



FOR IMMEDIATE RELEASE

Kathy Gardner Appointed Vice-President, Media Insights at the Television Bureau of Canada

TORONTO (November 11, 2015) – Television Bureau of Canada (TVB) President, Catherine MacLeod, announced today the appointment of Kathy Gardner to the newly created position of Vice-President, Media Insights, effective immediately. Gardner is the latest addition to TVB's leadership team, which also includes Laura Baehr, Vice-President, Marketing.

"Kathy has a tremendous reputation in the industry, and we are extremely fortunate to have found such a skilled and experienced executive to join our leadership team," said Catherine MacLeod, President. Both Kathy and Laura have tremendous track records of success, and the addition of Kathy will allow us to plan and execute our mandate as a trusted resource for marketers and agencies at the next level."

Gardner will have oversight of the strategic direction and expansion of all research and planning initiatives at TVB, exploring and offering insight on emerging technologies, media consumption and the unparalleled power of commercial television across all its platforms. Gardner will also act as key TVB point person for all media agencies.

"I'm excited to join TVB at this pivotal time," said Gardner. "Television has more to offer than ever before, and I am looking forward to applying my expertise to help advertisers and agencies harness television's power to drive their marketing objectives with innovative and thought-provoking research and insights."

Gardner is a veteran media executive with more than 30 years of industry experience in television, radio, digital, research, communications, and traffic. Before joining TVB, Gardner served as Vice-President, Strategic Insight – Research at Shaw Media, where she was responsible for the development of research insights supporting and driving advertiser investment in the company's slate of broadcast and digital assets. Prior to joining Shaw Media in 2002, Kathy was the Executive Vice-President, Media Director at Bates Canada.

Gardner has extensive involvement in the media and research industry, holding numerous board and executive committee positions including Past Chair, Numeris Board of Directors and Television Executive Committee, as well as the industry's currency changing PPM RFP and Audit Committees. She has also served on the Canadian Media Director Council, Broadcast Research Council, and spoken at various industry events such as Digital Day, Staying Tuned Conferences, and Vision Critical NY Summit.

About the Television Bureau of Canada

The Television Bureau of Canada (TVB) is the marketing association for commercial television in Canada. TVB was incorporated in 1962 and is in the business of providing leading edge research and information about television to advertisers and agencies.

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