

8 August 2018

Gareth Tomlin Appointed To New Data And Insights Role.

Network Ten today announced the appointment of Gareth Tomlin to the new role of General Manager, Data, Insights and Analytics, effective immediately.

Mr Tomlin, who was previously Network Ten's Head of Research, will be responsible for research, data strategy, analytics and insights across the company, including the Content, Advertising Sales and Digital divisions. He will report to Chief Content Officer, Beverley McGarvey.

Katherine Sawers continues in her role as Head of Research Projects.

Ms McGarvey said: "Gareth has been an important part of the Network Ten team for more than five years. His new role recognises his valuable contribution to our business and the importance of the data, analytics and insights function.

"Gareth's appointment is another step in building our data, analytics and insights capabilities. As one of Australia's leading media and entertainment companies, we need to be constantly investing in data and insights to enhance our content and create new opportunities for our advertisers."

Network Ten Chief Sales Officer, Rod Prosser, said: "Data, analytics and insights are a vital part of the new Advertising Sales department we are establishing at Network Ten and Gareth is the perfect person to lead that area for us.

"Our aim is for the new Advertising Sales department to be the best at delivering great solutions for our clients. Providing world-class data and insights is an important part of that plan. Gareth and his team will also be focused on developing all-platform addressable trading solutions for our advertisers, working closely with their counterparts at CBS."

Mr Tomlin joined Network Ten from The Nielsen Company's television audience measurement division as Research Manager in September 2012 and was appointed Head of Research in November 2016. He is Network Ten's alternate Director on the Board of the audience measurement company OzTAM.

Mr Tomlin said: "I am thrilled to be taking on this new role. Data, analytics and insights are a crucial part of Network Ten's future, and I'm looking forward to developing market-leading data solutions for Ten and our valued clients."

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