

ASHEK HOSSAIN, MBA

Expert Witness & Consultant · Media Measurement, Ad Tech & Audience Analytics

Los Angeles, CA 626.589.8472 ashek.hossain@gmail.com

PROFILE

Media measurement and advertising technology professional with 15+ years of hands-on experience at the industry's most authoritative organizations — Nielsen, NBCUniversal, Warner Media, and Fox Sports. Currently serving as Senior Director at Nielsen, the dominant third-party measurement authority in digital and streaming media.

Available to serve as a testifying or consulting expert in matters involving digital advertising measurement, audience analytics, ad tech systems, campaign delivery disputes, data integrity, and cross-platform media accountability. Experienced in translating complex technical methodologies into clear, accessible narratives for legal, executive, and non-technical audiences.

AREAS OF EXPERTISE AVAILABLE FOR RETENTION

Dispute types and subject-matter areas in which opinions can be offered:

- Digital audience measurement accuracy & methodology – Programmatic media buying — process, execution & disputes
 - Ad delivery discrepancies & reconciliation – Direct media buy disputes — insertion orders & makegoods
 - CTV / OTT / streaming analytics – Ad verification & viewability standards
 - False or misleading advertising metrics – Data integrity & transparency in ad tech systems
 - Nielsen DAR, DCR, Nielsen ONE methodologies – Cross platform measurement standards & comparability
 - Campaign performance & attribution disputes
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PROFESSIONAL EXPERIENCE

Senior Director, Digital Measurement | Leading Media Measurement Firm *Sept 2022 – Present* · Los Angeles, CA

Subject-matter expert and senior advisor on digital audience measurement, data accuracy, and cross-platform analytics for major streaming, broadcast, and digital media clients.

- Serve as internal subject-matter expert on digital audience measurement, advising major streaming and media clients on methodology accuracy, cross-platform comparability, and data reliability — directly relevant to disputes involving measurement standards and data integrity.
- Lead multiyear, eight figure measurement and analytics contracts across CTV, digital, and social platforms — with direct accountability for delivery, reconciliation, and performance against contractual measurement obligations.
- Present complex technical measurement findings to executive and legal stakeholders, translating methodology and data discrepancy analyses into clear evidentiary narratives.
- Deep working expertise in Digital Ad Ratings (DAR)/Nielsen ONE Ads, Digital Content Ratings (DCR), Lift Studies, and SaaS/DaaS measurement platforms — the specific methodologies most frequently at issue in digital advertising disputes.
- Provide market and competitive intelligence using earnings reports, regulatory filings, and industry research to support strategic and commercial decision-making.

Associate General Manager | Fox Sports *Dec 2016 – Nov 2017* · Los Angeles, CA

- Managed sponsorship strategy and multi-platform analytics for USC Athletics within Fox's collegiate portfolio, spanning linear, digital, and on-site media assets.

- Developed valuation models for media inventory, naming rights, and experiential activations — directly applicable to disputes involving the valuation of advertising commitments.

Account Executive | Warner Media *Mar 2014 – May 2016 · Burbank, CA*

- Managed cross platform media partnerships spanning digital, broadcast, and emerging streaming formats.
- Advised brand and agency partners on measurement accuracy, campaign ROI, and cross-channel audience overlap — frequently navigating discrepancies between publisher and third-party reporting systems.
- Supported development of pricing and forecasting frameworks based on audience composition and competitive benchmarks; collaborated with research teams on attribution models and ad effectiveness analysis.

Account Manager | NBCUniversal *Jan 2009 – Mar 2014 · Universal City, CA*

- Supported national advertising partnerships across NBC broadcast, cable, and digital platforms for Fortune 500 advertisers.
- Provided measurement insights and campaign reporting using Nielsen and Comscore data; partnered with planning teams to interpret audience data and guide cross-platform media strategies.
- Contributed to audience segmentation and targeting initiatives — developing working expertise in the measurement systems now most frequently at issue in digital advertising litigation.

PUBLICATIONS & THOUGHT LEADERSHIP

Medium — Industry Articles (2026)

- "How a Programmatic Media Buy Works: The Key Phases Explained" — End-to-end breakdown of programmatic campaign structure, DSP configuration, real-time bidding, optimization, and reconciliation. Published January 2026.
- "How a Direct Media Buy Works: The 4 Phases Explained" — Detailed analysis of direct media buying from insertion order through reconciliation and makegoods, including how disputes arise at each phase. Published January 2026.

EXPERT RETENTION HISTORY

Available for initial retention as testifying or consulting expert. Prior to formal retention, has presented technical measurement findings to legal stakeholders in a professional capacity at a major media measurement organization. Rate sheet and engagement terms available upon request.

EDUCATION

Pepperdine University — Graziadio Business School

Master of Business Administration (MBA) · Focus: Marketing

California State Polytechnic University, Pomona

Bachelor of Science · Technology Operations Management / Business Administration

ADDITIONAL INFORMATION

Listed on SEAK National Expert Witness Directory under Advertising, Media Measurement, and Ad Tech. Available for retention in California and nationwide. References from senior industry executives available upon request.