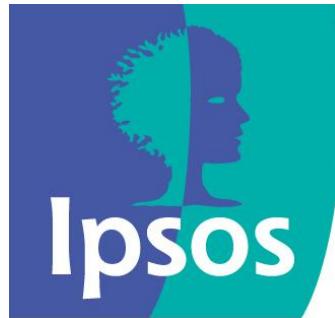


# New Leader Helps Ipsos MediaCT to Size Up Audience Measurement

Evan Borak Joins Ipsos MediaCT's U.S. Team; Will Lead Audience Measurement Group

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## **New Leader Helps Ipsos MediaCT to Size Up Audience Measurement**

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**New York, NY** – Media is nothing without an audience. And Ipsos MediaCT continues to delve into the world of media, content, and technology for deeper audience insights. Evan Borak has been named Senior Vice President with Ipsos MediaCT in the U.S and Head of the Audience Measurement Group (AMG). The announcement was made by Jon Greenwood, President of Ipsos MediaCT in the U.S.

“Evan Borak brings a great wealth of corporate leadership to the team, with extensive experience in the realms of media and technology,” says Greenwood. “Today’s media changes almost daily and audiences are both fragmenting and growing at the same time. Our media and technology clients need information they can rely on to better engage with their audiences and under Evan’s leadership, I’m confident that our team will continue to develop new products and serve as a key business partner for our clients.”

As an accomplished executive with digital experience, Evan Borak brings a unique combination of business development, sales, marketing, finance and operations expertise to the Ipsos MediaCT team. He has a proven track record of driving growth and is adept at identifying market needs and developing and executing strategies to meet those needs.

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Prior to joining the Ipsos team, Borak was a consultant and strategic advisor to the management teams of leading media, entertainment and technology companies. Previously, he served as Chief Operating Officer with Brand Connections. He has also held senior and leadership positions with media and technology organizations, including The Rail Network and TSI Broadband. Earlier in his career he was an investment banker focused on the media and technology industries, as well as a corporate attorney.

“Every day, we see rapid changes in the ways audiences absorb, use, share and divulge information and content. It is our job in the Audience Measurement Group to keep on top of that,” says Borak. “This is an exciting and active time for all media and technology organizations, but there are serious challenges. Providing clarity and informed insight on what this means for the media and technology industries and how to measure, connect and engage audiences across traditional and digital platforms is what our group is all about. I’m delighted to take the lead of this dynamic and motivated team as we look to continuously innovate and evolve our business to meet our clients’ needs in this ever-changing landscape.”

Evan Borak holds a Juris Doctor of Law from the Benjamin N. Cardozo School of Law at Yeshiva University in New York City, and a Bachelors of Arts in Political Science from the University of Delaware. While responsible for the Audience Measurement Group across the U.S., Evan Borak is based at Ipsos MediaCT’s office in New York.



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