



THE WORLD AUDIENCES
SUMMIT 2012
PARTICIPANTS

與會者

**KSENIA ACHKASOVA****TV AUDIENCE RESEARCH DIRECTOR**

TNS, PART OF THE KANTAR MEDIA NETWORK

Ksenia started her career at TNS in 1997, being involved in Russian TV measurement since the outset. In 2008 she became TV Research Director, responsible for all aspects of the television audience measurement business in Russia and its strategic development.

She loves facing new challenges and getting new experience, being very active both her business and personal life.

**MAGNUS ANSHEIM****CEO**

MMS

Magnus has spent more than 25 years in the media business. He spent his first years as research director at media agencies and research institutes. Since 2003 he has been CEO at different media research companies in Scandinavia. In April he was appointed CEO for MMS, which is the company measuring all TV-viewing and web-TV-viewing in Sweden.



LUCIA ANTAL

PRESIDENT

ARMA

Lucia has 16 years experience in the media industry, first as a TV research manager and then as Managing Director of Pro Cinema (the first Romanian movie channel). She has been President of ARMA (Romanian Association for Audience Measurement) since 2005 and an active participant in the implementation of the TAM service in Romania.



RICHARD ASQUITH

CEO

KANTAR MEDIA TGI & CUSTOM

Richard Asquith is CEO of Kantar Media's TGI & Custom Division. In this role he has responsibility for the Global TGI network of syndicated media and marketing studies (present in over 60 markets) and for developing Kantar's custom media and audience measurement research business. Prior to this he was Managing Director of BMRB from 2004 to 2009, launching the IIPS (Institute for Insight in the Public Services) and BMRB's public consultation unit during his tenure. Richard has been involved in media research for over 25 years, starting his career at Research Surveys of Great Britain. He is a member of the Executive Editorial Board for the International Journal of Market Research and the programme committee for the biennial Print and Digital Research Forum (formerly the Worldwide Readership Research Symposium).



BALBINDER BADESHA

RPD SERVICES DIRECTOR

KANTAR MEDIA AUDIENCES

Balbinder Badesha is the RPD Services Director at Kantar Media Audiences responsible for the operation, support and development of the RPD Services that are hosted in the UK.

Her responsibility lies with the service and operation of four UK-hosted RPD services; Skyview - UK, AMS - New Zealand, DStv-i - South Africa and Multiview - Australia.

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

Balbinder has been with Kantar Media for 8 years, joining as an Account Manager in the UK TV Bureau, managing clients who subscribed to InfoSysTV.



CHRISTOPHER BALCH

BARB SERVICE MANAGING DIRECTOR

KANTAR MEDIA AUDIENCES

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



NICOLA BAMFORD

HEAD OF CONTENT AND BUSINESS DEVELOPMENT

TATA SKY

Nicola is Head of Content and Business Development at Tata Sky, an Indian DTH platform. Responsible for commercial relationships with content providers and various business development initiatives surrounding viewing data. She previously held similar positions at Sky Deutschland where she was part of the launch team and BSkyB.



JENNIE BECK

GLOBAL DIRECTOR

KANTAR MEDIA

 [@jenniebec](#)

Jennie has been working in media research for over 30 years, getting her first taste as Marketing Director of The Observer newspaper. She joined what is now Kantar Media in 2002 and as well as ongoing work with BARB and key UK media clients, she also works with media research teams in Kantar agencies (TNS, Millward Brown and others) around the world - promoting best practice, building new custom research solutions, developing new business and bringing innovation to industry media research.

**BRAD BEDFORD****VP, INTERNATIONAL SALES**

ARBITRON

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

**YIFAT BEN HAY-SEGEV****CEO**

THE ISRAELI AUDIENCE RESEARCH BOARD

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



OLEG BORODULIN

HEAD OF THE EXPERT COUNCIL OF THE NATIONAL MEDIA ASSOCIATION

THE NATIONAL MEDIA ASSOCIATION

My career in marketing started with the creation of behavioural models in investment marketing. Since 2010 I am the Head of Expert Council of The Kazakh National Media Association. Moreover, I am the Analysis and Business Development Director of TVMedia Advertising Agency – the biggest sales-house in Kazakhstan. My responsibility entails the analysis of the TV landscape in Kazakhstan.



CHRIS BOWDEN

RPD SERVICE MANAGER

KANTAR MEDIA AUDIENCES

Chris Bowden has worked in Media Research for over 13 years on both the agency and client sides of the business. Previous roles have included the Head of Audience Research at the Australian Broadcasting Corporation and managing businesses in Television Audience Measurement (Ireland), Advertising Expenditure (UK) and Return Path Services (Australia).

He is currently working as the Media Manager for Kantar Media and is based in Sydney.



MATTHEW BROSENNE

BUSINESS DEVELOPMENT DIRECTOR

CSM MEDIA RESEARCH,
PART OF THE KANTAR MEDIA NETWORK

Matt leads CSM's business development department and is tasked to guide CSM into the future through initiatives in new media measurement for China's Digital Age. Developments are underway regarding the testing of return path data solutions for digital TV and IPTV, the development of internet audience measurement capabilities and the data set integration of TV and non TV data sets.



ANDY BROWN

CHAIRMAN

KANTAR MEDIA

Andy was a founder director of KMR Group (the holding structure for BMRB), taking on responsibility for TGI and Software globally, before assuming the role of CEO of KMR in 2001.

Following the acquisition of TNS, Andy became Chairman of the newly-created Kantar Media. He works alongside Jean-Michel Portier (formerly CEO of TNS Media), supporting him in a number of areas including digital development, global client accounts as well as general management of associates such as IBOPE Media, TAM India and RSMB. He sits on the Kantar Digital Board and WPP Digital Advisory group. In his spare time Andy is a keen follower of sport, notably following the ups and downs of Arsenal football club over the last 40 years. He has already started work on indoctrinating the next generation of Arsenal supporters with his son and daughter!



NICK BURFITT

RPD GLOBAL DIRECTOR

KANTAR MEDIA AUDIENCES

Nick is Global Director for the Rapid View division within Kantar Media Audiences and is actively involved in the development and operation of the various Set Top Box services run by Kantar Media. He acted as Project Manager for the SkyView project in the UK, overseeing all aspects of the project from a Kantar perspective and managing the client relationship with BSkyB. In his current role, he has overall responsibility for the ongoing development and management of existing Kantar Media RapidView services, including those services running in UK, New Zealand, South Africa and Australia as well working on new business and product opportunities across the world.



ANDREW CARTER

PRESIDENT, INVESTMENT MANAGEMENT

GROUP M, CHINA

Andrew was appointed as President, Investment Management, GroupM Trading, China in October 2011. He is responsible for the Group's tactical planning strategy across all media in China.

Andrew has fine tuned the usage of tools and delivered unique trading and implementation practices which have clearly set GroupM as the leader in China's Television media buying market place.

Andrew brings a wealth of experience and knowledge from his 15 years in Television buying. He began his career in London as a Television buying graduate, and then developed his career at OMD UK for ten years.

Andrew was recognized as a leader in Television implementation by Campaign magazine UK in 2007.

Andrew is based in Shanghai.

**LAURENCE CHAUSSON****INTERNATIONAL MARKETING DIRECTOR**

KANTAR MEDIA AUDIENCES

Laurence joined Kantar Media (then TNS) in August 2008 as part of the Audiences Global Business Development team. She started her career in 1989 as a Qualitative Research Manager for the multimedia sales house, IP Group. In 1996 she joined Eurosport International where she implemented and developed for eleven years their Audience and Broadcast Research Department. During 2007 and 2008, she worked as an Independent Media Consultant for different broadcasters and Media Institutes.

