

PRESS RELEASE

Levallois, September 30, 2021



Beatrice Rossmanith appointed Client Service Director for Tape Consultancy

Beatrice Rossmanith has just joined Tape Consultancy's London based team. As Client Service Director, Beatrice will look after and develop the global clients' portfolio of broadcasters, content distributors and platforms.

Beatrice has spent over fifteen years working in international programme and format distribution across a wide variety of genres and has held multiple positions within content distribution.

Starting her career in 2008 as Head of Sales at Journeyman Pictures focusing on current affairs documentaries, Beatrice moved to Passion Distribution in 2010 as Senior Sales Manager, responsible for distribution across LatAm, CEE, Iberia and later across most of Western Europe and Canada. Appointed Director for European Partnerships & Distribution at Awesomeness in 2017, Beatrice handled scripted programme sales as well as distribution of branded blocks on linear broadcast networks, digital services, and platform customers within EMEA. In 2019, she joined Red Bull Media House as Director of Distribution, focusing on Red Bull's factual formats, live sports properties and co-productions across North-western Europe.

Prior to joining TAPE, Beatrice set up her own consulting business working with several partners on co-productions, partnerships, pre-sales, licensing and strategic positioning of formats.

Beatrice is a French and British dual national and is fluent in German. She holds a Master of Arts (First Class) in English Literature from the University of St Andrews and furthered her studies in Comparative Literature at post-graduate level at the Ludwig-Maximilian-Universität München.

John Peek & Paul Youngbluth, Tape Consultancy's Executive Directors :

"Beatrice has solid partnership skills and business development experience, as well as an excellent understanding of the international content marketplace. She has built strong relationships with broadcasters and producers across EMEA and the Americas. In our fast-changing media environment, Beatrice's experience will be valuable in enabling clients' navigate the increasingly complex global media landscape. We look forward to working with her!"

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About Tape Consultancy

TAPE Consultancy is the pre-eminent UK based content consultancy, providing specialist reporting, insights and analyses on programming and viewing trends.

Originating as a division within a major UK Advertising Agency in the 1970's, tasked with developing forecasting and predictive tools, TAPE has built a range of bespoke consultancy services since launching as an independent company in 1976, for a client portfolio including major UK and international broadcast and cable networks, platforms and OTT services, production companies, rights holders and distributors.

All services originate from the T.A.P.E. (Television Audience Programme Evaluation) and App.Dex Systems.

Since September 2016, TAPE has been part of the Paris-based Mediametrie Group, which also includes Glance. Glance and TAPE Consultancy are providing Content and Audience Insights for global media professionals in the television and media industries.

About Glance and Médiamétrie



Part of Médiamétrie, Glance is the specialist of international TV markets and leading provider of official TV ratings for over 7000 channels in more than 120 territories and insight analyses based on a global expertise. Glance tracks the latest TV and online contents and trends in nearly 50 territories. With more than 230 flagship clients, Glance is market leader in TV and video market intelligence.

The French industry leader in media research, Médiamétrie monitors, measures and analyses audience behaviour and market trends, and fosters the emergence of a benchmark for media data in France. Created in 1985, Médiamétrie is expanding its activities in Television, Radio, the Internet (computer, smartphone and tablet), Cinema and the Cross-media sector in France and abroad.

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