

# NEWS RELEASE

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## RAJAR APPOINTS NEW CHIEF EXECUTIVE OFFICER

RAJAR Ltd (Radio Joint Audience Research Limited) has appointed Jerry Hill as chief executive officer to succeed Sally de la Bedoyere, who stepped down at the beginning of June, it was announced today July 13, 2010. He will take up the position on September 6, 2010.

Hill has extensive experience in the media, advertising and marketing communications industry, having been CEO of a major media agency and a major media owner.

Hill spent 8 years at Initiative Media Ltd, a division of Interpublic Group and TSMS Ltd, a division of United News and Media plc. During his time at Initiative, he held a number of senior positions rising from CEO - UK & Ireland (2001-05), to joint CEO, EMEA (2006-08) and was appointed worldwide strategic development director in 2008, sitting on the global board. Prior to this he was latterly CEO of TSMS, which he joined as founding director having previously been sales & marketing director at Anglia TV.

Hill has served as director of BARB, was chairman of the ITV research group, and has been a council member of the IPA serving as chairman of the IPA's 5 year strategy group. He is currently chairman of Carnegie Orr, a leading independent corporate communications agency and sits on the advisory board of Enqii.

Commenting on the appointment David Mansfield, chairman of RAJAR, said:

*"I am very pleased Jerry Hill has accepted the position as CEO of RAJAR. He is a highly rated individual with a very impressive track record in media spanning over 20 years. It is very important for the radio industry that the day-to-day running of RAJAR is in professional and capable hands and we feel confident that Jerry is this person."*

Jerry Hill added:

*"I am a real fan of radio. It is a highly innovative industry and faces a very exciting future. I am greatly looking forward to taking up this new position with RAJAR and working with its highly professional team, who have worked hard over past years creating and maintaining the industry gold standard in radio audience research, a standard that is recognised not just in the UK but internationally as well. I shall endeavour to ensure that RAJAR continues to maintain this position for many years to come."*

**ENDS**

**PHOTO OF JERRY HILL IS AVAILABLE ON REQUEST**

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