



**Mr Andras Máth** is a sociologist, market researcher specialized in the field of media and digital media. He has started as director of media research department in 1996. He was the founder of several Hungarian audience measurement studies, especially the National Readership Survey (from 1996), National Radio Audience Survey (from 1998) and digital audience studies (2009-2012). Mr. Math was the leader of the research committee of Hungarian Publishers' Association (2003-2016) and member of several international research committees, such as INMA,

WAN-IFRA, FIPP – and the research director of the second largest publishing house (Ringier-Mediaworks). He organized several local and international workshops, conferences and task forces.

Currently, Mr Math is the head of the office of the Hungarian subsidiary of IAB (International Advertising Bureau – the leading international NGO for digital advertising and communication.) He is also a lecturer at Survey Statistics MSc at Eötvös Lóránd University, Budapest as the responsible for business-wise lectures like market research, official statistics, and research planning.