



Nielsen Online

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## News Release

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### NIELSEN APPOINTS GAI LE ROY TO APAC VP OF RESEARCH

**SYDNEY, 29 JULY 2010** — The Nielsen Company's Asia Pacific online division has today announced the appointment of Gai Le Roy to the role of Vice President Research – Audience Measurement, effective immediately.

Le Roy, who has worked in the media research sector for the past 20 years, will spearhead ongoing research and development of Nielsen's online audience measurement capabilities in the region, working closely with the company's clients and client management teams to contribute to achieving Nielsen's audience measurement vision.

"The Asia Pacific region is a major focus for Nielsen over the next few years and as such, we are investing in bringing the industry's top researchers into our business to deliver world-class data and research to our clients," states Megan Clarken, Managing Director, Asia Pacific for Nielsen's online division. "Gai is widely recognised as one of the best in the business and we are excited to have her join our team."

"I am delighted to take on this role and look forward to tapping into Nielsen's wealth of data and mind power and to further develop excellence in data quality and research analysis for the Online media industry," commented Le Roy on her recent appointment.

Le Roy has worked in media research and analysis for over twenty years, specialising in online media for the last 12 years. She worked for Australia's first online consulting company, [www.consult](http://www.consult), before moving to ninemsn as insights manager and senior analyst. Le Roy has been heavily involved in



many online research and ratings ventures in the Australian market, and most recently chaired three councils for IAB Australia; research, measurement and standards and guidelines. In her new role, she will be based in Nielsen's Sydney office and will report to Nielsen's online Managing Director for Asia Pacific, Megan Clarken.

#### About The Nielsen Company

The Nielsen Company is a global information and media company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and business publications. The privately held company is active in approximately 100 countries, with headquarters in New York, USA. For more information, please visit [www.nielsen.com](http://www.nielsen.com).