



Australian Television Audience Measurement

Michael Anderson appointed OzTAM independent chairman

23 February, 2011

OzTAM today announced the appointment of Michael Anderson as independent chairman.

Mr Anderson's appointment is effective today and follows the announcement in September, 2010, by OzTAM's shareholders – Seven Network (Operations) Limited, Nine Network Australia Pty Limited and Network Ten Pty Limited – that they would appoint an independent chairman.

Steve Weaver, who steps down as OzTAM chairman but remains a director, said: "We welcome Michael to the OzTAM board. His diverse experience, industry relationships and commercial acumen will be of great benefit and guidance to the directors and management team."

Mr Anderson commented: "I am looking forward to joining OzTAM at this time of explosive growth in digital television channels and consumer choice.

"Advertisers, more than ever before, need to understand viewer behaviour in this rapidly changing environment, and OzTAM is ideally positioned to offer additional insight and research leadership."

Mr Anderson is a 25-year media industry veteran. He spent nearly two decades with the Austereo radio network, including six years as CEO and, before that, 12 years as national sales director.

He is currently a non-executive director of Fairfax Media Ltd.

-ends-

Contact:

Margaret Fearn, Fearnace Media
Mobile: 0402 259 064

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.