

Amsterdam, 19 November, 2024

## ARJAN POMPER APPOINTED AS NEW MANAGING DIRECTOR AT NATIONAAL MEDIA ONDERZOEK

Nationaal Media Onderzoek (NMO) has appointed Arjan Pomper as its new managing director. In this role he succeeds Ton Schoonderbeek who, as quartermaster, played a crucial role in the founding and successful launch of NMO. Under Ton Schoonderbeek's leadership, NMO has grown into a robust organization with a solid foundation that is active in media audience measurement in the Netherlands. Schoonderbeek will remain active, working with Arjan Pomper at NMO until the end of February 2025 to allow for a smooth transition.

With the arrival of Arjan Pomper, NMO is entering a new phase in which its research will further develop into a cross-media approach, integrating audience measurements for different media such as television, radio, online and print. Pomper has extensive experience within the media and entertainment industry and, together with Director of Research Patricia Sonius, he will lead NMO and guide the further development of media audience measurement in the Netherlands.

With more than two decades of experience in various local and international CEO roles within the media and entertainment industry, including IPG Mediabrands (Universal Media), Dentsu and ITV Studios, Arjan Pomper has had an impressive career. Currently, he holds the position of interim CEO at media agency ZIGT Netherlands. There will be a transition period until mid-January 2025 during which he will combine his work for both ZIGT and NMO.

Jacques Kuyf, chairman of the NMO board: *"The NMO board is very grateful to Ton for his contribution to shaping and launching a professional NMO organization. In the past two years, he has played a crucial, unifying role helping us to lay a solid foundation for an unique media audience measurement in the Netherlands. From this solid foundation, NMO can move on to the next business and organizational phase. We warmly welcome Arjan Pomper as the new managing director of NMO. With his broad knowledge, experience and network within the media industry, he is the right person to join forces with Patricia Sonius (research director) and the NMO team in taking NMO's managerial, commercial and industry-wide ambitions to the next level."*

Arjan Pomper on his appointment: *"I am really looking forward to contribute my experience and vision to NMO. These are exciting times for the media and entertainment industry, where reliable data and research are crucial for their future. I look forward to working with Patricia and the team at NMO to further build the cross-media approach and developments that will continue to strengthen the market."*

**End of press release**

**Note to editors:**

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**About NMO:**

The 'Nationaal Media Onderzoek' (NMO) provides insight into what the Netherlands reads, listens to and watches across all media, platforms and devices. NMO provides the datasets and market standards used by the entire media industry. NMO does this through innovative studies that together form part of an 'audience measurement architecture' aimed at developing cross-media datasets. Initiated and funded by commercial and public media organizations, media agencies and advertisers, NMO is open to new parties in the market. NMO's 'Joint Industry Committee' structure allows for all stakeholders to contribute to NMO's success. Together we create better insights into media usage within the Netherlands and encourage innovation within the industry.