

**Mark Buckman appointed independent chairman of OzTAM**

7<sup>th</sup> October, 2021

OzTAM today announces **Mark Buckman**'s appointment as independent chairman, effective November 1<sup>st</sup>.

Mr Buckman has more than 30 years' experience in marketing, advertising and business transformation, helping to shape some of the world's leading brands.

He also brings strong corporate governance and strategic acumen to OzTAM through executive, advisory and board roles including Accenture Interactive, Foxtel, Telstra and a range of not-for-profit organisations.

**OzTAM CEO Doug Peiffer** welcomed Mr Buckman on behalf of OzTAM's board and management team, commenting: "Mark is an experienced executive who understands both the client side of our business and the media and advertising industry's complex dynamic.

"He offers fresh insight and a wealth of board advisory and directorship expertise as OzTAM progressively evolves its all-screen, cross-platform measurement and reporting service, and will support our mission to provide independent, robust, transparent and credible data that reflects actual Australian viewing behaviour and meets client needs."

Mr Buckman said: "OzTAM is internationally recognised for its world-leading audience measurement capabilities, delivering a complex, highly technical service deserving of industry currency status.

"I'm looking forward to working with OzTAM's leadership team and my board colleagues as OzTAM navigates a period of dynamic industry change."

Mr Buckman succeeds **Richard Herring**, OzTAM's independent chairman since 2017, who steps down with the thanks of OzTAM's shareholders – the Seven, Nine and 10 networks.

The shareholders commented: "We appreciate Richard's counsel during an intense period that saw the number of OzTAM panel homes increase by 50 per cent; the introduction of live, demographic and co-viewing data to OzTAM's daily Video Player Measurement service; streaming TV meters installed in 2,500+ OzTAM panel homes; and the launch of Virtual Australia ('VOZ'), the foundation of Australia's new Total TV reporting standard. We thank Richard for his guidance and wish him continued future success."

In addition to Mr Buckman's extensive industry experience, he holds an MBA from Macquarie Graduate School of Management and Northwestern University Kellogg School of Management's Digital Marketing Strategy program, and is a Member of the Australian Institute of Company Directors.

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.../brief background on OzTAM follows

**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](http://oztam.com.au) and [virtualoz.com.au](http://virtualoz.com.au)