



ThinkTV appoints Caroline Atford as General Manager

ThinkTV, the industry body representing television advertising in New Zealand, today announces Caroline Atford has been appointed to the role of General Manager.

Caroline has held a variety of senior leadership positions at Nielsen in New Zealand and Australia and most recently has been working at Sky in Data, Insights & Strategy.

Caroline takes over from Jodene Murphy who had been in the role since August 2021.

Donna Gurney, Chair, ThinkTV New Zealand, says, "There is growing urgency for our industry to focus on measurement and ensure we are demonstrating the full value of television audiences, whether they are broadcast or IP.

"We are very excited to have Caroline on board to drive ThinkTV forward in this area. Caroline has 20+ years of media experience and has been at the forefront of audience measurement throughout this time. Her experience has always been focussed on the everchanging TV and video landscape. We're thrilled to have her on board."

Caroline says, "I am looking forward to working alongside our incredible broadcasters as they continue to navigate the exciting challenges and changes in the TV industry. A key priority will be to focus on the need for measurement that fully reflects the value of TV audiences, however they consume content."

Caroline started her role on April 3.

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