



**For Immediate Release**



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## **L'tanya Pittman Named to Lead TV Syndicated Research Program at Centris**

*Appointment supports new "Evolution of TV" initiative*

**FORT WASHINGTON, PA – MARCH 14, 2011** - Centris announced today the appointment of L'tanya D. Pittman as a Research Associate. In this role, she will manage Centris' new Evolution of TV corporate initiative.

The new program is intended to help the top communication and entertainment companies in the United States understand, track and plan for the movement of consumers to non-traditional pay-TV consumption, known in the industry as "Over the Top" (OTT).

Pittman is an experienced research professional with broad quantitative and qualitative research experience. Her background includes conducting research studies across multiple industries. Previously, Pittman held senior marketing research positions with leading companies including Synovate, TVG, and TNS Telecoms, among others. She holds a Bachelor of Arts degree in marketing and business administration from Temple University.

William J. Beaumont, president of Centris noted: "We are pleased to have L'tanya lead this new syndicated research program for us. In this new role she will be responsible for drawing on all Centris resources to deliver a comprehensive picture of the OTT trends now taking place in the market."

### **About Centris:**

Centris, located in Fort Washington, PA, is a leading marketing science firm. It collects market information through its ongoing survey programs and builds national and local market models. Centris' data and marketing analytic services help the world's global communication and entertainment companies better understand the dynamics of their markets and improve the effectiveness of their marketing programs. For more information about Centris, visit [www.centris.com](http://www.centris.com).

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