need to understand the basics of technology, social media interaction, the big data concept and research methods.

## Tsotne Mirtskhulava

**Managing Director**  
Tri Media Intelligence (TMI)



### **Please explain what your current position involves**

I'm Managing Director of the company, so general management, supervision, meeting with clients.

### **What's your greatest business achievement?**

Building the company from scratch in shortest time possible.

### **What's the best thing about your job?**

I get to bring the newest technologies and ideas into the local market.

### **Best advice you could give someone working in media today?**

Be patient and proactive.

## Eija Moisala

**Head of Audience and Media Insight**  
Yleisradio

 @EMoisala



### Please explain what your current position involves

I am head of audience and media insight, a team of research, analytics and data science professionals, at public service media company Yle.

### What's your greatest business achievement?

Building strong audience understanding and getting data-driven thinking through the company.

### What's the best thing about your job?

My brilliant team and our lean-agile way of doing things.

### Best advice you could give someone working in media today?

Build a quick learning loop.

## John Momoh

**Chairman/CEO**  
Channels TV

 @ajoomomoh



### Please explain what your current position involves

Day-to-day management of the business in line with the company's strategy and objectives, promoting and overseeing the highest standards of corporate governance and making decisions on matters affecting the operations, performance and strategy of the business.

### What's your greatest business achievement?

Setting up a 24-hour news station which is rated the best in Nigeria and has won the 'Television Station of the Year' award 10 times, six of them consecutively.

Channels TV is the most awarded television station in Africa and has also won the 'Best TV Station in Africa' award.

### What's the best thing about your job?

Ability to provide information to people to challenge their curiosity and make decisions to improve their lives.

### Best advice you could give someone working in media today?

Have passion for the job, work hard and make 'integrity' the watchword.

# Neil Mortensen

**Director of Audiences**  
ITV

 @neilmortensen



## Please explain what your current position involves

I look after all of the audience research, planning and analysis at ITV. Our teams cover the whole business and work with all areas, from ITV studios to commissioning, online, strategy, on demand, regulatory, marketing, commercial, you name it. Our aim is to be the voice of the audience for ITV. The audiences teams must contribute to both the creative health of the organisation and the financial health.

## What's your greatest business achievement?

Do you mean apart from doing the keynote at this Summit last year live from Manchester to Rio?

Well...being made an honorary fellow of the IPA is up there, as well as winning an MRS award. The new role at ITV is great too.

## What's the best thing about your job?

The people. I work with some of the nicest, most talented, creative people. We have a supportive and energetic culture. And lots of fun too.

## Best advice you could give someone working in media today?

Always ask questions and always go the extra mile. Always think about people first and technology later. And read read read....

# Stuart Murphy

**CEO**  
Doody Ltd

 @Stuartmurphy100



## Please explain what your current position involves

Setting up a company and writing comedy and drama.

## What's your greatest business achievement?

Developing and executing Sky's \$1bn-a-year original programming strategy.

## What's the best thing about your job?

Being closer to the creative.

## Best advice you could give someone working in media today?

Be kind and work harder than everyone else.

## Eduard Nafria

**Technical & Commercial Managing Director, Audience Intelligence**  
Kantar Media



### Please explain what your current position involves

I lead all technology operations and commercial agreements for our audience measurement services in Spain. I lead the research and commercialisation of new projects, such as Cross Media Measurement and the merging of consumption and audience panels.

### What's your greatest business achievement?

I'm most proud of being the creator and director of Infosys+ TV audience measurement software (now Instar Analytics) that has become the most used and highly recognised worldwide.

### What's the best thing about your job?

I love the world of statistics and big data and, in my position, it is possible to apply this knowledge from design and research to commercialisation and use by the customer.

### Best advice you could give someone working in media today?

Access to information is increasingly easy and the important thing in the future will be to know how to process that information in a useful and efficient way. Having staff and tools that know how to interpret that information will be vital in order to make correct decisions.

## Riyadh Najm

**Senior Advisor**  
Selevision



### Please explain what your current position involves

I have 36 years' experience in media and telecoms, technical, regulatory and content. I am now an advisor to different companies in these fields, and I plan to have my own business soon.

### What's your greatest business achievement?

Founding the Audiovisual Regulatory Commission in Saudi Arabia (GCAM), founding and chairing the Saudi Media Measurement Company, establishing the Multimedia

Exchange Network in the Arab region, building the Digital Terrestrial TV Network in Saudi Arabia and heading several international and regional committees.

