

Kevin Dillon appointed OzTAM Industry Development Director

20 January, 2022

OzTAM today announces **Kevin Dillon**'s appointment as Industry Development Director – a newly-created stakeholder-facing role spanning broadcasters, media agencies and industry bodies – effective immediately.

Reporting to **OzTAM CEO Doug Peiffer**, Mr Dillon will lead OzTAM's efforts to identify and develop new tools and data that allow broadcasters to maximise their audiences, and advertisers to reach them.

He will engage and consult with stakeholders across the industry to determine their needs and priorities, foster alignment in determining which initiatives to pursue, and manage and deliver selected projects.

Mr Dillon has extensive experience in the Media/Telco, Internet and Renewable Energy sectors in Australasia and Silicon Valley.

An expert in interactive broadband technologies, in 2014-16 Mr Dillon was lead consultant in the conceptualisation, development and industry-wide adoption of the data analytics platform that supports OzTAM's Video Player Measurement (VPM) service, which captures minute-by-minute viewing of all BVOD^A content streamed live or on demand.

Mr Peiffer welcomed Mr Dillon's return to OzTAM, saying: "Kevin is a proven media and technologically-savvy leader, and a superb connector of people, organisations, insights and possibilities."

"His affinity with digital transformation and industry-disruptive change, and his stakeholder management skills, make Kevin the ideal nexus between OzTAM's audience measurement service and potential industry enablement and technology initiatives."

Mr Dillon said: "My experience developing OzTAM's VPM service and bringing it to market is a career highlight."

"I am delighted to return at this important juncture for the business and wider industry, as OzTAM continues to enhance its world class cross-screen measurement capabilities, and explores new technologies and tools to help advertisers reach broadcast audiences."

Earlier in his career, Mr Dillon held senior leadership and management roles with Sigma Systems, Telstra Corporation, and networking technology specialist Juniper Networks.

He earned a Master of Environmental Science with Honours from Monash University and a Bachelor of Electrical/Electronic Engineering in Electronics & Communications from Swinburne University.

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^A Broadcaster Video on Demand. Participating broadcasters: ABC, Seven, Nine, 10, SBS, Foxtel.

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). In 2021, OzTAM, Regional TAM and Nielsen introduced **Virtual Australia ('VOZ')**, bringing together broadcast viewing on TV sets and connected devices to provide all-screen, cross-platform planning and reporting for Australia's television industry. More information at oztam.com.au and virtualoz.com.au