

# Terry Murphy to lead Nielsen media business in SA

Nielsen has appointed Terry Murphy as its new director for Nielsen Watch Services in South Africa. Murphy will be tasked with leading the commercial and operational teams responsible for audience measurement, ad intel, software tools and digital ad ratings.

Murphy's experience in the media and marketing industry spans over 20 years in which she has worked in broadcast sales, agency account management and digital measurement in SA and the USA. Murphy's knowledge and expertise include media strategy, consumer insights, business development and econometric modelling.

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