### What's the best thing about your job?

The challenges and problem-solving.

### Best advice you could give someone working in media today?

Accept change and try to work in different environments.



# Alexander Nielsen

**Head of Audience Measurement TV 2**



## Please explain what your current position involves

I am responsible for Audience Measurement at TV2, the biggest commercial TV station in Denmark. I'm overseeing and implementing the new 2017-2021 Viewer Measurement contract. I also carry out strategic research projects on media development and viewer behaviour.

## What's your greatest business achievement?

The first launch and subsequent growth of TLC outside of the US; record Ad Sales for Discovery Networks Norway and testing and approving the addition of Out-Of-Home Viewing into the TAM currency in Norway.

## What's the best thing about your job?

Saying "Good morning!" to both fun and ambitious colleagues. Working with high quality data - and getting to share insights both internally and externally depending on the nature of the analysis.

## Best advice you could give someone working in media today?

Keep your chin up and your eyes open.

# Keld Nielsen

**Global Chief Client Officer & Managing Director of EMEA, Audience Intelligence Kantar Media**



## Please explain what your current position involves

As Global Chief Client Officer, the objective is to be the voice of our clients, speaking with one global voice. I am also Managing Director for the EMEA region.

## What's your greatest business achievement?

Difficult to say, but winning new contracts and maintaining existing contracts is always great ;-).

## What's the best thing about your job?

Meeting different people and cultures.

## Best advice you could give someone working in media today?

Be ready for change.

# Nunu Ntshingila

**Regional Director: Africa**  
Facebook

 @NunuNtshingila



## Please explain what your current position involves

Developing partnerships with companies who use our various platforms to grow their businesses.

## What's your greatest business achievement?

I am new in my role at Facebook, so I look forward to developing amazing partnerships as Africa grows in the future.

## What's the best thing about your job?

Connecting people to ideas and each other.

## Best advice you could give someone working in media today?

Be open to the new era where change is taking place at great speed. Stay ahead of the media curve, not behind it.

# Christel Oilinki

**Research Director**  
Finnpanel



## Please explain what your current position involves

I am the research director at Finnpanel, operating TV and Radio measurement, with specific responsibility for the TV audience measurement service.

## What's your greatest business achievement?

I have no idea, but it might be coming... :)

## What's the best thing about your job?

Good relations with our clients, experienced colleagues and great support from our owners.

## Best advice you could give someone working in media today?

You have to be prepared for changes – it's not going to get any easier.

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## Emeka Okeke

**Group Managing Director & CEO**  
Media Fuse Dentsu Aegis Network

 @Iquoumoh



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### **Please explain what your current position involves**

Business development, C-level client relationship management and service level agreement implementation ensuring global best practice.

### **What's your greatest business achievement?**

Starting my own media agency in 2014 (Media Fuse) and attracting Dentsu Aegis Network investment within eight months of starting up to establish Media Fuse Dentsu Aegis Network operations in Nigeria.

### **What's the best thing about your job?**

Breaking new ground in business development, pitching for new businesses and winning in most cases.

### **Best advice you could give someone working in media today?**

Be prepared for changes in the landscape all the time, especially audience consumption changes with digital technology.

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## Elena Okhlopkova

**Head of Media Committee**  
RusBrand



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### **Please explain what your current position involves**

I manage the Advertising and Media Committee of the non-commercial business association RusBrand. I have broad experience in FMCG marketing & branding, in leading brands and categories in the Russian market as well as launching Russian brands in international markets.

### **What's your greatest business achievement?**

The Russian brand launch in the EU and Israel.

### **What's the best thing about your job?**

Human interaction.

### **Best advice you could give someone working in media today?**

Think outside the box. The world is changing...

## Clare O'Neil

### CEO

Broadcast Research Council



### Please explain what your current position involves

The BRC of South Africa runs, gives oversight to, owns and manages the TAM service; is setting up a new radio measurement service in South Africa and is creating a new Establishment Survey with a new segmentation model. The BRC has taken a leadership role in the transformation of media research in South Africa, which my current position has enabled.

### What's your greatest business achievement?

1. Serving as a non-executive director on the Board of the South African Broadcasting Corporation (SABC).

2. Setting up the Broadcast Research Council of South Africa (almost single-handedly).

### What's the best thing about your job?

Working with all the radio and television broadcasters in South Africa.

