

BARC India Ropes In Jamie Kenney As Business Head- Digital

Mumbai, 27th September, 2016

BARC India has appointed Jamie Kenney as Business Head- Digital. The move is a part of BARC India's plan of launching digital audience measurement in the country.

An International Business Management graduate from University of South Florida, Jamie has a distinguished career in Digital measurement product rollouts from 18 countries spanning from New Zealand, Japan, China, India, Singapore and many more throughout Asia, EU, Latin and South America.

In his last assignment with Nielsen in America, he was responsible for strategic digital initiatives, new digital products and expansion, and global digital rollouts training technical client facing teams to support the rollouts on the ground in 10 countries around the world. He is an expert in the area of Digital Audience Measurement system and has diverse experience in multicultural markets

Welcoming Jamie to the BARC India family, Partho Dasgupta, CEO, BARC India said, "After establishing the TV viewership measurement system in the country, we are now moving towards digital audience measurement. Through this, we aim at measuring all forms of online video including ads and content, which will finally culminate in Cross Media measurement."

Adding further Partho said, "This is an evolving area worldwide with very few countries having a total solution that we are seeking to have. Jamie in his role will help take BARC India's digital plans forward."

Jamie will be based out of BARC India's Mumbai office. "While the journey of digital measurement for BARC India is a long and challenging one, in my short time here, I have seen the importance and need for it," said Jamie.

"BARC India is working towards measuring the rapidly expanding digital space with the ever important TV component. Once we launch digital measurement, we will have delivered a cross platform solution that every major market that I have been to, is craving for," added Jamie.

"I can't wait to work closely with the team at BARC India and the stakeholders that make BARC India continue to drive the industry forward," concluded Jamie.