



Australian Television Audience Measurement

FOR IMMEDIATE RELEASE

OzTAM appoints CEO

26 November, 2010

Television ratings provider OzTAM today announced the appointment of Doug Peiffer as its CEO.

Mr Peiffer, until now General Manager – Research for Network Ten, succeeds Kate Inglis-Clark who departs after seven successful years as OzTAM’s chief executive.

OzTAM chairman, Steve Weaver, said: “Doug’s understanding of television ratings and the broader media research industry are unsurpassed.

“Television is in a rapid state of change, and OzTAM is evolving to meet the ongoing measurement needs of its subscriber base.

“Doug brings extensive media measurement, leadership, business development and technical skills, along with considerable local and international experience, to the role of CEO and is the ideal executive to take the reins from Kate Inglis-Clark.

“I would like to thank Kate – both on behalf of the OzTAM board and as a client – for her many achievements as CEO and her efforts in maintaining the credibility and integrity of OzTAM ratings service.

“Kate has presided over a period of tremendous change. When she joined, in early 2004, OzTAM reported five free-to-air television channels. Today that number has exploded to more than 100 FTA and subscription television channels.

“More recently, she has overseen the smooth integration of Time Shift ratings data into the OzTAM service.

“We offer Kate congratulations on a job well done and our best wishes as she focuses on the next stage of her career.”

Mr Peiffer said: “As the media landscape continues its rapid change, and viewers increasingly choose to watch television content on myriad platforms and devices, I look forward to continuing to evolve the OzTAM ratings system to meet the needs of our clients.”

Ms Inglis-Clark said: “Leading OzTAM through seven years of technical and industry evolution has been a fantastic challenge and a career highlight.

“I extend my thanks to the OzTAM team, my board directors and our clients for their constant support and encouragement as we reinforced television’s position as Australia’s most accountable media.”

Mr Peiffer’s appointment is effective on Monday, 29 November.

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Doug Peiffer joined Network Ten in April, 2001. During his tenure he was responsible for all research activities for the Network. He also headed Ten's Strategy and Integration team. Before that, he spent time in senior roles at leading international research companies, Nielsen and TNS. He has run television ratings operations in several countries around the world.

Kate Inglis-Clark joined OzTAM in February, 2004, as CEO. Before that she spent six years as business development director at AC Nielsen and prior to that was with AGB:McNair for eight years, rising from project manager to director of business development.

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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 is the only system measuring and reporting demographics for all free-to-air metropolitan and subscription television channels across TV households in those markets. OzTAM television ratings information is the currency by which television is bought, sold and evaluated. The media industry uses OzTAM data to assist in program development, advertising planning and to gauge the performance of television programs and networks.