### Best advice you could give someone working in media today?

Get steel implants inserted into your spine.

## Merab Pachulia

### Founder

Tri-Media Intelligence



### Please explain what your current position involves

I am one of the founders of the Georgian TAM project.

### What's your greatest business achievement?

My second office (Georgian Opinion Research Business International, GORBI) has been active since 1990, covering 12 post-Soviet countries, and regardless of regional conflicts, we have survived and developed as the strongest regional survey firm.

### What's the best thing about your job?

Meeting with people smarter than myself :)

### Best advice you could give someone working in media today?

Enjoy your life and family; the job requires a good mood and time.

## Nasser Pashapour Nikoo

CEO  
dnaunion



### Please explain what your current position involves

Founder and CEO of dnaunion, Iran's leading marketing communication and market research group, comprising 14 companies in Iran. I am involved in increasing the quality and number of services we provide within the group, through finding opportunities and coaching the best talent available in the marketing field.

### What's your greatest business achievement?

Having the best talent in the group. Developing many new services in the country which help us to become pioneers in the marketing industry.

### What's the best thing about your job?

Working with people.

### Best advice you could give someone working in media today?

Don't come to this industry if you are not passionate about it!

## Samir Paul

Group Business Director  
MRB

[@paulsamir.2009](https://twitter.com/paulsamir.2009)



### Please explain what your current position involves

I head the media and panel research business, and this requires me to meet my business targets along with team planning/building and other corporate social responsibilities as the group head.

### What's your greatest business achievement?

Successfully launching television audience measurement using RapidMeter technology from Kantar Media at the beginning of 2015, and establishing the ratings from the panel as dependable currency for media buying and selling in the market in just one quarter.

### What's the best thing about your job?

Working in audience measurement as well as the household purchase panel has put me in a unique position of having insights into the planning of communications and media performance as well as the market dynamics of categories and brands.

### Best advice you could give someone working in media today?

Media is changing fast with the advancement of technology and the internet. We in the media have to be ready to understand the urgency of the changes that we ourselves require in order to cope with the changes in technology etc.

## David Phillips

**President & COO**

Nlogic

 @davidphillips73



### Please explain what your current position involves

Creating the strategic vision for the company and making sure we attain it!

### What's your greatest business achievement?

Transforming our company from a comfortable and slow service operation into a fast and nimble market leader.

### What's the best thing about your job?

Working with a really smart team to make a genuine difference to how our industry thinks and operates.

### Best advice you could give someone working in media today?

Learn how to move quickly. Concentrate on the ends not the means.

## Oliver Pischke

**Global Digital Director, Audience Intelligence**

Kantar Media



### Please explain what your current position involves

Shape and implement a digital strategy for audience measurement, building on the virtues of classical panel measurement and today's technologies and methods.

### What's your greatest business achievement?

"Achievement is not always success, while reputed failure often is. It is honest endeavor, persistent effort to do the best possible under any and all circumstances."

[Orison Swett Marden]

### What's the best thing about your job?

Never getting up in the morning to the same world that one went to sleep in.

### Best advice you could give someone working in media today?

Never expect to get up in the morning to the same world that one went to sleep in.

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# Renata Policicio

**Vice President International Research**  
ESPN



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## **Please explain what your current position involves**

As the VP of international research, I manage a team that provides business intelligence and knowledge to ESPN management and external partners spread all over the globe.

## **What's your greatest business achievement?**

Getting a position to lead a global team.

## **What's the best thing about your job?**

The opportunity to explore the media landscape accross the globe.

## **Best advice you could give someone working in media today?**

Be curious, always.

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# Mandy Pooler

**Director**  
Kantar



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## **Please explain what your current position involves**

As director of communications my overriding goal is to make Kantar famous.

## **What's your greatest business achievement?**

Being a founder of Mindshare, now the world's largest media agency.

## **What's the best thing about your job?**

My smart colleagues.

## **Best advice you could give someone working in media today?**

Always be willing to experiment.

## Rob Powell

**CEO South Africa**  
Kantar Consumer Insights



### Please explain what your current position involves

I look after the Millward Brown and TNS businesses in South Africa. Over the past two years I have been increasingly involved in the media world, including working on the DSTV/Multichoice account, the radio currency with the BRC and the Establishment Survey.

