

Brad Adgate – Senior VP/Director of Research
HORIZON MEDIA

Brad Adgate has 35+ years experience in media research and analysis. For the past 15 years, he has been Senior Vice President, Director of Research at Horizon Media. Prior to joining Horizon Media, Brad had worked in the media research departments at Grey Advertising, Backer & Spielvogel and Saatchi & Saatchi. Brad also held positions in ad sales research at several top tier cable networks including Turner Broadcasting and The Family Channel as well as TV and radio syndication companies.

Brad has authored Horizon Media's newsletters which covers in-depth analysis of various industry topics. In addition, he provides audience estimates, trends, POV's, presentations, white papers, Olympic write-ups, an annual program development and upfront book to Horizon Media's clients. Brad has also been published on numerous occasions by trade publications and is a contributor to *Forbes*.

Brad is sought after almost daily by the media for his industry insights. He has been interviewed on numerous television and radio shows including *The Daily Show* and CBS *Sunday Morning*. Brad has also given numerous presentations on the media industry, has participated in frequent industry related panels and is a member of several advisory boards and councils including the Council for Research Excellence, the Board of Governors of the Media Ratings Council, Nielsen's Local TV Policy Guideline Committee as well as on the advisory boards for Arbitron Radio & Kantar Media. Adgate currently occupies the chair of American Association of Advertising Agencies (4A's)'s Media Measurement (formerly research) Committee.

In 2002 Brad was named a "Media Maven" by *Advertising Age*. For several years he has been named the most quoted executive in the industry by *Advertising Age* in the publications annual "Media Talk" survey. Also in 2006, Brad was named "Media All Star" in the research category by *Mediaweek*. In 2009, *Advertising Age* named Adgate as one of "25 Media People You Should Follow on Twitter" @badgate. Most recently, Adgate led Horizon Media's team to victory in *Advertising Age's* Media Buzz Trivia competition (2012), beating out nine competitors to win the title for the agency.

Understandably, Brad's position in the industry, is a 24/7 job – receiving media inquiries at any time, often including holidays. This requires not only constantly keeping up with the latest news but having an understanding and loving family.