



a Sony Company

## Research Manager – APAC, Sony Pictures Television



The Ad Sales, Strategy and Research Department are a global team with colleagues based in Los Angeles, New York, London, Miami and Hong Kong. The Research team is responsible for supporting SPT's channels, content licensing and international production businesses, with market and audience based quantitative and qualitative research, across all international territories for all television platforms.

This position, reporting to the Executive Director Research for Asia Pacific, plays a key role in providing strategic analysis to Sony's International Television Distribution business and highlights the growing importance of both the markets in the APAC region and the business requirement for data driven insights. Based in Sydney the role will be key in connecting to the Australia and New Zealand markets, but will also have a wider pan-regional remit.

### Key Responsibilities

- Deliver programme analysis based on ratings and other audience metrics, producing written and visual summaries to highlight key messages.
- Use combinations of third party and primary research data points to design, produce and present sales materials in support of Sony's content licensing activities.
- Understand the audience and the landscape of the industry and utilise that information to benefit the business.
- Work closely with key internal stakeholders and manage relationships with external vendors.

### Qualifications/Skills/Experience

- Appropriate undergraduate degree or similar, with at least 3 years' experience in a research or analytical role; preferably with a distribution company/studio, broadcast or cable network, ad agency, international distributor, internet company or research firm.
- Demonstrated ability to use initiative and creatively solve problems, comfortable working independently, detail-oriented with the ability to handle priorities and deadlines.
- Good knowledge of the media space in the Asia Pacific region, with a strong understanding of the Australian and New Zealand markets.
- Demonstrated expertise using TV Ratings data in a media business context. Strong interest in the evolution of OzTam TV Measurement methods including time shifted measurement and multiplatform.
- Proven ability to communicate project results in a clear and concise manner to all levels of the organisation, be that verbally in formal presentations, using visualisation tools or via email.
- In-depth understanding of various business models across all windows in which Sony Pictures product is offered e.g. Free TV, Pay TV, TVOD, EST, SVOD, AVOD. Understanding the key players in Australia and New Zealand is crucial.
- Passion for the film and television industry, particularly Hollywood movies and U.S. TV series. Some knowledge of Australian content and/or Australian production industry would also be beneficial.
- Advanced MS PowerPoint and Excel skills with the demonstrated ability to use complex formulas and pivot tables.
- Willingness to work extended hours when needed.

***Desirable***

- Detailed knowledge of the ad buying/selling process, especially related to channels and platforms airing Film and TV content.
- Knowledge of media landscape across Asian markets.
- Competency using, or interest in, data visualisation tools (specifically Tableau) and working with big data sets to derive business insights.