### What's your greatest business achievement?

It's the achievements of others, rather than my own, that gives me the greatest sense of pride. Building up a great media team over the past few years, full of dynamic and engaged people, has to rank up there as a 'greatest achievement'.

### What's the best thing about your job?

Every day is different, with different challenges and puzzles to solve. I like solving puzzles, particularly complicated technical puzzles. The best thing for me is working with a great team to get to a meaningful result.

### Best advice you could give someone working in media today?

The industry is challenging and multi-faceted, and there is so much opportunity for people working in media today if you keep an open mind. Explore as much as you can, read a lot, be curious.

## Alexander Pronin

**Head of Research and Strategic Programming**  
Match TV



### Please explain what your current position involves

I am responsible for audience research and strategic programming at the Russian sports broadcasting channel's family, Match TV.

### What's your greatest business achievement?

Being part of the management team (managing research and programming functions) that launched several national TV channels in Russia and two big national TV holdings.

### What's the best thing about your job?

Being at the centre of the business and influencing various business decisions based on my research and analysis.

### Best advice you could give someone working in media today?

Find and listen to your audience.



## Daria Pugacheva

**Head of Research**  
GPMRTV



### **Please explain what your current position involves**

Providing the full scope of audience and marketing research information (TV, radio, press, internet) for five TV channels.

### **What's your greatest business achievement?**

I guess it is being one of the strongest research teams in Russia.

### **What's the best thing about your job?**

Having different tasks every day.

### **Best advice you could give someone working in media today?**

Crisis is the best time for being creative.

## Romil Ramgarhia

**Chief Business Officer**  
BARC



### **Please explain what your current position involves**

Managing the business operations, fiscal management, establishing revenue opportunities, overseeing day-to-day operations, and managing external relations.

### **What's your greatest business achievement?**

My greatest business achievements are; becoming chief commercial officer for ZEEL; being a founding team member and setting up a transparent and credible industry body, BARC, for TV audience measurement; and being part of the founding team for the launch of the Colors channel.

### **What's the best thing about your job?**

Managing complexities and handling relationships. Setting up the biggest audience measurement system across the world.

### **Best advice you could give someone working in media today?**

Carry the right attitude. Be passionate and focus on building relationships.

## Bharat Ranga

**Founder**  
Rancorp Media



### Please explain what your current position involves

I'm promoter of a digital and broadcasting video brands company which is launching two video brands in 2016. I'm also strategic management consultant to media groups in India and international markets.

### What's your greatest business achievement?

The launch of 10 video brands across the world.

### What's the best thing about your job?

Beating your heart with people as consumers.

### Best advice you could give someone working in media today?

Stay close to consumers all the time. Learn, unlearn and re-learn.

## Anna Reeves

**Chief Marketing Officer**  
Kantar Media



### Please explain what your current position involves

Telling people about the great work Kantar Media does.

### What's your greatest business achievement?

Being part of a team that won a tender to become an official supplier to the London 2012 Olympic Games.

### What's the best thing about your job?

The variety.

### Best advice you could give someone working in media today?

Keep up!

## Giles Richardson

**Chief Financial Officer,  
Audience Intelligence**  
Kantar Media



### **Please explain what your current position involves**

Financial stewardship of our audience measurement business. Enabling funding for business development to meet clients' needs and creating new solutions for measurement of audiences across new platforms and devices. Helping support Kantar Media to deliver against its strategic goals.

### **What's your greatest business achievement?**

Difficult to pick one, but a most recent achievement has been the acquisition and subsequent

integration of the watermarking unit from Civolution. The capabilities it has brought to our business help deliver leading audience measurement and second screen capture solutions to our clients.

### **What's the best thing about your job?**

The diversity of work and people.

### **Best advice you could give someone working in media today?**

Think creatively, and be innovative as change is inevitable.

## Lynne Robinson

**Research Director**  
IPA



### **Please explain what your current position involves**

I represent the interests of UK agencies on all the media research currencies.

### **What's your greatest business achievement?**

The development and launch of the IPA TouchPoints Survey.

### **What's the best thing about your job?**

The range and the people.

### **Best advice you could give someone working in media today?**

Always look at the bigger picture.

## Staffan Rosell

**CEO, Sweden**  
Bauer Media



### **Please explain what your current position involves**

As CEO I am in charge of the Bauer Media business in Sweden.

### **What's your greatest business achievement?**

Growing topline and profit to what it is today.