**RUOYU CHEN****MANAGING DIRECTOR**CSM MEDIA RESEARCH,
PART OF THE KANTAR MEDIA NETWORK

Madam Ruoyu Chen has been appointed as Managing Director of CSM Media Research with responsibilities in overall business management as well as operational activities effective in May 2012.

As one of the pioneers in China TV audience research, Madam Chen served as the Head of TV audience research at CCTV editorial department. In 1995, she was authorized to establish CTR Market Research (formally known as CVSC) and served as the Managing Director of the CTR. In 1997, she represented CTR in negotiations with the French research firm, Sofres during the formation of CSM Media Research. Under her leadership, the CTR business has expanded dramatically in the past 17 years, from a simple audience research company to one of the leading media and marketing research suppliers in China's marketplace.

She currently serves as the Executive Vice President of China Marketing Research Association (CMRA) and Vice President of Chinese Association of Market Information and Research (CAMIR).



RONG YONG CHEN

ADVERTISING DEPARTMENT DIRECTOR

CCTV

Mr. Chen is responsible for both advertising and human resource management. He played an integral role in the creation and organization of CCTV's Advertising Bidding Event in 2006 and has continued to drive rapid growth of advertising income at CCTV. He is responsible for brand management and maintenance of the CCTV advertising business. He also leads the market insight and analysis of CCTV program and advertising ratings and delivering results to customers in a tailored marketing communication program. Mr. Chen leads the planning and creation of public service advertising, actively taking on the media's social responsibility role, with his work from the 2008 Olympic Games winning accolades and a variety of government awards. Mr. Chen's work on publications includes the compilation of CCTV's outstanding brand communication case studies in a book called "Brand Maturation in China." He also serves as the editor of Advertising Management Center's monthly magazine "Winning Together."



MANUEL DAEHLER

CEO

MEDIAPULSE

From 1987 - 1994, Manuel was Research assistant/teaching assistant at the Institute for Social Psychology, University of Bern. Between 1994 - 1997 he held positions as Lecturer, researcher and director of semi-annual education courses at the Swiss Federal Institute for Vocational Education (SIBP) in Zollikofen. In 1997 he was appointed Head of Radio Research, SBC Research Department, a position he held until 2004 when he became Head of SBC Research Department. In 2006, Manuel was appointed CEO of the Mediapulse Corp. for Media Research, in addition to also holding the title CEO of Publica Data Corporation since 2010.



JENNIFER DANIEL

PRESIDENT

PAN AFRICAN MEDIA RESEARCH
ORGANISATION

Jennifer Daniel has been in the Media Research Industry for the past 29 years. The past 15 years she has spent in Television Research and Strategy at e.tv and the South African Broadcasting Corporation. Jennifer has represented the National Association of Broadcasters on the South African Advertising Research foundation's board and is also a member of the Television Audience Measurement Committee in South Africa. Currently Jennifer is a Director of Telmar Media Systems for Africa and Asia Pacific. She has been the President of the Pan African Media Research Organisation for the past 3 years.



ALBERTO DE PABLO

REGIONAL DIRECTOR

KANTAR MEDIA

Managing Director of Kantar Media Spain, Alberto also holds the post of Regional Director responsible for the TV Meter Operations in Turkey, UAE and Egypt. Alberto is a graduate in Business Administration (ESADE).



GYRBÝZ DEMIR

TIAK TECHNICAL COMMITTEE MEMBER

TIAK AS

Member of Technical Committee in TIAK (the joint industry committee body in Turkey).



THU DO

FINANCE MANAGER

TVAD-VTV

I received BA of Finance and Credit from Ha Noi University of Finance and Accounting. After graduating from my university, I applied to Television Advertising and Service center (TVAd) and started working there since March, 2000. Out of my working life, I finished BA of foreign languages at Ha Noi National University in 2001. In 2005, I was chosen to study for an MBA at UBI Academy of business administration.

Now, I am responsible for finance and accounting department at TVAd, monitoring and controlling related work to bring the highest profit for our company.

**HUONG DO****DIRECTOR**
TVAD-VTV

Huong started work as an accountant at VTV in 1998, receiving high appreciation from the board, and, in a short space of time was promoted to chief accountant, vice director of Television Advertising and Service Center at Vietnamese Television, and since 2011 has held the post of Director of TVAd. Huong is in charge of monitoring and controlling companies operations. Under her watch and the support of all subordinates, the revenue of TVAd has increased considerably. Now, TVAd works with many foreign partners across the world.

**JULIAN DOBINSON****DIRECTOR OF RESEARCH & INSIGHT**
BSKYB

Julian Dobinson is Research & Insight Director at British Sky Broadcasting where he is responsible for audience and media research. At Sky he worked with Kantar Media (then TNS) to instigate, and in 2006 launch the Skyview panel, the first return path panel of its kind. Julian also sits on the BARB Board and on the Board of TAM Ireland Ltd.



EINAR EINARSSON

MANAGING DIRECTOR

CAPACENT

Einar Einarsson has been working for Capacent since 1993 when he graduated from the University of Iceland with a Cand Oecon degree. Einar is Managing Director for Capacent Research and has many years of experience, working with local and international clients from across many sectors. Capacent is the biggest research company in Iceland and is using the Portable People Meter technology for TV and Radio measurement in cooperation with Kantar Media.



JOSE MANUEL ELETA

MARKETING DIRECTOR

RTVE

Jose Manuel is currently working in Radio Television Española, the Spanish Public Broadcaster, as Programming Director, organizing and making the programming grids both generalist and thematic channels, controlling promotional campaigns and responsible for the purchase of TV programming as well. Before that, and also at RTVE, Joe Manuel was in charge of the Marketing Department, as head of audience research, supporting all areas of the company. From 1993-2008 he worked in Antena 3, one of the main commercial/private TV Broadcasters in Spain, as head of audience research. In 1991 he worked for two years in ICP Radio, as statistician creating audience radio surveys.



ALEXANDER EMELIANOV

DIRECTOR

TNS GALLUP, PART OF THE
KANTAR MEDIA NETWORK

Alexander has worked as iTRAM director in TNS Gallup Media Asia since 2010 and is responsible for the TV, Radio and Internet audience measurement services which operates in 17 cities in Kazakhstan. Alexander began his career in TNS Gallup Media Asia in 1997 as the IT manager and then worked as the Head of IT Department, accountable for the company's IT infrastructure.



IFFAT FARHAT

ROTANA GROUP RESEARCH MANAGER

ROTANA GROUP

Having earned a masters degree in Statistics & Econometrics from France, I have 9 years experience in Media Research in the Middle East. I started my career with Starcom Media Vest Group, for 5 years, then I moved to Rotana TV Group and been with them since 2008 handling the Gulf, Levant and North Africa. Helping to establish the TV measurement service in the Middle East - mainly the Gulf and Egypt is our main focus in the last few years at R&D of Rotana Group. My main role focuses on the technical side.



MIGUEL ANGEL FONTAN

COMMERCIAL MANAGING DIRECTOR

KANTAR MEDIA SPAIN

Miguel is Commercial Managing Director with responsibility over TV Panel Clients and the overall Media Intelligence business in Spain. He joined Kantar Media (formerly the Sofres Group and TNS in 1994) as Commercial Director for Television Audience Measurement. Miguel previously worked in AC Nielsen for 7 years in the client service department and as International services coordinator for Spain. He holds a degree in Law Economics from Madrid University. Miguel is an Associate professor in several Spanish universities and frequent speaker at business seminars and degrees programmes.



