Tony Calfo has joined ScreenEngine/ASI as Senior Vice President, TV News Group reporting to Bob Levin, ScreenEngine/ASI's President. The TV News Group focuses on providing both national and local TV news divisions with research-based insights to help them effectively reach and retain their viewers. The Group relies on a variety of methodologies and tools to get results from research projects including, market landscape and brand studies, talent and promo research, content dial-testing with focus groups, as well as digital/mobile usability studies.

Tony brings extensive experience in television to ScreenEngine/ASI joining from Simple Opinions where for the last two years he was the company's Executive Vice-President. Prior to Simple Opinions, Tony was Vice President Research Strategies at SmithGeiger where for 12 years he worked with local TV stations, cable channels, and national networks across a variety of topics including news, sports, talent, and programming.

In making the announcement, Screen Engine/ASI's founder and CEO Kevin Goetz commented, "Tony's vast television expertise in a variety of areas including consumer insights, programming, marketing, sales and production is a welcome addition to our firm. The recent expansion of our TV News Group adds to the significant growth for our TV/OTT customers."

Tony stated, "I am excited to be joining Screen Engine/ASI and am impressed with their undying commitment to their clients and the breadth and depth of their teams with whom I will be working in a unified effort. The television news business today is facing greater challenges than ever before, but meeting those challenges through impeccable data analyzed by experienced professionals is what provides real value to clients. Screen Engine/ASI's spectacular growth has been based on exactly that value proposition, and I look forward to adding to that growth."