### **What's the best thing about your job?**

The variety.

### **Best advice you could give someone working in media today?**

Always look ahead.

## Kirsten Rudd

**AMS Operations Manager**  
Sky New Zealand



### **Please explain what your current position involves**

Overseeing all operations and analyses of SKY New Zealand's return path data service.

### **What's your greatest business achievement?**

Establishing the research unit at Sky TV New Zealand.

### **What's the best thing about your job?**

The ever-changing media environment.

### **Best advice you could give someone working in media today?**

It will constantly change so have fun trying to keep up!

## Paul Ruston

**International Business  
Development Director**  
Kantar Media



### **Please explain what your current position involves**

Managing Return Path Data (RPD) services in New Zealand and Germany. Developing new business opportunities with potential new clients and/or partners.

### **What's your greatest business achievement?**

Launching a full RPD service in a record time frame.

### **What's the best thing about your job?**

Working with a range of different business cultures and addressing new issues in the TV industry.

### **Best advice you could give someone working in media today?**

Understand the new technology and business implications.

## Wannee Ruttanaphon

**Chairman**  
MAAT



### **Please explain what your current position involves**

I am president of the Media Agency Association of Thailand. My full-time role is chairman of IPG Mediabrands Thailand.

### **What's your greatest business achievement?**

As president of MAAT, I steered the set-up of an industry body to call for a new tender on multi-screen audience measurement. The newly set up industry body is called the Media Research Development Association (Thailand). It is still a work in progress but the industry is fully supportive of the change.

### **What's the best thing about your job?**

Working on this tender has led me to meet industry leaders ranging from regulators to TV owners, agency leaders and key advertisers. The thought of improving industry standards excites me.

### **Best advice you could give someone working in media today?**

Sales, rather than awareness, is now the ultimate goal.

## Deniz Sağır

**Deputy General Manager,  
AdSales Marketing**  
Tv8



### **Please explain what your current position involves**

I'm responsible for research and revenue optimisation. Preparing yearly and 5 year revenue forecasts. Creating daily, monthly and yearly reports. Supporting the adsales team with the data. Understanding who the TV viewer is and what will be the next step in the business.

### **What's your greatest business achievement?**

My templates are still used in processes at my previous workplaces.

### **What's the best thing about your job?**

Working with the numbers and make sense of the numbers.

### **Best advice you could give someone working in media today?**

Be patient, hardworking and goal-oriented and success will come as a result.

## Brahim Sail

**CEO**  
**IMMAR R&C**

 @abs\_sail



### **Please explain what your current position involves**

I'm founder and CEO of a media and market research company which is involved in media surveys in francophone African countries. Our fieldwork area covers over 25 countries, from Maghreb to western and central Africa.

### **What's your greatest business achievement?**

A media research diary in Algeria which is the reference point for all national advertising and media operators in this country.

### **What's the best thing about your job?**

Contributing to the introduction of a new know-how in young and developing markets.

### **Best advice you could give someone working in media today?**

We have to be very open-minded and proactive.

## Mesut Sakal

**Managing Director - Turkey**  
Kantar Media



### **Please explain what your current position involves**

As managing director I oversee the Kantar Media businesses in Turkey. I have held a number of senior international management leadership positions and served in a variety of sales, marketing and line management roles throughout my career, most recently at JBT Corporation in Dubai and California.

### **What's your greatest business achievement?**

My greatest business achievement is yet to come but I do consider gaining the trust and the respect of all stakeholders of the Turkish media industry as an achievement.

### **What's the best thing about your job?**

The best thing is providing the industry with an insight and the tools they need to do their job better.

### **Best advice you could give someone working in media today?**

Stay relevant...

## Eric Salama

**Global CEO & Chairman**  
Kantar



### **Please explain what your current position involves**

Leading Kantar and getting the right balance between evolution and revolution, developing and empowering our talent, and ensuring that our clients get 'the best of Kantar'.

### **What's your greatest business achievement?**

It is yet to come.

### **What's the best thing about your job?**

Seeing the quality of work, and working with great talent and clients across the whole of Kantar.

### **Best advice you could give someone working in media today?**

Be curious and open-minded; learn from everyone; become an expert at something.

## Sergey Salnikov

**Head of Research**  
VGTRK



### Please explain what your current position involves

Helping my TV channel to have enough of a good quality audience, and to constantly improve by using qualitative and quantitative research.