ROBERT FRY

CHIEF KNOWLEDGE OFFICER, ASIA PACIFIC

GROUP M

I have very recently moved to the newly created post of Chief Knowledge officer for GroupM Asia Pacific. I was previously with GroupM subsidiary, Mediacom, where I was head of Consumer Insights. However this summit brings me back to my roots as my first job in WPP was with Kantar in the UK so it'll be nice catch up with the guys!

I have been with GroupM in Asia for the past eight years, including six years at Mediacom and two years at Mindshare. At Mediacom, I headed a rapidly growing team of experts across the region and created a hub for the agency, developing in-house and consumer insight solutions. I am responsible for identifying and implementing technology, techniques and efficiency opportunities to ensure that the GroupM agencies (Maxus, MEC, MediaCom and Mindshare) benefit from leading research and strategic insight capabilities for their clients.

**DALIA GEREIS****COMMERCIAL DIRECTOR**

KANTAR MEDIA AUDIENCES

Dalia has been working for Kantar Media since 2003 overseeing our client software offer in the UK. Prior to this, I worked for Carlton TV as part of their Market Research team. Dalia read Business at South Bank University, London.

**ROHAN GIFFORD****RESEARCH MANAGER AU & NZ**

GOOGLE

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

As Research Manager for Australia and New Zealand within Google's Market Insights team, Rohan works with top advertisers and agencies to measure the value of online advertising in driving strategic marketing objectives, and also leads local research activities to understand consumer behaviour on the internet. Prior to joining Google in 2011, Rohan has worked for The Boston Consulting Group, Quantum, and most recently News Limited, where he was Head of Ad Products and Pricing at News Digital Media. For the last four years Rohan has been a member of the Measurement Council of the IAB Australia. Rohan Holds a BSc and BEc (Hons) from the Australian National University.



JOHN GILL

GLOBAL HEAD OF PRODUCTS & SERVICES

KANTAR MEDIA AUDIENCES

John is Global Head of Products and Services for Kantar Media Audiences, responsible for the provision of our products and for support to our Audience Measurement businesses around the world. John has extensive experience in TV audience research. For over 20 years he worked on the BARB contract in the UK. Since 2002 John has had an International role within the global sector management group. His research team is responsible for quality and methodology issues across our TAM services, whilst his Support team provide first line support to the users of our technology around the world. He is also responsible for the software development teams that maintain our client facing software systems, and our back-office processing system, Comtel. John graduated in Psychology from Reading University



ADAM GONZALEZ

AUDIENCE INSIGHT MANAGER

FOXTEL

Adam Gonzalez was appointed Audience Insight Manager for FOXTEL in October 2011 after 15 successful months as a Senior Research Analyst for the platform team. Adam's role at FOXTEL encompasses the internal management of the Multiview Audience Measurement System, maximizing usage & value of the system as well as managing FOXTEL's audience reporting requirements across the platform. Mr Gonzalez has a solid track record of eight years in the media industry beginning at News Limited where he worked for six years in the Marketing Services team responsible for readership and circulation analysis as well as heading up the spatial analysis unit for two years. Adam holds a Bachelor of E-Business & Operations Management degree.



IAIN GOODHEW

GLOBAL DIRECTOR OF ENGINEERING

KANTAR MEDIA AUDIENCES

 @iaingoodhew

Iain Goodhew was educated at Leeds University and holds a degree in Electrical & Electronic Engineering.

He has worked for Kantar Media for over 4 years, prior to which he worked in both academic institutions and start up technology companies. He brings a wealth of experience of electronics design and manufacture which is essential to Kantar Media's operations in audience measurement. His main focus is on driving electronic audience measurement forward to provide Kantar Media with innovation and industry leading technology for the future.

The latest Kantar Media product 'RapidMeter' is a perfect example of innovative design and quality measurement.



GUDNI RAFN GUNNARSSON

HEAD OF MEDIA RESEARCH

CAPACENT

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



CK GUNTUR

TAM DIRECTOR

KANTAR MEDIA AUDIENCES

CK is the Kantar Media TAM Director in UAE responsible for the UAE TAM service. Previously CK has been an advertising professional with DDB for over 12 years in UAE providing communication strategy and implementation for large regional advertisers in the GCC. Prior to that, he was handling national media campaigns for a leading brand in India. He has a track record of managing and implementing integrated communication strategy programs and projects efficiently in the Middle East. In his current role CK's primary responsibility is implementing and maintaining a world class PeopleMeter based TAM service in the UAE. He is a post graduate in Business Administration and has a rich and varied professional experience in the media and advertising industry in the GCC.



MATTHIAS HARTL

MANAGING DIRECTOR

KANTAR MEDIA AUDIENCES

With diplomas in IT Engineering, Economics and an Executive MBA, Matthias has been working for more than seven years in several operational management positions for the biggest mobile network operator in Switzerland; also being the chairman of the European cellular mobile operators user group. His career to date has included leading an ICT start up company into successful operation, positioned as Head of ICT strategy and operations for a governmental department and Head of Products and Services in an energy services company. He was appointed Managing Director of Kantar Media Audiences Switzerland in May 2012.

**LIN HE****DRAGON TV**

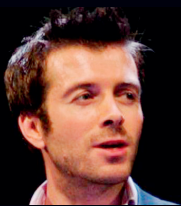
Mr. He is responsible for Dragon TV's brand operation, program promotion, resource negotiation and delivery, new media management. He had successfully planned and promoted many major projects, like "Chinese Top Ten Billboard".

He is currently working on propagating some of the key programs of Dragon TV 2012, like "The Cube" and "Asian Wave".

He received a masters degree in Communication from Tongji University in Shanghai and masters degree on Art from Bauhaus University in Germany.

**JOHN RICHARD HEWITT****HEAD OF RESEARCH****TV 2**

After 6 years at Nielsen as Client Service Executive and 2 years at Nidar confectionery as Key Account Manager, John Richard spent the past 11 years at TV 2 Norway as Head of Research. He leads a team whose responsibilities range from audience research to branding and advertising research, including both television and digital media. This year, John is chairing the Norwegian TAM committee, as well as being a member of the digital media committee.



JAMES HOLDEN

HEAD OF AUDIENCES

BBC

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



EMMA HOLDEN

GLOBAL COMMERCIAL DIRECTOR, CLIENT SOFTWARE

KANTAR MEDIA AUDIENCES

Emma has over twenty years of experience in the media industry. Her career started out in Client Services for DDS, a company which offered the media trading platform across all media, and that led to taking on Account Management responsibility for the agency clients. She then branched out into the advertiser sector, after taking a Diploma in Marketing, working with clients such as Pepsi Co, Pizza Hut, Courage Breweries and Bacardi. Her experience in media planning and buying led her to join SPC Consultants, where she launched new television planning and analysis software products to media agencies and broadcasters in UK and then globally. Her current role encompasses commercial, client service and product development disciplines for all Audiences software products. She is always looking for an opportunity to expand existing or developing new offers around our client software proposition. When not focussed on work, Emma enjoys spending time with her family of three children, two dogs and other assorted pets!

**PHILLIP JONES****REGIONAL DIRECTOR**

KANTAR MEDIA AUDIENCES

Currently the Regional Director for Kantar Media Audiences for South-east Asia & Pacific, Philip is responsible for TAM operations in Singapore and the Philippines as well as expanding the Kantar Media footprint to other countries in the region. With over 25 years experience in audience measurement I am well placed to ensure clients needs are met and exceeded.

