



RELEASED: Wednesday 4 November, 2015

ABC appoints new Head of Audience Insights

ABC is pleased to announce the appointment of Alicia Olson-Keating to the Audience and Marketing team in the role of Head of Audience Insights, commencing November 5.

Alicia brings to the ABC 28 years of experience in Media Research and Audience understanding.

Across her distinguished career Alicia has worked with CBS as Vice President of Strategic Research, and with Astral Media in Canada as General Manager of Research and Marketing Services.

Alicia's most recent role was as Senior Director of Research with Bell Media, Canada's largest media company, in a role focusing on cross platform research and maximizing audience growth.

ABC Director of Audience and Marketing Leisa Bacon says: "I am delighted to welcome Alicia Olson-Keating to the Audience & Marketing team, as Head of Audience Insights. Alicia brings a wealth of international experience, and a reputation as an industry expert in integrated audience insights."

Alicia Olson-Keating says, "This is a very interesting and exciting time in audience measurement. I am very happy to be joining the Audience and Marketing team, working with the broader ABC to deepen our understanding of our audience reach and engagement in a changing media environment. It is wonderful to have this opportunity to work at the ABC."

The role of Head of Audience Insights replaces the role of Head of Audience Research vacated by Lisa Walsh earlier this year.

ENDS

For more information
Dylan Brookes
Publicity Lead, TV Marketing
02 8333 3852 | 0412 467 313
brookes.dylan@abc.net.au