### What's your greatest business achievement?

In the first three months of this year my TV channel held the top position in local markets for audiences aged 18+.

### What's the best thing about your job?

The best thing in my job is the research of people, not only the people I know, but all the people of the country and all over the world.

### Best advice you could give someone working in media today?

Broadcasting, the internet and devices are changing so quickly, and only humans remain the same.

## Justin Sampson

**Chief Executive**  
BARB



### Please explain what your current position involves

Keeping pace with expectations for a modern television audience measurement service that retains its relevance in a fragmenting market.

### What's your greatest business achievement?

You're only as good as your next board meeting.

### What's the best thing about your job?

The expectation for innovation, and working with people across the breadth of the UK television and advertising industry.

### Best advice you could give someone working in media today?

Seize responsibility and be part of the solution.



## Alfonso Sánchez

**Research, Development  
& Analytics Director**  
Starcom Mediavest Group



### **Please explain what your current position involves**

I'm responsible for the traditional research department, but in the last few years, due to the amazing changes in our market, my role has been to create new areas related to databases and analytics.

### **What's your greatest business achievement?**

Creating a new method for planning TV, breaking the traditional rules that the market set.

### **What's the best thing about your job?**

I think the best thing is being very close to all the changes that happen in the world in terms of communications, technology, trends, etc.

### **Best advice you could give someone working in media today?**

I think the best thing is being very close to all the changes that happen in the world in terms of communications, technology, trends, etc.

## Enzo Scarcella

**Chief Marketing Officer**  
Telkom



### **Please explain what your current position involves**

I was appointed Chief Marketing Officer at Telkom in February 2014, and have managed some of South Africa's most prestigious brands, including Castle Lager, M-Net and Edgars over the last 18 years.

### **What's your greatest business achievement?**

Being voted "Marketing Personality of the Year" by my peers in the Sunday Times Top Brands survey.

## Gisela Seeley

**Client Service Director - Media**  
TNS



### **Please explain what your current position involves**

Overall accountability for media for TNS South Africa.

### **What's your greatest business achievement?**

Building the media return path data audience measurement capabilities for PayTV operator DSTv.

### **What's the best thing about your job?**

Looking at how measurement can be done differently to meet the unique market conditions.

### **Best advice you could give someone working in media today?**

Expect change.

## Isabel Serrano-Missika

**Global Director of Strategic Partnerships,  
Audience Intelligence**  
Kantar Media



### **Please explain what your current position involves**

Creating and launching new cross media measurement services both inside our company and with our partners. I also manage our relationship with our teams and joint ventures in China, Kazakhstan, Russia and Vietnam.

### **What's your greatest business achievement?**

The set-up and development of our joint venture in China (CSM Media Research).

### **What's the best thing about your job?**

The diversity, and the development of new ideas and products.

### **Best advice you could give someone working in media today?**

Be prepared for change.

# Nigel Sharrocks

**Chairman**  
BARB



## Please explain what your current position involves

Chairing the BARB board and supporting the chief executive to define and implement the strategy. Ensuring all stakeholders are aligned and the service is fit for purpose.

## What's your greatest business achievement?

Helping to build Aegis into a credible and competitive global business.

## What's the best thing about your job?

Breaking new ground in very exciting but challenging times.

## Best advice you could give someone working in media today?

Always remain open to new ideas.

# Rogério Simoes

**Network Expansion Director**  
Rede TV



## Please explain what your current position involves

Expanding the TV signal coverage for the entire country.

## What's your greatest business achievement?

Increasing territorial coverage in a short time.

## What's the best thing about your job?

Connecting with other television companies across Brazil.

## Best advice you could give someone working in media today?

Focus on new customers and how they understand the media.

## Jasmin Sohrabji

**CEO India & South East Asia**  
Omnicom



### Please explain what your current position involves

I oversee two agencies (OMD and PHD) across India and the South East Asia markets (Singapore, Thailand, Philippines, Malaysia, Indonesia and Vietnam). I set up OMD India in 2007, and in 2013 launched PHD INDIA – India's first media agency to win GOLD at Cannes.

### What's your greatest business achievement?

Successfully launching OMG in India.

### What's the best thing about your job?

The travel and interacting with different cultures!

### Best advice you could give someone working in media today?

In this dynamic media industry, keep learning.

## Cenk Soner

**COO**  
Fox TV



### Please explain what your current position involves

As COO of Fox Networks Group Turkey I manage all aspects of the business and organisation that FNG Turkey has invested in Turkey.