**COSTIN JUNCU****EXECUTIVE DIRECTOR**

ARMA



Costin has worked with the Romanian Association for Audience Measurement (ARMA) since 2003. He was involved in selecting the sole TAM provider for Romanian market in 2003, 2006 and 2010 and worked together with auditors from all around Europe in order to audit the Romanian TAM service from 2004-2012.

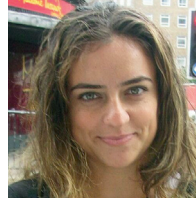


ERDAL KALE

ATV MANAGING DIRECTOR
TURKUVAZ REKLAM

 @erdal_kale

Worked as General Manager of Starcom Turkey between 2005-2011 and then joined Turkuvaz Media Group as Ad Sales Marketing General Manager.



YASEMIN KARALI

MARKETING GROUP DIRECTOR, SHOW TV
ZEDPAŞ MEDIA MARKETING

After finishing high school, I entered Istanbul University, Communication Faculty. There I studied “Public Relations and Advertising”. In 2000 right after university I started to work at MEPAŞ (Media Marketing Company). It was Turkey’s first media marketing company and marketed the sponsorships, commercials, advertorials and jingles for the three leading national TV channels, Show Tv, Skyturk and Digiturk.

In 2005 I joined ZEDPAŞ Media Marketing as Marketing Manager. Zedpaş is the sales house of 3 TV channels : SHOW TV (one of the biggest TV channels of Turkey), SKYTURK (one of the 4 main news channels), SHOWTURK (Europe broadcasting channel of SHOW TV). My role as Marketing Group Director is to help our Sales Team to reach their goal and report to the management about the sales process and whole marketing sector, preparing market estimations, company success stories, competitive analysis, the analysis and reporting of sales.

**EITAN KASSIF****REGIONAL DIRECTOR**

KANTAR MEDIA AUDIENCES

Eitan is Regional Director for Kantar Media Audiences. In addition to his regional role and for the past 13 years, he has operated as CEO of what is now Kantar Media Israel (formerly TNS Telegal, the Israeli Rating Company). Before working in the Research industry, Eitan worked in a variety of roles, ranging from SVP for Marketing & Sales to CEO, mainly in the FMCG industry. During this time he was involved in the media planning process, with a special interest in measurement and the formalization of the Media Research process as a currency in Israel as well as serving on the Board of the Israeli Advertisers Association and acting as Chairperson of the Association's research committee.

**HELEN KATZ****SENIOR VICE PRESIDENT, DIRECTOR OF RESEARCH**

STARCOM MEDIAVEST GROUP

Helen is a Senior Vice President, Director of Research at Starcom Mediavest Group, where she focuses on advanced video research, return path data, the VivaKi Pool, and research contracts. She joined SMG in 2001 as a Strategic Research Director at GM Planworks, working for General Motors. Previously, Helen had her own media research consultancy, worked at Zenith Media in New York and DDB Needham Chicago. Helen has advanced degrees in Advertising from the University of Illinois, and an English Literature degree from the University of London. She has published several textbooks on advertising and media, the most recent of which is The Media Handbook. Its fifth edition will be released in June 2013. Helen is a recipient of an Advertising Research Foundation 'Great Minds' award for research innovation and a Silver Jay Chiat award for innovation.



MANSOOR KHAN

DIRECTOR, INTERNATIONAL DEVELOPMENTS
KANTAR MEDIA AUDIENCES

Mansoor has been at Kantar Media for the last 22 years, where he has accumulated extensive and diverse international TAM experience spanning 23 countries, of which 14 have been new TAM services. Specialising in international TV audience measurement, he has been responsible for the project management and start-up of many TAM services globally. He has co-authored an audience measurement paper which was later selected as one of the top 30 world research best papers for the last decade by ESOMAR - published in 2007. He has two lovely daughters, enjoys travelling everywhere, especially on his motorbike and in his spare time is a volunteer Police Officer serving the Thames Valley force in the UK.



IVAN KLEIMENOV

RESEARCH DIRECTOR
CTC MEDIA HOLDING

Ivan Kleimеноv has been Head of Research Department CTC Media since October 2010. Previous roles include Head of the Analytical Department at CTC Media since 2009 and Head of Research Department FTA channel DTV since 2002. Prior to joining DTV, he worked for research companies including TNS Gallup for five years. Ivan graduated from the Engineering Academy with a Masters degree of Science.



LV KRISHNAN

CEO

TAM MEDIA RESEARCH,
PART OF THE KANTAR MEDIA NETWORK

LV joined TAM in October 2000 and his team's focus has been on developing TAM as a key brand within the Indian Media industry. LV's background stretches to almost 15 years post joining the stream of the Indian Media planning community. In his stint in Starcom, his work on Coke went on to win the Starcom's most prestigious global media award, 'North Star'. He owes all his experience & learning to his team mates in TAM and his other erstwhile organizations. While he continues to stretch his interest from Reading & Writing to teaching Media in various institutes, his passion for Astrophysics (the area he focused during his studies) still rules very high. Lately, he and his team went to Tokyo to present their selected paper on 'Breaking Program Loyalty' in the ESOMAR conference as well as to Montreal, Canada to present their paper on 'Reincarnating TAM Panelists'. Today, looking back at the last decade, including the twelve years in TAM, it has certainly been an experience full of fun, challenges, innovations and a lot of dare devil acts!



PUSHKAR KULKARNI

INTERNATIONAL MARKETING DIRECTOR

KANTAR MEDIA AUDIENCES

Pushkar joined Kantar Media in 2006. One of his first responsibilities was to head the team handling the London Electronic panel involved in measuring TV and Radio audiences using PPM technology. He is currently part of the Global Business Development team. His role encompasses new initiatives in audience measurement including Portable PeopleMeters (PPM), VirtualMeter & Internet Audience Measurement as well as reacting to new opportunities in the area of evolving audience measurement systems worldwide. He is also involved in initiating Return Path Data services in India. Pushkar started his career in India in 1996 with IMRB; after completing his MBA in Marketing. In IMRB, he was part of the team that introduced PeopleMeters in India. In 2001, after a stint over a year with Channel Nine India, Pushkar moved to the Middle East to work with Research International/AMRB in Dubai. RI provided Pushkar the opportunity to gain experience in Consumer Research across the Middle East and North Africa region.



VINCENT LAM

MANAGING DIRECTOR, HONG KONG

CSM MEDIA RESEARCH,
PART OF THE KANTAR MEDIA NETWORK

Vincent is the Managing Director of CSM Media Research in Hong Kong. Prior to joining CSM, Vincent worked for Hong Kong TV stations for over 20 years in research, marketing & sales, programming and licensing. He was in charge of the global video licensing business of TVB and was the VP-Marketing & Sales and VP-Programme at Asia Television Ltd.



DIANE LAURA

SVP, CORPORATE MARKETING - NORTH AMERICA

KANTAR MEDIA

Diane Laura is Senior Vice President of Corporate Marketing at Kantar Media where she leads marketing, communication and PR efforts to build the larger Kantar Media brand in North America. Diane's a seasoned marketing professional with extensive experience in the media research industry and B2B marketing. She focuses on using her deep understanding of media research, her extensive industry connections, and her proven marketing skills to help move businesses forward. Diane began her career at Arbitron, serving in customer service, sales and marketing roles. Later at Deloitte Consulting, she held global marketing roles and helped launch several businesses. She also did a deep dive into research in executive roles at the Advertising Research Foundation. Diane holds an MA in Communications - Radio & TV from Southern Methodist University and a BA in Communications - Radio, TV & Film from the University of Missouri. She lives in New York City.

