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OzTAM seeks new Head of Digital as VPM service becomes fully operational

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OzTAM is searching for a new Head of Digital with the departure of Digital Strategy Director Pdraig O'Donovan to start his own business.

Over the past five years Mr O'Donovan has managed the development and successful deployment of OzTAM's Video Player Measurement (VPM) reporting service, which provides daily audience data for broadcasters' IP-delivered video on demand (BVOD) services.

Having achieved that milestone, Mr O'Donovan indicated earlier in the year that he wished to launch his own consultancy.

OzTAM CEO Doug Peiffer thanked Mr O'Donovan for his contribution to OzTAM and the broader television industry.

"Pdraig has built VPM into a world class BVOD measurement service worthy of currency status," Mr Peiffer said.

"With VPM now fully operational, we understand Pdraig's decision to strike out on his own and wish him every continued success."

Pdraig O'Donovan said: "From concept to launch, OzTAM and our broadcaster clients have been united in the view that VPM would be a world-leading online TV measurement service, and it's been a career highlight for me to help deliver on that promise.

"With VPM now established in the marketplace, the time is right for me to take on new challenges."

VPM will be an important component of Australia's new Total TV currency, Virtual Australia ('VOZ'), that will bring together measurement of broadcast viewing on TV sets and connected devices to provide an all-screen, cross-platform planning and reporting standard for Australia's television industry.

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About OzTAM

OzTAM is Australia's official source of television audience measurement, 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.

OzTAM's VPM Report provides Australia's official figures for the audience viewing internet-delivered broadcast TV content (BVOD). OzTAM, Nielsen and Regional TAM are working

towards the launch of Australia's new Total TV currency, **Virtual Australia** ('VOZ'), which will bring together broadcast viewing on TV sets (OzTAM and Regional TAM TV ratings) and connected devices (OzTAM VPM) to provide an all-screen, cross-platform planning and reporting standard for Australia's television industry. More information at [oztam.com.au](https://www.oztam.com.au)