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Richard Herring appointed independent chairman of OzTAM

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OzTAM today announces the appointment of Richard Herring as independent chairman.

Mr Herring has more than thirty years' media industry experience spanning television, radio and outdoor. He has been CEO of APN Outdoor since 2004 and is a board member and past chairman of the Outdoor Media Association and the Australian out-of-home media industry's measurement system, MOVE.

OzTAM's outgoing independent chairman, Michael Anderson, said: "Richard brings exceptional understanding of our highly dynamic media sector and the critical importance of accountable audience measurement to stakeholders.

"OzTAM's shareholders are delighted Richard has accepted the role of independent chairman. His commercial acumen and extensive industry relationships will be a tremendous asset to the board and management team as OzTAM continues to evolve to capture changing audience behaviour."

Richard Herring said: "It is a privilege to be joining such a high profile brand with a strong reputation for delivering a high quality product. I am excited to be part of OzTAM's highly respected team who are dedicated to providing a world's best audience measurement system."

Mr Herring's appointment follows Mr Anderson's decision to step down as OzTAM chairman to focus on his recent appointment as CEO of MediaWorks New Zealand.

OzTAM's shareholders – Seven Network (Operations) Limited, Nine Network Australia Pty Limited and Network Ten Pty Limited – thanked Mr Anderson for his five years as independent chairman, commenting: "Michael's strategic and leadership skills have been invaluable to OzTAM during a period of rapid industry change and intense scrutiny of audience measurement metrics. We thank him for his wisdom and guidance and wish him continued success in future."

Mr Herring becomes chairman as OzTAM completes its program to expand its metropolitan and national subscription TV panels by 50 per cent. OzTAM now samples more than 10,000 people each day, making OzTAM ratings estimates even more robust and reliable as Australia's population grows and audiences spread their viewing over many new channels. With Regional TAM's panel also increasing by 50 per cent, Australia has become the world's largest per capita people metered market.

OzTAM also recently introduced a live VPM report, which captures the top live-streamed programs each week and provides greater perspective on how Australians consume online catch up TV and live-streamed broadcast content.

Mr Herring's appointment is effective immediately.

Richard Herring – brief biography

Richard Herring has more than 30 years of experience in media and sales in Australia and internationally across out-of-home, television and radio. He has been CEO of APN Outdoor since 2004, leading the company through significant changes including private equity ownership and, most recently, an IPO in 2014. Mr Herring started with Cody Outdoor in 1995 as general manager of sales and marketing, and was subsequently appointed CEO. Cody Outdoor was acquired by APN News & Media and became part of APN Outdoor in 2004. Before that Mr Herring held a variety of roles at Austereo, the Nine Network, Network Ten and Ogilvy and Mather (London). He was chairman of the Outdoor Media Association from 2011 to mid-2014 and remains a board member of the OMA and the Australian out-of-home industry measurement system, MOVE. He has an MBA from Monash University in Melbourne.

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. With 5,250 metropolitan homes and 2,120 national STV panel homes, OzTAM samples more than 10,000 people each day, and Australia is the world's largest per capita people metered market. OzTAM's Video Player Measurement (VPM) reporting service provides Australia's first official figures for viewing of internet-delivered TV content. www.oztam.com.au