### What's your greatest business achievement?

Building a very strong team in a cooperative environment.

### What's the best thing about your job?

Working with a very strong team in an international corporate structure.

### Best advice you could give someone working in media today?

In Turkey, the sector is very demanding and going through hard times. Be calm, be sincere and always empathise: it will be easier to cope with things.

## Irina Suanova

**Head of Analytical Department**  
TNS Russia



### Please explain what your current position involves

Data analysis for the Russian TV market and consulting for key market players.

### What's your greatest business achievement?

Expertise in the Russian TV market.

### What's the best thing about your job?

Spending quality time with clients at The World Audiences Summit of course :)

### Best advice you could give someone working in media today?

Digital is a good thing, but don't bury traditional media too fast.

## Mikael Sundlin

**R&D Director**  
MTG TV



### Please explain what your current position involves

I have been working in the TV industry for the last 15 years and currently do so as Researchh & Development director at MTG TV, Scandinavia's largest broadcaster in the Nordic region.

My main objectives are to develop our audience measurement strategies and implementations, larger research initiatives and BI structure. I represent MTG TV's interest in major committees and JICs within audience measurement and research focus.

### What's your greatest business achievement?

Classified... :-)

### What's the best thing about your job?

It's the perfect mix for using both the right and left sides of the brain.

### Best advice you could give someone working in media today?

Enjoy the ride and the privilege to be inspired.

## Margo Swadley

**UK Managing Director, Audience Intelligence**  
Kantar Media



### **Please explain what your current position involves**

Overall responsibility for Kantar Media's service to BARB and managing Kantar Media's TV Bureau (user software and the Kantar Twitter TV Ratings) in the UK.

### **What's your greatest business achievement?**

Winning the Tony Twyman award at ASI 2014 for the behaviour economics work we did when I was at the BBC.

### **What's the best thing about your job?**

Working with lots of bright, hard-working people, both inside and outside Kantar.

### **Best advice you could give someone working in media today?**

Love television! You have to love the content!

## Mai Tran

**Managing Director- Vietnam**  
Kantar Media



### **Please explain what your current position involves**

Getting the best possible insights out to the media market in Vietnam and Cambodia.

### **What's your greatest business achievement?**

Turning the negative attitudes of government broadcasters towards media research into positive ones, leading them to invest in it.

### **What's the best thing about your job?**

Contributing to the growth of the local media industry and my country in general.

### **Best advice you could give someone working in media today?**

Survival of the fittest.

## Renata Uhlarikova

**International Business  
Development Director**  
Kantar Media

 @uhlarikova



### **Please explain what your current position involves**

International business development in the area of audience measurement and helping to launch and project manage audience measurement services in various markets.

### **What's your greatest business achievement?**

Helping to win the most recent Romanian TV audience measurement tender, marking the first time the provision for TV ratings has been awarded to the incumbent supplier.

### **What's the best thing about your job?**

Meeting new people, exploring new cultures and customs, and the excitement when the tender or new contract is won!

### **Best advice you could give someone working in media today?**

Keep your finger on the pulse!

## Denis Vinogradov

**Department Head**  
VI



### **Please explain what your current position involves**

My current position includes advertising sales analytical support; TV ratings forecast (AD blocks and month inventory) in different target groups; advertising resource division between federal and regional types of broadcast; effective price setting and price application support; advertising budget planning and effective commercial placement.

### **What's your greatest business achievement?**

My greatest business achievement is company management (seller) during the year.

### **What's the best thing about your job?**

Mathematical modelling in order to maximise revenue, as well as the frequent new challenges of media business.

### **Best advice you could give someone working in media today?**

Love media and follow new types of media.

## Antonio Wanderley

**Chief Operating Officer**  
Kantar IBOPE Media

 @antoniowand



### Please explain what your current position involves

Developing and implementing media measurement and data strategy that will support client business.

### What's your greatest business achievement?

Corporate culture transformation.

### What's the best thing about your job?

Exposure to clients' needs. Every day there is a new and unexpected challenge.

### Best advice you could give someone working in media today?

Don't be afraid to make mistakes. Experiment!

## Brenda Wortley

**Head of Research & Audience Measurement**  
MultiChoice

 @brenda\_wortley



### Please explain what your current position involves

Research across South Africa and Africa, both qualitative, quantitative and audience.