**JORN LEIPART****DIRECTOR**

TNS GALLUP,
PART OF THE KANTAR MEDIA NETWORK

 @jyleipart

Jorn is heading the Media Sector Business in TNS Gallup Norway as well as acting as a Regional Business Development Director for TV- and Radio activities in Scandinavia and the Nordic region of Europe on behalf of Kantar Media. Prior to joining TNS in 1999, he worked as Head of the Survey Research Division at Statistics Norway for several years. Jorn has a masters degree in Political Science from VPI in USA.

**KWONG CHAU LEUNG****SENIOR MANAGER, MARKETING RESEARCH
& INFORMATION DEPARTMENT**

TELEVISION BROADCASTS LIMITED

KC Leung joined TVB since 1994 and leads TVB's marketing research and management information support through which provide all kinds of information support and business strategy development support. In addition to TV Audience Measurement, he is also responsible for advertising analysis, web and mobile analysis as well as online trafficking.



KRISTIN LILLEFJRE

RESEARCH MANAGER

TVNORGE AS

After her MBA Kristin started working as an analyst for PA Consulting Group, an international management consulting firm. In 2003 she joined TVNorge, the second largest commercial broadcaster in Norway, as sales researcher and media analyst. Since 2007 Kristin has been Head of Research. The research department is responsible for developing good decision basis and management tools for the entire organization, creative research and argumentation towards clients, market-, trends- and consumer insights, analysing macro-economic issues and skills development. Kristin is a member of the steering committee for TV measurements and member of the board at The Marketing Association in Oslo.



JIM MACLEOD

PRESIDENT & CEO

BBM

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

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

**LEV MAKAROV****HEAD OF PROGRAMMING**

MTV 2X2

**RICHARD MARKS****GLOBAL CEO**

KANTAR MEDIA AUDIENCES

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

Richard is Global CEO of Kantar Media Audiences, which operates TV, Radio and Internet measurement services in over 60 markets worldwide. Richard is responsible for driving innovation and strategy in digital measurement. Richard has clocked up over twenty years in media research where he has overseen groundbreaking surveys, including the BBC Daily Life survey and IPA Touchpoints. He led the team that won the UK BARB Television Audience Measurement contract which went live in January 2010. He is frequently called upon to give papers and presentations across the world, including the National Television Society's annual conference (2011).



JOHN MCCARTHY

GLOBAL MARKETING COMMUNICATIONS DIRECTOR

KANTAR MEDIA AUDIENCES

 @johngmccarthy

John is responsible for the marketing, communications and PR strategy for the worldwide audience measurement business within Kantar Media. In addition to his global role, he also undertakes additional responsibilities across the UK market, communicating the full breadth of Kantar Media's services for media agencies, media owners and brands including customised media research, media monitoring and evaluation, TGI marketing and media, data and consultancy, and audience measurement. John originally joined the Intelligence sector of Kantar Media, then TNS Media Intelligence, and read Business in Bristol, UK.



LILIANA MIHAILESCU

GENERAL MANAGER

KANTAR MEDIA AUDIENCES

Liliana Mihailescu is the General Manager of Kantar Media Audiences and has over 17 years of management experience in television audience measurement. After completing her education as electronic engineer from the Technical University of Bucharest in 1991, she joined the Motorola Company as Radio Communication System Designer before she started her career in TNS CSOP in 1994 at Monitoring Department. Liliana was responsible for setting the first electronic Television Monitoring System in Romania in 1998 and, until 2007, she coordinated the TV Monitoring Department to deliver monitoring data on time and to specification.

**OLGA MOLOSTVOVA****RESEARCH DIRECTOR**

UTV

Olga Molostvova was Program Director for SevenTV from May 2010 - December 2011. Between 2005 - 2010, before joining SevenTV, Olga was head of the media analysis department at Video International. In 2001 - 2005, Olga held the position of senior specialist of audience research department at Rossiya TV (VGTRK). Olga Molostvova graduated from the Sociology Department at Moscow State University in 2001.

**ALEXANDER NECHAEV****DEPUTY GENERAL DIRECTOR**

NTV BROADCASTING CO.

Alexander graduated from Moscow State University with a degree with excellence in Philosophy. From 1998-2000 he worked in PR & communications. In 2001 Alexander joined NTV, the third-largest Russian TV network, as a Head of marketing, leaving in 2004 for Russian 2014 Winter Olympics Bid Committee to join its team as a marketing & communications strategy consultant. After a successful bid, in 2006 Alexander returned to television. In 2006-2008, he joined Channel One (#1 national broadcaster) as Head of International marketing, also launched several satellite channels. In 2008 Alexander has returned to NTV as a Deputy CEO, Head of Programming, Marketing & Internet.



KELD NIELSEN

GLOBAL BUSINESS DEVELOPMENT DIRECTOR
KANTAR MEDIA AUDIENCES

As Global Business Development Director for Kantar Media, Keld is responsible for driving business development across the audience measurement sector. He has clocked up over twenty years in media research after gaining a Masters degree in Electronic engineering the Copenhagen University. By the early 90s he was responsible for setting up the TAM service in Denmark and later he join the board of directors in TNS Gallup Denmark (part of the Kantar Media network) and was responsible for media research and media intelligence. In 2008 he moved within Kantar to his present role and joined the central Kantar Media Audiences management board in London. Keld is currently based in London and regularly called upon to speak at international media conferences and symposiums.



CHRISTOPHER O'HEARN

GENERAL MANAGER
EMIRATES MEDIA MEASUREMENT

Chris has worked in television for more than 20 years in the UK, Australia and the US, starting in journalism and production and more recently as a specialist project manager. He has been in the United Arab Emirates since 2007, working on the creation of a major media zone in Abu Dhabi and then the setup and launch of a pay TV platform for Abu Dhabi Media. Chris managed the UAE's TAM project - the first of its kind in the Gulf - on behalf of the founding stakeholders and has worked closely on the establishment and launch as technical project manager and general manager of the newly created operator, Emirates Media Measurement Company. He is very glad he paid attention in maths all those years ago and can tell his children they never know when they might need it too.

**BENGT OLSSON****EXECUTIVE VICE PRESIDENT**

TNS, PART OF THE KANTAR MEDIA NETWORK

I have spent most of my life in the research business and I have been in TNS/Kantar Group for more than 30 years. I am in charge of Kantar Media Sweden .

**ELENA OKHLOPKOVA****MARKETING & ADVERTISING COMMITTEE COORDINATOR**

THE ASSOCIATION OF BRANDED GOODS
MANUFACTURERS 'RUSBRAND' RUSBRAND

Elena graduated in 1986 from the Moscow University of Economics & Statistics. She started her career in marketing in a Russian food distribution company, then moved to Wimm-Bill-Dann, the leading Russian dairy and juice producer, followed by a period at well-known companies such as Paulig and Tetley. Through the years I've gained broad experience in FMCG marketing & branding, leading brands and categories in Russian market as well as launching Russian brands in international markets, managed ad, media & creative agencies, attending strategic management sessions and working groups, actively participated in business associations meetings on the media & marketing related issues for juice, coffee and tea industries. In 1998 she was trained in Strategic consultancy company Promar International in UK.



