

Appointments

Glance appoints Florent Carême as VP Operations and Candice Alessandra as Head of Research and Client Experience



Today, the leader in TV and video market intelligence, Glance, announced two key senior appointments to support its ambitious strategic plan and strengthen operational leadership.

Florent Carême has been appointed VP Operations, overseeing the Research, Partnerships, IT and Sales Admin teams.

Candice Alessandra has been named Head of Research and Client Experience, leading all international research teams in Paris and London. Carême will report to Frédéric Vaulpré, Senior Vice President, and Alessandra will report to Carême and as part of the role she will join the Glance Board of Directors.

The new organisational structure is designed to foster stronger collaboration between core functions and streamline decision-making as the company executes its strategic plan for 2028.

This involves moving away from a product-by-product approach and focusing on delivering the best client experience as a whole.

The changes follow a transformative period for Glance's research team, which implemented significant advancements in offerings, deliverables and production methods throughout 2025, with more planned to launch this year.

The new appointments will take place with immediate effect.

“These appointments reflect our commitment to remaining agile in a fast-evolving TV and video market intelligence environment. With our product teams at the heart of our roadmap, strengthening seamless coordination across all teams is core to achieving business growth. This new structure allows us to better address both our internal and client needs, while maintaining robust leadership across our operational functions. I'm confident both Florent and Candice with their extensive knowledge, strong leadership skills and solid expertise will deliver the best possible experience for both our people and clients globally.”

Frédéric Vaulpré, Senior Vice President at Glance



Press release

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Diplômé **Florent Carême** joined Glance in 2015 as International Research Manager, moving from a Consultant role at BBDE Conseil. He then became Head of Research in 2017 and his role scope expanded to include managing the TV Performance service, data partner relationships and the London office among other responsibilities. Latterly, as Head of Research and Products, he oversaw global product management, including the launch of the recently updated NoTa, Glance's global TV content tracking and insights platform. Carême's new role will ensure the data processing seamlessly integrates, to deliver a simplified and efficient client experience across all Glance tools. While building the future of Glance's services to integrate a growing number of harmonised linear and non-linear data-sets, and strengthening internal workflows and client interfaces in the age of AI.



Candice Alessandra joined Glance in 2014, as a Content Research Executive, from a previous role as Research Analyst at Havas. During her tenure, she has demonstrated versatility across multiple roles, as a Media Consultant, Research Manager, and latterly, a Client and Research Director. She has been instrumental in developing Glance's children's TV and video viewing research offer in the French and UK markets over the past four years. In her new role, Alessandra will oversee all Glance's international research teams.

About Glance

Part of Médiamétrie, Glance is the global market leader in TV and video market intelligence. With offices in Paris and London, Glance partners with over 100 data providers internationally to provide TV and online viewing ratings and analysis about audience viewing data using robust methodologies.

It supplies official TV ratings for over 7,000 channels across more than 120 territories, including SVOD ratings in 28 countries, and tracks content trends across 50 territories. With more than 230 flagship clients, Glance delivers strategic advice on content development and distribution using predictive tools to index audience appeal

More information: www.glance-mediametrie.com  [Glance](#)  [Glance](#) [Online store](#)

About Médiamétrie, High trust data

Every day, Médiamétrie processes over one billion data to support its French and international customers in developing their strategies. At the core of our values and offerings: transparent, right, impartial, inclusive, comparable and verifiable measurement. Médiamétrie places the full expertise of its teams at the service of the design and production of joint and sovereign standard audience measurements for media, platforms and the advertising market, across both audio and video universes. Médiamétrie employs over 700 people and achieved a turnover of €102.2 million in 2025.

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