

## **New Role for James Murdoch**

Murdoch family owned businesses are witnessing changes at the top level with an eye on succession. James Murdoch, the son of media magnate Rupert Murdoch, has joined the board of True(X) Media - the group's US based digital advertising company. True(X) Media, which was launched in 2007, makes web-browser based interactive advertisements for its clients. Commenting on this development, Joe Marchese - CEO of True(X) Media said in his interview to the New York Times, *"We've grown enough now that we need industry expertise in the boardroom, this was about making the board more functional."* In addition to the Murdoch scion, Mich Mathews (former Chief Marketing Officer of Microsoft) and Jonathan Miller (ex-News Corp executive) have also been brought on to the company's board. The fresh infusion in the board is aimed at helping True(X) evolve in the complex domain of digital media advertising.

James had to earlier resign from his position of chairman of News International, the British arm of News Corp, after the phone hacking scam of 'The News of the World' came to light. James was then handed over the task of managing the family owned broadcast and cable networks which mainly depend on advertising revenue. Just a month prior to True(X) appointment, James was promoted to the position of co-chief operating officer at 21st Century Fox, the group's film and broadcasting business.

Rupert Murdoch, the head of News Corp group is often criticized for not having a clear succession plan for his large media empire. Last year he divided the group's publishing and broadcasting entities into two separate companies - 21st Century Fox and News Corp. Rupert Murdoch then also brought his elder son Lachlan on the boards of both the companies.

Source: CampdenFB.com, posts on April 22 and March 26, 2014.