

## Contact

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## OzTAM appoints Digital Strategy Director

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OzTAM has appointed Pádraig O'Donovan to the newly-created role of Digital Strategy Director.

He will be responsible for developing and managing the company's audience measurement diversification program as OzTAM moves towards reporting viewing of TV on other screens.

Mr O'Donovan joins OzTAM from Network Ten, where as Head of Digital Technology he helped deliver the network's TENplay digital broadcast platform and led development of its HbbTV TENplay application.

OzTAM CEO Doug Peiffer said: "Pádraig is highly regarded for his technical expertise and deep understanding of emerging trends in viewing television content on new screens, from the perspective of viewers, advertisers and broadcasters alike.

"His experience with multiple stakeholders, technologies and platforms will significantly bolster our team as we progress OzTAM's audience measurement diversification program."

Mr O'Donovan said: "I am passionate about how technology is enhancing the viewer's experience across all platforms, driving greater audience engagement, and helping broadcasters monetise their digital assets.

"I am looking forward to deploying my client- and user-side experience as OzTAM works to measure and report audiences viewing television on new screens."

For the past year OzTAM has been working to extend its in-home television audience measurement service to tablets and smartphones. To that aim, OzTAM conducted test trials with TV network server data assisted by external strategy consultants, [IBB Consulting Group](#), led by Principal Consultant Kevin Dillon.

OzTAM is currently moving to more extensive trials using TV network server data and OzTAM's own modelling based on its television audience measurement panels.

The goal is an affordable, robust system that captures viewing on mobile devices while maintaining the OzTAM currency on which Australia's television industry relies.

Mr O'Donovan takes up his role with OzTAM on 11 August and will report to Mr Peiffer.

### **Padraig O'Donovan – brief biography**

Mr O'Donovan has more than 16 years' experience in developing and managing enterprise digital platforms and systems architecture, and helping businesses monetise their digital properties. He spent five years with Network Ten, joining in 2009 as Project Manager on the broadcaster's online video service. He was successively promoted to Digital Media Technology Manager (2011) and Head of Digital Technology (2012). Mr O'Donovan's earlier career included roles as systems analyst, programmer, project manager and business analyst for a variety of food and beverage, logistics, IT and software services businesses. He holds a Bachelor of Business Studies from the University of Limerick, Ireland, and a Graduate Diploma in Computing from Athlone Institute of Technology, Ireland.

### **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 television. 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. More at: [www.oztam.com.au](http://www.oztam.com.au)