



Australian Television Audience Measurement

OzTAM APPOINTS TECHNICAL AUDITOR

24 November 2010

Television ratings service OzTAM today announced Mark Newstead's appointment as Technical Auditor.

The OzTAM Technical Auditor is an external consulting role that provides a continuous and independent review of the operational performance of the research service provider against the specified design and technical specification in place for the OzTAM Television Ratings services.

The role reports to the CEO and is part of OzTAM's Quality Management System that complies with the requirements of ISO 9001.

Mark Newstead replaces Iwona Chrzaszcz who recently took on an Asia-Pacific role with the Nielsen Company.

Mark has extensive experience as a market researcher specialising in the media and marketing industries - both in Australia and overseas.

OzTAM CEO, Kate Inglis-Clark, said: "OzTAM has established quality objectives and a framework for benchmarking them. Having an independent, external Technical Auditor is a key plank in our commitment to constantly review our quality objectives and to ensure we continue to provide a world's best practice television audience measurement service. Mark brings an in-depth understanding of how television ratings are produced."

Mr Newstead said: "Australian television ratings are rightly regarded as credible, robust and the most accountable of all audience measurement data. I am looking forward to working with the OzTAM team, the Technical Advisory Committee and ratings provider, Nielsen Television Audience Measurement, to ensure that the survey design and execution continue to meet the rigorous standards that are expected."

-ends-

About OzTAM

OzTAM is Australia's official source of television audience measurement (TAM) covering the five metropolitan markets (Sydney, Melbourne, Brisbane, Adelaide and Perth) and nationally for Subscription TV. The media industry uses OzTAM data to assist in program development, advertising planning and to gauge the performance of television programs and networks. OzTAM television ratings information is the currency by which television is bought, sold and evaluated. OzTAM remains the only system measuring and reporting demographics for all free-to-air metropolitan and subscription television channels across TV households in those markets.