Andrea Mezzasalma, Head Of Audience Research And Insights At SKY Italia

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SKY Italia announced the appointment of Andrea Mezzasalma as Head of Audience Research and Insights, a newly-created post reporting directly to Andrea Scrosati, SKY Italia Vice President Corporate & Market Communication.

Andrea Mezzasalma was Global Head of TNS Media Research, and prior to that a Partner and Vice President of Research Methods and Technologies at Eurisko, one of Italyâ€™s top consumer research agencies.

Apart from his extensive and diversified market research experience, Andrea Mezzasalma has led the development of significant innovations in media measurement, market segmentation and targeting, and single-source surveys.

Andrea Scrosati, Vice President of Sky Italia, stated:
â€œThe Italian TV, like the international one, is going through an extraordinary phase of renovation and evolution. In this context, the measurement of the performance is a key element which helps the investors to choose the right partners and the operators to provide better programs. Thanks to his huge international experience, I am sure that Andrea will succeed in making his contribution to Sky, by ensuring that day by day we will be able to fully understand the preferences and the interests of our subscribersâ€•.

Andrea Mezzasalma will be returning to Milan from London and commented:
â€œAfter over 20 years working in research agencies, Iâ€™m very keen to begin this new challenge in a dynamic company that has grown so remarkably in such a short space of timeâ€•.

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