

Press release

Amsterdam, 11 December 2025

PATRICIA SONIUS APPOINTED AS MANAGING DIRECTOR OF NATIONAAL MEDIA ONDERZOEK

Patricia Sonius, currently Research Director at Nationaal Media Onderzoek (NMO), will assume the role of Managing Director of NMO as of 1 January 2026. In her new role, Patricia will assume overall responsibility for audience measurement research as well as the day-to-day management of the organization.

Jacques Kuyf, Chair of the NMO Board, on the appointment: *“Following the departure of former Managing Director Arjan Pomper, Patricia has successfully managed both her research responsibilities and operational and strategic matters. This has earned her considerable respect from the Board, NMO employees, and external stakeholders. The Board is therefore confident that Patricia will be highly successful in her new role as Managing Director.*

On her appointment, Patricia Sonius says: *“It is a tremendous honor and a great vote of confidence to take on the role of Managing Director at NMO. I look forward to working together with the Board, my NMO colleagues, and all stakeholders to continue building a strong and relevant NMO.”*

End of press release**Note to Editors:**

For questions regarding this press release, please contact Dwarka Berloth, Manager Communications and Information NMO, via:

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About NMO

The National Media Research (NMO) provides insights into what the Netherlands reads, listens to, and watches across all media, platforms, and devices. NMO delivers datasets and market standards used throughout the media industry. It does so through research that together forms a 'reach research architecture' designed to develop cross-media datasets. NMO is initiated and funded by commercial and public media organizations, media agencies, and advertisers, and is open to new market participants. The Joint Industry Committee structure of NMO ensures that all stakeholders contribute to its success. Together, they create better insights into media reach in the Netherlands and stimulate innovation in the industry.

Website: www.nationaalmediaonderzoek.nl



Photo by Menno Ridderhof