

OzTAM CEO Doug Peiffer to step down

14 June 2023

Following the successful rollout of the ground-breaking Virtual Australia ratings system known as VOZ, OzTAM CEO Doug Peiffer has informed the Board of his decision to step down.

Peiffer has led OzTAM for more than 12 years, progressively evolving the television ratings service to capture the changing ways in which Australians consume video – including online-delivered broadcast content (BVOD) and Australia's new all-screen, cross-platform Total TV database, VOZ.

OzTAM Non-Executive Chairman, Mark Buckman, said: "Doug has led OzTAM through a period of transformation and significant change in which both technology and Australian media consumption patterns changed dramatically.

"OzTAM's Board and I offer Doug our thanks and appreciation for his leadership and contribution and wish him every continued success in his career."

Peiffer said: "I am incredibly proud of the evolution of OzTAM during my 12-plus years in the CEO role in what has been a turbulent and challenging period of transition for the media sector.

"Now, with the successful launch of VOZ, and more than 12 years with the company, the time is right for me to hand over the reins to new OzTAM leadership. I thank my team for their astonishingly hard work and support and look forward to seeing their many future accomplishments."

Buckman added that Peiffer's last day will be 1 July 2023 and that the Board had begun a search for a new CEO. An update on the leadership of OzTAM will be made at that time.

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About OzTAM

OzTAM is Australia's official source of television audience measurement, covering broadcast free-to-air television in the five mainland metropolitan markets (Sydney, Melbourne, Brisbane, Adelaide and Perth); subscription television nationally; and BVOD viewing on connected devices throughout Australia. OzTAM audience estimates for **broadcast TV** ([TAM](#)), **BVOD** ([VPM](#)) and **Total TV** ([VOZ](#)) are the accepted metric by which Australian television is evaluated. The

media industry uses OzTAM data to understand viewer behaviour, assist in program development and advertising planning, and to gauge the performance of television programs, broadcasters and advertising campaigns. OzTAM strives to deliver a world class all-screen audience measurement service and develop new tools and data that allow broadcasters to maximise their audiences, and advertisers to reach them. More information at oztam.com.au and virtualoz.com.au.