DIANA ONG

**HEAD, MEDIA & CONSUMER INSIGHTS STRATEGIC
MARKETING**
MEDIACORP



GEORGE PAPPACHEN

CHIEF PRIVACY OFFICER
KANTAR

Being Chief Privacy officer at Kantar and also a part of WPP's Data Alliance team, I contribute to the development and implementation of a comprehensive data strategy in regards to our offer and partnerships. My background stretches across media, research, technology, and law. I've served in various roles within WPP including Emerging Solutions Leader at Dynamic Logic, Program Director for Google WPP Marketing Awards Program, and Head of Privacy and Public Policy at Kantar.

**JULIE PETERSON****VICE PRESIDENT RESEARCH**

DISCOVERY NETWORKS ASIA PACIFIC

Julie Petersen is vice president of research at Discovery Networks Asia-Pacific, based in Singapore.

She currently oversees all broadcast, marketing, brand and internet research for DNAP in the region to maintain the network's competitive position and profitability. Planning and directing policies, objectives, and initiatives across the region, developing methodologies and tools which will further leverage DNAP's content to drive revenue and enhance the network's portfolio of brands.

An advertising, research and strategic planning professional with international commercial TV, broadcast, research, and agency expertise, Julie has more than 30 years of experience in the media industry. She has also been involved in the development and implementation of business and software solutions for Broadcasters and media specialists across Asia Pacific.

**GREG PAULL****PRINCIPAL**

R3

 [@asia6667](#)

Greg began his career as a marketer and has spent 20+ years living and working in Asia, the US and Europe. Ten years ago, he co-founded R3, an independent consultancy focused globally on improving marketing efficiency and effectiveness. Their clients include Coca Cola, Samsung, Microsoft, adidas, VISA and Johnson & Johnson. In 2010, the firm merged with JLB to become R3:JLB globally. His firm works with eight of the world's top twenty marketers in Marketing and Media ROI, Research, Agency Reviews and Agency Relationships. In recent years, it has also forged relationships with top Chinese brands such as Lenovo and Li Ning.



DAVID PHILLIPS

VICE PRESIDENT

BBM ANALYTICS

 @davidphillips73

David Phillips is Vice President of BBM Analytics, joining the company for its launch in August 2006. BBM Analytics is privileged to work with Canada's largest broadcasters and advertising agencies, helping them make sense of their audiences and programming. He spent 5 years working in London, culminating in a stint running the media owner division of TGI, Britain's qualitative currency. At TGI, he worked with almost all the major media companies, including broadcasters such as the BBC, ITV, Channel 4, Sky, Capital Radio and many others. After moving to Vancouver 8 years ago, he joined BBM Canada, before moving to Toronto to run BBM Analytics. His obsessions include politics, history, running, music and clouds and he is blessed with a wonderful wife and two beautiful sons.



MANDY POOLER

DIRECTOR

KANTAR

 @kantar

After reading English at Jesus College Oxford, Mandy had a rush of numbers to the head during two years spent in the marketing department of the International Thomson Organisation. She then joined ad agency Ogilvy & Mather as a media planner, becoming Media Director in 1991 and Managing Director of O&M Media in 1994. Mandy was a founder of The Network, which launched Ogilvy's 26 media operations into a single European media organisation.

In July 2006 she became a Director for Development at Kantar, the holding group for the research and consultancy businesses owned by WPP, comprising thirteen operating companies, with over 28,000 staff in eighty countries across the world. She is a fellow of the IPA, a former Advertising Woman of the Year and the proud mother of twenty two year old twins.



WOUTER QUARTIER

RESEARCH MANAGER

VRT

Wouter started his career in market research as a research Executive in Telecom sector and Business developer in online research at TNS. He was Project leader for the successful implementation of PPM (Portable People Meter) in Belgium in 2002 as the first European country to run a PPM panel. Wouter joined the research department of the public broadcaster VRT in 2002 as a research consultant for TV, specializing in Cross media and Motivational research. He became Head of Research at VRT in 2009, as well as holding the position as Vice Chairperson of the EBU-GEAR group (Group of European Audience Researchers).



JEAN-MICHEL PORTIER

GLOBAL CEO

KANTAR MEDIA

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

Jean-Michel Portier is CEO of Kantar Media, the world's leader in media and marketing intelligence since November 2008.

Prior to his current role at Kantar, Jean-Michel served TNS Group as Global Head of TNS Media and TNS Media Intelligence. Under his stewardship, this division expanded in 35 countries including the United States, Central Europe and China through acquisitions and organic developments.

Jean-Michel Portier is a graduate from Ecole Polytechnique, one of the most renowned French Engineering Schools, and of ENSAE, French National Institute for Statistics and Economics. From 1977 up to 1987, he served as a civil servant in the French Ministry of Finance and Ministry of Agriculture as a Senior Statistician and Economist. Jean-Michel is a man for whom information has been at the heart of his professional life. He also enjoys a lot leading teams, organising new projects and initiatives as well as meeting with clients.



STAFFAN ROSELL

CEO

SBS RADIO

Staffan Rosell, CEO of SBS Radio since 2004. Staffan also holds the position of Deputy CEO for SBS Sweden.



BHARAT RANGA

EXECUTIVE DIRECTOR – INTERNATIONAL OPERATIONS FOR ZEE NETWORK

ZEE TV

Bharat Kumar Ranga is designated as Chief Content & Creative Officer of Zee Entertainment Enterprises Limited. Bharat graduated in Commerce and has done his MBA from the University of Ajmer in 1989. Lately he has completed his Advance Management Programme from Wharton Business School, University of Pennsylvania, USA. Apart from achieving exponential growth in all his businesses, Bharat was judged Best Business Head of 2005 by Indian Telly Awards. With his expertise on working with international business as well as in the entertainment industry, Bharat gets invited to speak on International Media Forums such as CASBAA, BCWW, CCTV SARFT Summit, Asia Media Summit, SMG TV Festival and Media events globally such as NATPE, USA.

**KIRSTEN RUDD****AMS SERVICE MANAGER**

SKY TV

For the last three years, Kirsten has managed SKY New Zealand's RPD panel. In conjunction with the Kantar Media account management team we have been able to develop the service to report on recorded as well as viewed programming by PVR homes, expanded programming information to be able to conduct advanced analysis on network deals, and report on total SKY box usage, not just viewing information. Currently, in between Rugby World Cup bragging rights get-togethers and golf rounds, SKY NZ and Kantar Media are working to develop reporting on total platform viewing, combining all forms of mobile / PC internet viewing with RPD data from set-top boxes.

**PAUL RUSTON****RPD BUSINESS DEVELOPMENT DIRECTOR**

KANTAR MEDIA AUDIENCES

Paul is the Business Development Director for Return Path Data services and the Account Director of the Rapidview Service operated for Sky in New Zealand. He has been with Kantar Media for 10 years in a variety of roles. These include Client Service Manager for the TV Bureau in the UK and the Marketing Manager based in Sydney where he was instrumental in launching InfoSys and establishing the Rapidview services in Australia and New Zealand. Prior to joining Kantar Media Paul was a management consultant with KPMG for 4 years and worked for ITV sales for 2 years.



SERGEY SALNIKOV

HEAD OF RESEARCH

VGTRK

Sergey has been Head of Research at TV Channel Russia since November 2009. Before joining TV channel Russia he worked at Channel 5 based in the second capital of Russia, in St. Petersburg. He previously worked for the research department of Russian State Television, a post he held since 1999.



ELENA SAVINA

HEAD OF QUALITATIVE RESEARCH

CTC MEDIA

Elena Savina, Ph.D. studied Studied Sociology at the Moscow State University, followed by a Ph.D. in Sociological Sciences at the Russian Presidential Academy of National Economy and Public Administration. Elena has been working in the media industry since 1998. Since 2003 she has been in the television industry: program analysis and development, rating forecast, quantitative and qualitative research for the TV channels of the CTC Media Group.



