

PAMRO adds key UK speaker

Organisers of the 16th PAMRO and All Africa Media Research Conference in Dar es Salaam, Tanzania from 23-26 August 2015, have added Jennie Beck, Global Director of Kantar Media, UK as a speaker...



Beck will be talking about hybrid audience measurement, what it is and how it evolved, how it is being used and how it will change the face of audience measurement around the world.

She is a seasoned professional having worked in media research for 35 years with her first big role as marketing director of The Observer newspaper, where she developed a taste for

audience research. She then ran her own consultancy before joining what is now Kantar. She works for both TNS and Kantar Media, building exciting new media research solutions and new business around the world. She particularly focuses on Africa through her Johannesburg base and works with her clients and TNS right across the African Continent.

She was Chairman of the UK Market Research Society from 2003 - 2005 and was elected a fellow of the MRS in 2006.

Other speakers

- Magnus Anselm from Sweden, who is talking on the first launch of an online video currency in the world
- James Eberhard, CEO & Founder, GeoPoll and Mobile Accord and Max Richman Data Scientist, GeoPoll, both of the US, who will present and explore television viewing habits in Africa and the creation of a sound methodology for measuring audience size ratings and share highlighting several African countries.
- Daniel Cuende, Co-Founder and Innovation Manager, Cuende Infometrics SA, Spain. He will present on how OOH audience metric helps to sell to advertisers and media agencies and how a new paradigm is necessary in OOH research. He will introduce a new system to measure audience.

[Click here](#) to view the PAMRO speaker CVs in full.