

HALL OF FAME

JOHN GRONO

GAP Research

John Grono consults to the MFA as their audience measurement specialist. With more than 35 years of research and media experience, John has uniquely worked in official capacities across all Australian media, and is considered a leader in audience measurement research, both locally and internationally.

John currently represents the MFA on the following industry committees:

- OzTAM Technical Advisory Committee;
- Regional TAM Users Group;
- IAB Australia Measurement Council;
- CRA Research Committee;
- CRA Regional Research Committee;
- The Readership Works EMMA Technical Committee.

John has also represented the MFA on:

- AMAA's Audit Circulation Rules that introduced audited digital copies, as well as the Category Breakouts;
- OMA's creation of MOVE and its software, and subsequent updates and improvements;
- Val Morgan's development of CineTAM;
- Various developments of Morgan's Single Source;
- Authoring the MFA's Harmonisation Guidelines paper.

John's research career started in 1977 at ACNielsen, where he was their panel statistician for both Australia and New Zealand. He then worked as a business and financial analyst, before moving into MIS information as an analyst and programmer for major Australian FMCG clients. In 1991 John was part of the team that introduced TV People Meters to Australia.

He also led the team that created Media Advisor - a global first in delivering TV ratings data overnight to PCs to allow clients to process ratings and R&F in their own offices.

In 1997, John joined Clemenger BBDO as National Media Research Director, and subsequently became Clemenger Sydney Media Director and was appointed to the Clemenger BBDO Sydney Board. In 1999 John helped introduce OMD-Lighthouse econometric modelling to the advertising market.

During this time John also represented the MFA during the formation of the OzTAM Technical Advisory Committee, as well as chairing the ASTRA MultiView Technical Research Committee for subscription television. John was part of the inaugural OMD Management Committee that oversaw the merger and relocation of the Clemenger and DDB media departments to create OMD Australia in May 2000.

In August 2002 John set up GAP Research as an independent media research consultancy, with the MFA as an inaugural client.

John is also a longstanding member of the AMSRS (Australian Market and Social Research Society) and an inaugural QPMR (Qualified Practising Market Researcher).