LYLE SCHWARTZ

MANAGING PARTNER GROUPM

As head of research and marketplace analysis Lyle's responsibilities include designing, developing and implementing approaches that provide GroupM clients with superior marketplace intelligence, including both quantitative and qualitative assessment of media and marketing issues. He is also charged with monitoring the current landscape and identifying trends and opportunities for GroupM clients. Lyle rejoined GroupM from A&E Television Networks where as VP Research he was responsible for directing the research department in providing research and insights to the National and Affiliate Sales teams, programming and marketing for the various A&E endeavors. During his tenure he was involved in the naming, marketing and positioning of it's two new digital channels.

Prior to leaving A&E, Lyle was a 14 year veteran of GroupM where he developed the account planning group within Strategic Media Research. Lyle lives in Airmont, New York with his wife, Marjorie and his three kids, daughter Brittany, and sons Aaron and Scott.



GEORGE SHABBAB

PRESIDENT, NORTH AMERICA KANTAR MEDIA AUDIENCES

 [@gshababb](#)

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



SCOTT SEABORN

EXECUTIVE CREATIVE DIRECTOR

XS2

 @scottseaborn

Four years ago Ogilvy injected mobile into its DNA at group level. Scott created the mobile division and leads its operation across the 10 Ogilvy Group agencies. He was also instrumental in the creation of Ogilvy's Digital Innovation Lab for which he has incorporated many market leading technologies (and invented one or two along the way). Scott's campaign work at Ogilvy has contributed towards winning over 20 awards for mobile marketing including multiple Cannes Lions, D&AD, DMA, Creative Circle, London International, IAB, MMA, BIMA, Campaign Big, Revolut!on and NMA. Prior to joining Ogilvy he had won 12 awards for his work with mobile. In the UK, Scott was Co-Chairman for The Mobile Marketing Association for two and a half years, and across Europe he held a seat on the MMA Exco Board of Directors. He believes that mobile represents the perfect canvas upon which creative ideas can blend with technology.



POLINA SLOBODCHIKOVA

HEAD OF ANALYTICAL DEPARTMENT

ROSSIYA 1

Polina graduated from Lomonosov Moscow State University with a degree in Sociology. I started my career in the TV industry in 2002 as a media analyst at TV channel Russia 1, and currently operate as Head of the Analytical Department at TV channel Russia 1.

**ISABEL SERRANO****GLOBAL ONLINE & STRATEGY DIRECTOR**

KANTAR MEDIA AUDIENCES

As well as holding responsibility for online development activities and strategy across Kantar Media Audiences, Isabel is responsible for the businesses activities in North Asia and other countries. She has a degree in Politics and another in Law and worked for eight years as Marketing and Research Director for radio and television in Spain and France and joined TNS in 1992 as International Media Research Director. Listed amongst her other achievements including responsibility for the set up of CVSC Sofres Media (CSM), a joint venture that has become the recognised TV audience measurement currency for China, covering more than 100 cities and 24 provinces; in addition to the creation of CTR (combining Worldpanel, Advertising Expenditure and TGI services in China).

**IRINA SUANOVA****HEAD OF ANALYTICAL AND CONSULTING DEPARTMENT**TNS, PART OF THE KANTAR
MEDIA NETWORK

Irina graduated from the People's Friendship University of Russia with a degree in Sociology. She joined the TNS 2007 as a research manager with a specific focus on TV audience measurement.



SERGIO STRADOLINI

GLOBAL PRODUCT DIRECTOR, CLIENT SOFTWARE KANTAR MEDIA AUDIENCES

After studying System Analysis in Argentina, Sergio entered a local Audience Research company in 1987 as a programmer, and has spent most of his professional career involved in TV Research. He developed the first TV, Radio and Print software products in that country. He subsequently moved to ACNielsen as a System Analyst working on client accounts.

In 1995 he became the Regional TAM Software Co-ordinator responsible for Latin America. He helped with the set-up and support of the Client Service and IT departments in seven countries, liaising with the International Development Team based in the U.S. Sergio joined Kantar Media (then TNS) in May 1999, as InfoSys Product Manager. As part of an International Team based in London, but in close communication with the Development Team in Barcelona, he was instrumental in helping with the development of the product and the implementation in 31 markets. He is now globally responsible for the Audiences sectors Client Software Development within Kantar Media.



MIKAEL SUNDLIN

HEAD OF RESEARCH & B2B MTG MEDIA

Mikael joined MTG Media in 2000, and currently holds the post as Head of Research & B2B across TV, Radio and Online – a position he has held since 2010.



NADINE SZYF-BELEY

GLOBAL MARKETING COMMUNICATION DIRECTOR

KANTAR MEDIA

 @kantar_media

Nadine Szyf Beley is an image expert. As Global Marketing and Communications Director of Kantar Media, she guides and manages the reputation of one of the world's most prominent media and research brands on a global basis. This includes managing a busy media relations department, overseeing traditional and digital advertising and influencing perceptions of the brand worldwide. Before arriving at Kantar Media, Nadine handled worldwide corporate marketing and communications at Véolia, where, aside from managing PR and communications, she launched the group's new visual identity worldwide. She has held similar positions at Schindler Europe and AGP RSCG, placing her firmly in the ranks of the most experienced and respected marketing professionals in the media sector.



AIDA TATAYEVA

GENERAL DIRECTOR

ARNA ADVERTISING

Aida has a background experience in the advertising business for more than 15 years. Originally training as an economist, for the last 2 years Aida has managed the sales- house Arna Advertising which is the main partner sailing the commercials on State (National) Media holdings and companies. She is really proud of being working in different areas of Marketing and Sales. During the last 15 years she has encountered management experience in TV advertising, Public Relations, Political PR, branding, sales, media analysis. Naming the greatest achievements in her life these are her family: husband, and son (7 years old) and daughter (4 years old).



VIVIAN TIN

CHIEF OFFICER, CUSTOMER BUSINESS DEVELOPMENT

ABS-CBN

Vivan's division is tasked to provide direction by helping develop a thorough sense of what the customers need as well as detect emerging patterns to replicate and capitalize on this knowledge to develop new products, contents, markets. The division provides consumer as well as market insights and information to support strategic and tactical business decisions for ABS-CBN and all its subsidiaries



ENKHTUNGALAG TOGTOKH

CEO

MAXIMA MEDIA

Enkhtungalag Togtokh is a Project Manager of 'TAM-Mongolia' at Maxima Consulting LLC. She joined Maxima in November, 2011 when Maxima started the TAM-Mongolia Project in collaboration with Kantar Media and TNS Russia. She is responsible for overseeing and managing the project in every aspect. Prior to joining Maxima, Enkhtungalag was working as a Training and Development Manager at Energy Resources LLC, a Mongolian Coal Mining company. As Energy Resources LLC is a group of companies, Enkhtungalag was responsible to oversee and manage human resources training and development activities within the group giving the functional directions to the HR managers at the subsidiaries of ER. Enkhtungalag graduated from NUM, Mongolia with a degree in philosophy in 2001 and University of Mysore, South India with an MBA degree in finance in 2009 respectively.

