



## ThinkTV Announces New Chair

Discovery ANZ's Senior Director for Ad Sales, Donna Gurney has been appointed the new Chair for ThinkTV.

ThinkTV was formed in 2018 to provide New Zealand's advertisers and marketers with insight into the power of television and broadcaster on demand video services. The role of chair is rotated between founding members TVNZ, Discovery NZ and Sky TV.

Donna says: "With huge investment in local productions, the continued development of progressive platforms and curated global content, New Zealand television is thriving.

"I'm very proud to be chairing ThinkTV, which is dedicated to helping brands and businesses navigate the changing environment. We want brands to get the most out of their investment in television through research, expert thinking, and a shared passion for marketing."

ThinkTV General Manager Jodene Murphy says the organisation has had a busy start to the year, including investment in an upgraded website.

"The new site makes it easier than ever for potential advertisers to understand the incredible options open to them, and get fresh perspectives from the best in the business to assist in their approach.

"I'd urge people to make the most of this asset. We've just shared a great piece of work from advertising effectiveness expert James Hurman which proposes that marketers reframe how we think and talk about brand in the age of digital commerce - it's excellent food for thought and a must-watch for marketers."

Jodene says 2022 is shaping up to be another big year for the industry.

'As always, there will be change, growth, innovation and above all, a lot of creativity, and we're here to help brands make the most of this exciting time.'

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