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OzTAM appoints Adrian Bogdan Vasile as Projects Director

9 October 2018

OzTAM today announces Adrian Bogdan Vasile's appointment to the newly created position of Projects Director.

In this key client-facing role, Mr Vasile will direct the execution of project plans and manage timelines as OzTAM brings new products and initiatives to market.

Reporting to OzTAM's CEO Doug Peiffer, Mr Vasile will work alongside Director of Technical Services, Sylvano Lucchetti, and the wider OzTAM team to ensure progressive service enhancements continue to meet client needs.

Mr Vasile will start in early November and joins OzTAM from Nielsen, where he has been Director of Product Leadership for Nielsen Media Impact – a cross-media planning platform – and, most recently, the company's Consumer & Media View products.

Mr Peiffer said: "Changes in the television and video viewing landscape have seen OzTAM's service evolve rapidly over the past few years.

"With our team heavily focused on product development, we need an executive wholly dedicated to client relations, to keep OzTAM subscribers fully across and engaged in our efforts to measure and report the myriad new ways of viewing content.

"Adrian's extensive and varied experience in audience measurement and media planning – spanning product development, project management, marketing and customer service – make him ideally qualified for this new client-facing role."

Mr Vasile said: "After working on all sides of the media and advertising spectrum I am returning to the core of it. I look forward of helping OzTAM and its stakeholders to reach and implement the next phase of content viewing measurement."

Mr Vasile's 20-plus year career spans all major media channels and encompasses media planning, product development, digital marketing and consumer insights.

He has spent the past two years with Nielsen in Australia and before that was a strategy consultant for the Australian Marketing Institute.

Mr Vasile began his career in 1997 with Zenith Media in Bucharest, Romania, as a Media Planner. He then spent eight years with Starcom MediaVest Group in Bucharest, starting as Outdoor Media Manager and was subsequently promoted to Executive Director of Direct Marketing. Later roles included Country Manager for Reader's Digest in Romania and Bulgaria; CEO of Central and Eastern European outdoor media group, Epamedia; and International Business Development Director for the B2B division of Tarsago Media Group in Central and Eastern Europe (CEE).

He earned an engineering degree from Bucharest Polytechnic University.

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About OzTAM

OzTAM is Australia's official source of television audience measurement (TAM), covering free-to-air and subscription television in the five metropolitan markets (Sydney, Melbourne, Brisbane, Adelaide and Perth) and subscription television nationally. OzTAM ratings are the accepted metric by which Australian television is evaluated. The media industry uses OzTAM data to assist in program development, advertising planning and to gauge the performance of television programs, networks and advertising campaigns. With 5,250 metropolitan homes and 2,120 national STV panel homes, OzTAM samples the actual viewing behaviour of more than 12,000 people 24/7/365, and Australia is the world's largest per capita people metered market. Australia will have an integrated Total TV database that combines broadcast viewing on TV sets and connected devices, and supports advanced audience targeting, with the progressive rollout of OzTAM's new service, Virtual Australia ('VOZ') in 2019. More information at www.oztam.com.au