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OzTAM makes new appointments and promotes internally as service expands

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OzTAM today announces two new appointments and the broadening of two internal positions as its service continues to expand.

Alan Heng takes on the newly-created role of **Technical Services Manager** to support the development and delivery of OzTAM's core services: linear TV audience measurement (TAM); Video Player Measurement (VPM, for internet-delivered broadcast [BVOD] content); and the forthcoming launch of Virtual Australia, or VOZ – the foundation of Australia's new Total TV reporting standard.

Heng reports to OzTAM's **Director of Technical Services, Sylvano Lucchetti**, and focuses on data integration, systems & services development, and operational systems support.

With a diverse background in advertising technology and digital campaign strategy, Heng joins OzTAM from Connected Digital, where he was Tech/Performance Lead. His earlier roles span programmatic partnerships, strategy and ad operations at companies including Freewheel, SBS, XAXIS, AD2ONE and Sensis MediaSmart.

Also joining OzTAM is **Mitchell Woods** in the newly-created position of **Product Manager**. In this stakeholder relations role Woods supports VPM and VOZ product marketing, user interface, and product specification and development.

Woods has extensive experience in product management strategies, solutions and partnerships in digital media, ad tech, streaming and software development – most recently at Switch Media, where he was Senior Account Manager. Before that he held account management, sales and marketing roles at Nine Digital and Universal Music Australia, which involved working with media agencies, broadcasters and publishers.

Woods reports to **Adrian Vasile**, whose title changes to **General Manager, Products** as his role widens to encompass product strategy, new product development and stakeholder communications. Vasile joined OzTAM in October 2018 as Projects Director.

Lillian Zrim also takes on additional responsibilities as **Research and Marketing Manager**, working across the team to support the rollout and marketing of VOZ in addition to her roles in research and business development, in which she works alongside **Research and Business Development Manager, Jacinta Mutukisna**.

Vasile, Lucchetti, Zrim and Mutukisna report to **OzTAM CEO, Doug Peiffer**, who remarked: "OzTAM is enhancing the team as our service expands – notably with the introduction of daily audience data for BVOD services, and as we work towards the introduction of VOZ Total TV reporting in Q1 2020.

"We welcome Mitchell and Alan to OzTAM and congratulate Adrian and Lillian on their well-deserved promotions."

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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, Regional TAM and Nielsen are working towards the launch of **Virtual Australia ('VOZ')**, the foundation of Australia's new Total TV reporting standard. VOZ will bring together broadcast viewing on TV sets (OzTAM and Regional TAM TV ratings) and connected devices (OzTAM's VPM Report, which captures BVOD) to provide all-screen, cross-platform planning and reporting for Australia's television industry. More information at oztam.com.au