**MAI TRAN****MANAGING DIRECTOR**

KANTAR MEDIA

Managing Director of Kantar Media Vietnam since 2007, Mai brings a wealth of knowledge and experience in the media field thanks to her extensive working experience in marketing and advertising management for multinational companies: Burmah Castrol Plc, Philip Morris Asia Inc., J Walter Thompson and her own agency Mai Thanh. Graduated from Hanoi University and a holder of MBA Degree from RMIT. She is currently a Board Member of VAA (Vietnam Advertising Association); Secretary of Vietnam Market Research Community and a member of ESOMAR.

**KRISTIAN TOLONEN****HEAD OF AUDIENCE RESEARCH**

NRK

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

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



RENATA UHLARIKOVA

INTERNATIONAL MARKETING DIRECTOR

KANTAR MEDIA AUDIENCES

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



DOMINIQUE VERCRAEYE

MANAGING DIRECTOR

TNS, PART OF THE KANTAR MEDIA NETWORK

Dominique joined TNS in 1987 and has an extensive experience in Market Research. During this 25 years he has been managing over 1000 projects in different sectors on a wide variety of topics, using different research techniques. Dominique has a masters degree in Sociology and followed special training in Marketing and Statistics. For more than 10 years he was the president of Febelmar, The Belgian Federation of Market Research Institute.

**DENIS VINOGRADOV****HEAD OF MEDIA-ANALYTICAL DEPARTMENT**
VIDEO INTERNATIONAL

Denis was educated at Moscow State University from 1996-2001 within the Faculty of Applied Mathematics. Following this he undertook a Ph.D in sociology. He has worked at Video International since 2001, a Russian Sales House which is located in Moscow. Video International sells advertising opportunities across all Media: TV, Radio, Internet.

His positions at Video International include: Analyst in information-analytical Department (2001-2001), Manager of Department of settlement (2002--2004), The Head of the Forecast Department (2004 - 2007), Deputy head of marketing and technologies department (2008) Head of regional marketing and technologies Department (2009), Deputy head of marketing and technologies Department (2010- 2011). Since 2011 he has been Head of the Planning Department. His current responsibilities include analytics, forecast and planning of sociological and sales indicators.

**PAUL WANG****CSM MEDIA RESEARCH,**
PART OF THE KANTAR MEDIA NETWORK

Mr. Wang is one of the pioneers of the China TV research industry and is regularly consulted by both consumer and trade media for insight into TV audience measurement research and marketing issues. He has spoken on countless panels and regularly gives addresses to domestic and international audiences in China as well as in the Asia Pacific region.



ISABEL WENGER

RESEARCH DIRECTOR

MEDIAPULSE

Isabel is the head of research at Mediapulse, the organization providing TV and Radio audience industry figures for Switzerland. She joined Mediapulse in 2006 as Head of Radio Research following a ten-year tenure with Philip Morris International. At PMI she held diverse Market Intelligence functions within R&D, Marketing and Strategic Planning departments in Europe, USA and Latin America. Five of these 10 years she spent as Head of Marketing Research for the EU region.



JADE WONG


AVP, CONTENT PLANNING

ASTRO

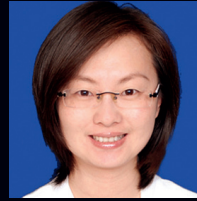
I have spent my entire life in media. I started my career as a trainee in Saatchi & Saatchi's Media Department. Progressively I moved into Media Research and Media Planning in various Advertising and Media Companies. In the past 10 years, I've been attached to Astro holding different roles ranging from Sales Support in Airtime Sales Department to Research in Content Planning Department.

**BRENDA WORTLEY****DIRECTOR – STRATEGY & RESEARCH**

DSTV MEDIA SALES

 @brenda_wortley

Brenda Wortley is a media specialist with 20 years experience in the media world. Most of this time has been spent on the agency side of the business in media planning, she headed up the media department of JWT for 5 years and was instrumental in the formation of MindShare South Africa. Brenda served as joint managing director of MindShare in its first year of operation. Brenda has been involved in broad industry affairs and particularly with SAARF for a number of years. She served on the SAARF board for 9 years representing the media industry. Brenda joined Dstv Media Sales - a MultiChoice advertising sales company in 2007, to head up the Research and Strategy division. She has been the project leader on the DStv-i (Return path Panel) initiative since its inception. The Dstv-i panel now has over 5000 DStv panel members in South Africa and will roll out to various countries in Africa in 2012.

**XIAOYAN XU****VICE DIRECTOR**

DRAGON TV

Ms. Xu leads Dragon TV's Operation & Management Department and Propaganda & Promotion Department.

In her role she is responsible for Dragon TV's strategic positioning and management; content acquisition and cooperation, analysis and evaluation and program scheduling and broadcasting; Dragon TV's brand management and related activity including content/product promotion and external company cooperation; market research and consulting company management. She is also responsible for market surveys and co-operation with consultant companies.



RUI QING XU

SENIOR EDITOR MARKETING EVALUATION DEPARTMENT
CCTV

Xu Ruiqing is the Senior Editor of the CCTV Market Evaluation Department. She received her Ph.D in Communications, from Renmin University in China. In her role at CCTV she focuses on audience survey research and TV rating data analysis. Ms. Xu has lead and guided a wide variety of extensive country wide research including; national audience sampling surveys (conducted once every 5 years), lifestyle attitudes research and viewer satisfaction studies. She is also the driving force behind significant analytic studies in CCTV, for instance, the TV Drama Viewing Reference Study and Night Time Rating Trend Analysis. She is also a published author of The Morphology of TV Culture.



KHISHIGSUREN YADAMSUREN

DIRECTOR
MAXIMA CONSULTING

Khishigsuren is co-founder of Maxima Consulting, Mongolia, a specialized company in media monitoring, political polling and business research. Khishigsuren has been working in the Media field since 2006.

**DENIS YU****CIO**

CIC, A KANTAR MEDIA COMPANY

As CTO of CIC, Denis is driving overall CIC technology innovations and revolutions as well as taking charge of CIC tech business unit strategy planning to achieve CIC business vision and mission. Denis continuously designs and upgrades overall CIC technology infrastructure, including building the most advanced IWOMized technology in China, further upgrade work around cloud platforms for scalability and improving overall company information technology systems and mapping social media partnership strategies.

**CECILIA YAU****ENTERTAINMENT & MEDIA PRACTICE PARTNER**

PRICEWATERHOUSE COOPERS

Cecilia is a Partner in the Entertainment and Media Practice of PwC Hong Kong. She has more than 15 years of assurance and business advisory experience across Asia Pacific region (PwC Hong Kong: 1996 to mid 2004 and late 2006 to now; PwC Sydney: mid 2004 to late 2006) which includes audits, financial due diligence, risk assessments review, floatation work and Sarbanes Oxley 404 control audits. Her experience is mainly centred on the entertainment, media and telecommunication sectors.

She serves a wide range of multinational and listed entertainment, internet and telecommunications companies in Asia Pacific region.

Cecilia holds a BA (Hon) in Economics from the University of Hong Kong and is a member of the Hong Kong Institute of Certified Public Accountants.



RIX YU

SVP RESEARCH

FOX NETWORK



ENKHJARGAL ZAGASBALDAN

DIRECTOR

MAXIMA CONSULTING

Enkhjargal is co-founder of Maxima Consulting, Mongolia, a specialized company in media monitoring, political polling and business research.

**WEIDONG ZHENG****DEPUTY MANAGING DIRECTOR**

CSM MEDIA RESEARCH
PART OF THE KANTAR MEDIA NETWORK

Zheng is Deputy Managing Director of CSM Media Research, part of the Kantar Media network, having joined the company in 1999. He holds a Ph.D on journalism and communication from Peking University.