



Media Release

23 August 2004

OzTAM appoints research and data experts

OzTAM is pleased to announce the appointment of research and data experts to the team: Anne-Marie Waters, Statistician; Camilla Israel, Research Manager; and Dr Cam Rungie, Gold Standards Consultant.

OzTAM CEO, Kate Inglis-Clark said, "The aim of these roles is to ensure that OzTAM continues to provide reliable and accurate TV ratings data to Australia's media industry. They will also contribute significant technical expertise to OzTAM's TV ratings research management."

Anne-Marie Waters has joined OzTAM in the new role of Statistician. She brings extensive expertise in statistical analysis and epidemiology, together with experience in national health data standards development, research and project management.

Ms Waters has more than 17 years experience as a statistician in the Australian Government, primarily at the Australian Institute of Health and Welfare in Canberra. She recently spent close to two years working on a range of statistical consultancy projects at the National Centre for Social and Economic Modelling at the University of Canberra. Ms Waters has published extensively on the health status of Australians.

Camilla Israel moves to the newly created role of Research Manager. In this role she brings an extensive understanding of the ins and outs of the media industry and how each area of it uses TAM data for making informed business decisions.

Ms Israel has over eight years of media industry knowledge, a technical understanding of and experience across a range of media research analysis tools and an in-depth awareness of the use of research data, in particularly television audience measurement, by all sectors of the media.

Dr Cam Rungie, from the University of South Australia, is consulting to OzTAM on the maintenance and development of the Gold Standards for the calculation of audience measures. The aim of this work is to ensure that, throughout the media industry in Australia, there is consistency and validity in the calculations of statistics such as TARP, reach and frequency distribution.

Dr Rungie was awarded a PhD in quantitative marketing in 2000 having previously completed honours in mathematics and an MBA. He has lectured at the University of South Australia since 1990 in the School of Mathematics and more recently in the School of Marketing. His experience includes projects in scanner data with GfK, radio ratings and NBD forecasting with ACNielsen and multi-country panel surveys with WHO and UNFPA. He has published extensively.

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About OzTAM

OzTAM is the official source for television ratings for all metropolitan TV and nationally for Subscription TV. As an independent source of reliable and accurate TV ratings data, OzTAM reports minute-by-minute data for all TV homes in the five mainland state capital cities and, nationally, for homes that receive Subscription TV. OzTAM's metropolitan panel comprises 3035 homes (Sydney 765, Melbourne 705, Brisbane 615, Adelaide 475 and Perth 475) and the national subscription television panel comprises 1000 subscription television homes. www.oztam.com.au, Ph: (02) 9929 7210