

MEDIA RELEASE

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Dr. Jella Hoffmann is the New President of the i-jic Organisation

Zurich, 11 May 2023 – Jella Hoffmann, CEO of WEMF, was elected as the new President of i-jic (International Association of Joint Industry Committees for Media Research) on 10 May 2023. The organisation provides support in media usage research to JICs from 14 different countries.

Since the foundation of i-jic in 2000, WEMF AG für Werbemedienforschung has been a member of this international organization. From its original eight members, i-jic has grown in recent years to 18 members from 14 countries. New members since 2023 are UKOM (UK Online Measurement) from Great Britain and TIAK (Television Audience Measurement Committee) from Turkey. JICs are non-profit, neutral organizations in which all the major market players, i.e. usually advertisers, agencies, and media houses, are represented. As market research companies and media groups are increasingly active on a global scale, i-jic provides a platform where European media JICs can exchange information. It contributes to improving the quality of media usage research and promotes transparency.

On 10 May 2023, Jella Hoffmann, CEO of WEMF, was elected as the new President of i-jic. She succeeds Harald Amschler, who served as Chairman of the organisation for the past 15 years. WEMF is proud that with Jella Hoffmann, an extremely experienced media research expert from its own ranks will continue to be responsible for the presidency of i-jic. Jella Hoffmann commented on her new role: «It's always a good idea to look over the rim of one's own teacup. Discussing challenges in the field of media research and sharing approaches to solving them is common practice among i-jic members. I look forward to continuing to promote and support this important exchange in my role as Chairwoman.»

WEMF AG für Werbemedienforschung

As a neutral and independent industry research organisation, WEMF AG für Werbemedienforschung ensures transparency in the media and advertising market. It provides market players with relevant data for smarter decision-making. WEMF studies are currency-setting for the press and cinema media genres. In line with the market trend towards all-media, WEMF publishes the intermedia studies MACH Total Audience and MACH Strategy. It also publishes MACH Consumer, the largest annual consumer media study in Switzerland. In addition, WEMF carries out the circulation certification of the Swiss press media, certifies DOOH and collects various marketing-relevant statistics. With MediADB, it provides the market with a platform for efficient ad planning. WEMF also offers software for data analysis as well as for the processing and management of advertising campaigns and is active as a service provider for software development projects and for the hosting of third-party data sets. For more information: www.wemf.ch

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