

Amsterdam, 30 August 2022

Ton Schoonderbeek and Patricia Sonius to lead Nationaal Media Onderzoek

Ton Schoonderbeek and Patricia Sonius will take the ambitious and globally unique cross-media research project to the next phase and shape an organisation that fits the long-term ambitions of Nationaal Media Onderzoek (NMO; National Media Research).

Ton Schoonderbeek brings more than 35 years of experience in national and international advertising and media. He was most recently active as Global Chief People Officer at media agency Mindshare and as Chairman Mindshare Netherlands. He was also part of the GroupM Global People Team. As a board member, Ton has been actively involved over the years with multiple industry bodies (VEA, MWG, SUMMO, SIRE) and since April this year as non executive board member of the Reclame Code Commissie. (Advertising Standards Authority) Ton is enthusiastic about the great ambitions that come with his new role as General Director NMO: *"I can still remember the first conversations about what is now the National Media Survey; something that seemed like a bridge too far at the time. It hadn't worked anywhere in the world. In short, a tough and impressive ambition that has actually been worked on since the launch of the concept in 2021 and where the first successes are now becoming visible. It feels like a privilege to work with Patricia and all teams and stakeholders to take NMO to the next phase and to actually make it a business tool for the entire industry; from content creators to media investment teams and from planners to marketers. "*

Patricia Sonius comes from the Dutch sales organisation for the public broadcasters Ster where she was Research & Development Manager for more than four years. Before that, she worked for many years for national and international clients at the fast-growing InSites Consulting. Since 2019 she has been a board member of Audify and the National Listening Survey. Patricia, with her more than 10 years of experience in the field, is looking forward to being able to make a valuable contribution to the further development of NMO and the many innovations associated with it as Director of Research NMO. Patricia says: *"Nationaal Media Onderzoek is in the starting blocks and something that seemed impossible is now becoming reality: the largest, most innovative research that continuously maps the media behaviour of the Dutch population. As a researcher at heart, I feel honoured to continue to build together with Ton on what the JIC's and VINEX have started. We are really going to enable companies*

to plan campaigns and content optimally and impactfully by providing timely insight into the entire cross-media media use of the Dutch. "

End of press release

Note to editors

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About NMO

Nationaal Media Onderzoek (NMO) is an initiative of the four organizations for media research in the Netherlands: Stichting KijkOnderzoek (SKO), Nationaal Luister Onderzoek (NLO), Nationaal Onderzoek Multimedia (NOM) and Verenigde Internet Exploitanten (VINEX). All major Dutch media operators and broadcasters are involved through these organizations, as well as the association of advertisers (BVA) and the representative organisation of media agencies Platform Media Adviesbureau (PMA).

Under the flag of NMO, the range of television, radio, print and online is measured and will eventually replace the current standards. Each individual reach study will be renewed and greatly improved and the cross-media character of media consumption will be further implemented. The introduction of NMO will take place in phases in 2022-2023. The first datasets have already been published. These can be used immediately by agencies, advertisers and media operators.

Recently, the Stichting Buitenreclame Onderzoek (BRO) announced the collaboration with the NMO. Outdoor advertising research will eventually become a fully-fledged part of NMO.

NMO is carried out by the market research agencies Kantar and Ipsos.

Learn more: [nationaalmediaonderzoek.nl](https://www.nationaalmediaonderzoek.nl)