



## Netherlands gets first countrywide pay-TV audit

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Media Audits International (MAI) is launching its first European countrywide audit in the Netherlands this month, representing over 40 channels in the region.

MAI is the recently launched international commercial arm of Cable Audit Associates (CAA). Its deal in the Netherlands heralds the first ever comprehensive audit of transactional content in the territory.

Simon Pollock, SVP International MAI, explained this first move. "The Netherlands is a great example of a typical modern pay-TV environment with all relevant technologies well developed and represented; cable, satellite, pay DTT and IPTV. Few operators represent a large number of pay-TV subscribers so it's the perfect launch pad to show the benefits of accountability to both operators and content owners."

The MAI audit programme insures necessary contract compliance and accurate subscriber reporting to enable better transparency and revenue management.

The company plans to launch an audit in one other key territory before the end of 2011.

MAI is headed up in Europe and Asia by channel broadcast industry veteran Simon Pollock, who spent 10 years as VP and MD of AETN in Europe and Asia.

US based parent company CAA has been operating for 26 years and is the leading audit company in the US for the television industry. Each year, CAA audits more than 75 million cable, DTH and telco households on behalf of all leading US channel groups to insure compliance with their respective affiliation agreements.

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