

PRESS RELEASE

21st of APRIL 2026

NEW BOARD ELECTED AT I-JIC GENERAL ASSEMBLY

The International Association of Joint Industry Committees for Media Research (I-JIC) has announced the election of a new Board that will steer the association.

Arina Ureche, General Manager of BRAT, Romania, was elected as I-JIC' new President for the 2026-29 term. Koenraad Deridder, General Manager at CIM, Belgium, becomes Vice-President. Dany Peria, Project Director of CESP France, was re-elected as the association's Secretary and Jean Paul Dietsch - ACPM France, is the new Honorary Treasurer.

New President Arina Ureche comments: "I am honoured to take over the presidency of I-JIC for the next three years and I take on this responsibility with a clear vision: I-JIC must firmly defend the principles of independence and comparability in media audience measurement, so that audience indicators truly serve the business models that media organisations choose for themselves. In the coming period we will continue to strengthen our work as a forum for good practice and exchange of experience among our members, while actively advocating for independence and transparency to become shared norms - ensuring that the media's sell and buy side are protected and empowered to self-determine, through JICs, the business models they consider appropriate."

I-JIC wants to thank Dr. Jella Hoffmann, CEO of WEMF, Switzerland, who stepped down after having served as I-JIC President for three years; and Lucia Antal, President of ARMA, Romania who has served four terms as Honorary Treasurer.

Jella Hoffmann reflects on her term as President: "It has been a pleasure to advocate for the JIC idea and to exchange experience and knowledge with so many international experts. I am also very happy that so many new members have joined I-JIC in recent years. My sincere thanks go to all my I-JIC colleagues for their trust, and especially to my fellow board members Dany Périá and Lucia Antal."

The new Board was elected at I-JIC's General Assembly.

I-JIC brings together member Joint Industries Committees from around the world to meet and share ideas, news and developments in media research and independent verification models for media research. A recent initiative was the launch of the [Playbook for auditing audience measurement systems](#), a document that outlines the principles applied by Joint Industry Committees (JICs) to the audience measurement systems they organize or they audit. These practices provide a relevant reference framework for meeting the requirements of the European Media Freedom Act (EMFA) with regards to the independent auditing of proprietary audience measurement systems.



About I-JIC

I-JIC is a unique global organization that represents Joint Industry Committee (JIC) organizations involved in media audience measurement and research or in auditing of media audience measurement. It provides a forum for these organisations to come together, share knowledge and develop collaborative solutions that support trust and transparency in media.

I-JIC members have a common commitment to the accurate and transparent measuring and reporting of comparable data used for the evaluation of media channels. This commitment to accountability and transparency involves services of independent measurement or third-party audit and certification of the various studies or data sets used within media ad trading.

The work of the member bodies spans many channels including print, digital, OOH, TV, radio and continues to expand as the media industry evolves and changes.

Member organizations collaborate and share innovations, best practices and solutions to support transparency and accountability in an increasingly complex media environment. I-JIC member organizations play a pivotal role in delivering comparable, independent information needed for objective media-buying decisions and industry growth around the world.

For more information, visit www.i-jic.org.