### What's your greatest business achievement?

DStv-i pan-Africa.

### What's the best thing about your job?

Making a difference.

### Best advice you could give someone working in media today?

Be creative, think outside the box.



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# Shan Xiao

**Client Service Deputy Director**  
CSM Media Research



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## **Please explain what your current position involves**

Based on efficient software, we provide clients with a timely and high-quality service, including routine and value-added services.

## **What's your greatest business achievement?**

Creating a department service system, participating in and writing a number of industry works, and serving important customers.

## **What's the best thing about your job?**

Communicating with clients and providing a timely and efficient service.

## **Best advice you could give someone working in media today?**

The media market changes rapidly – learn to cope with change.

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# Lijun Xu

**General Manager**  
CSM Media Research



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## **Please explain what your current position involves**

I have overall management responsibility of CSM Media Research.

## **What's your greatest business achievement?**

Before joining CSM, I worked as associate director of CCTV News editorial and as the market evaluation director within the CCTV editorial department for 18 years. I played an important role in CCTV media strategy, research and advisory services, with unique viewpoints into China's media convergence and the overall TV development landscape.

## **What's the best thing about your job?**

CSM Media Research continues to lead ratings measurement in China and is making huge progress in new media.

## **Best advice you could give someone working in media today?**

We are in the internet age, but the power of television has not diminished, and is more powerful through integration with the internet. Fusion is the only way for the development of media, and the only road for traditional and new media to mutually meet.

## Feng Xuan

**General Manager of  
Corporation Strategy Department**  
Focus Media



### **Please explain what your current position involves**

Besides industry research and media planning, we develop new tools and products to adapt to the latest trends in media consumption habits.

### **What's your greatest business achievement?**

In cooperation with Kantar Media, Focus Media introduced the Infosys OOH system to the Chinese market; it has been installed in most 4A agencies in China.

### **What's the best thing about your job?**

As my job requires me to keep my eye on the young and trendy generation, I am unlikely to be left behind the times.

### **Best advice you could give someone working in media today?**

Enjoy your life and then you may have a more successful career.

## Taha Yücel

**Member of Supreme Council**  
RTÜK



### **Please explain what your current position involves**

The regulation and monitoring of the radio and television broadcasting sector.

### **What's your greatest business achievement?**

Managing the team that looks after the national radio and television frequency planning, and the production of a series called 'cocuklar duymasın' which is repeatedly broadcast at least 100 times on a national TV channel and still gets high ratings.

### **What's the best thing about your job?**

Entertaining other people.

### **Best advice you could give someone working in media today?**

Focus on the content production. If you produce distinguished content every technology and platform will want to be with you!

## Dvora Zak

**Research Manager**  
Israeli Audience Research Board



### Please explain what your current position involves

Analysing and quality checking the IARB data, and monitoring the TV panel to ensure it's up to standard. I am also part of a team that is working on launching a pilot study of 'hybrid' cross-platform measurement.

### What's the best thing about your job?

The ability to learn about society and its trends through TV measurement data, and always having to keep up to date. The constant changes in the field encourage us to learn and innovate all the time.

### Best advice you could give someone working in media today?

Not to take things for granted and to think outside the box. The media market is very dynamic and changes all the time.

## Ning Zhang

**Deputy Chief Editor**  
China Central Television



### Please explain what your current position involves

I'm in charge of the overall management of CCTV's programmes.

### What's your greatest business achievement?

Being involved in CCTV News during its period of blossoming, leading CCTV 10 (the science and education channel) to a famous brand, and improving the CCTV standardised management of content.

### What's the best thing about your job?

CCTV continues to lead the TV market in China, and makes huge progress in new media.

### Best advice you could give someone working in media today?

Concentrate on consumer satisfaction with content, pay more attention to a user-friendly status of content acquisition, and get brand recognition by giving positive energy.

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# Weidong Zheng

**Deputy General Manager**  
CSM Media Research



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## **Please explain what your current position involves**

As Deputy Managing Director of CSM, I look after several departments including fieldwork, DP, IT, client service, and marketing.

## **What's your greatest business achievement?**

Maintaining good relationship with clients, and having lots of research papers published over the past decade.

## **What's the best thing about your job?**

Discussing with clients the trends identified from TV rating data.

## **Best advice you could give someone working in media today?**

Keep a close eye on new technology which may shift the media industry.