

PRESS RELEASE

Levallois, 11 July 2018



Changes in the Médiamétrie Executive Committee

Aurélie Vanheuverzwyn and Julien Rosanvallon are coming onto the Médiamétrie Executive Committee. Starting 4 September, the Médiamétrie Executive Committee will welcome two new members: Vanheuverzwyn, Médiamétrie's Data Science Director, and Rosanvallon, Digital and TV Director. Both are appointed Executive Directors.

With this change, the Executive Committee around Bruno Chetaille, Chairman and CEO of Médiamétrie, will be composed as follows:

Benoît Cassaigne – Executive Vice President

Laurent Battais – Executive Vice President – Performance, cross media & EurodataTV

Bernard Chesnet – Executive Vice President - Technologies & Operations

Philippe Tassi – Executive Vice President - Quality & Security, Scientist

Charles Juster – Senior Vice President – Head of Communication & Key accounts

Julien Rosanvallon – Senior Vice President TV & Online

Aurélie Vanheuverzwyn – Senior Vice President – Data Science

Biographical items:

Born in 1976, graduating from Paris Dauphine with an MSG (Master of Management Sciences) and a Master's from IEP in Paris, **Julien Rosanvallon** began his career at Wanadoo Régie (Orange), as Manager of Research and Digital Media Evangelizing (creative lab). Rosanvallon is also the author of two works on digital media: E-Communication (Editions DUNOD, 2001) and Dix Ans d'aventure Internet (10 Years of Internet Adventures) (Editions Jacob Duvernet, 2007). Coming to Médiamétrie in 2003, Rosanvallon directed the Médiamétrie // NetRatings subsidiary until 2011, then the TV Department. Since the end of 2016, he has also headed up Médiamétrie's Internet Department.

Born in 1975, and graduating from ENSAI (French National School of Statistics and Information Analysis), **Aurélie Vanheuverzwyn** joined Médiamétrie's Science Department in 1999. Next, she moved to the Digital and New Media Department, where in particular she worked on the Médiamétrie//NetRatings web user panel, and Médiamétrie's site-centric measurement tool eStat. Then she joined the Science Department in 2003. In 2008, Vanheuverzwyn was appointed the Director for the Scientific Methods and Analyses Department, which is now the Data Science Department. She is Vice President of the Surveys, Models and Applications group in the French Statistics Society (SFds) and an elected member of the International Statistical Institute (ISI). In addition, she regularly participates in data science and survey conferences in France and abroad.

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About Médiamétrie

The French industry leader in media research, Médiamétrie monitors, measures and analyses audience behaviour and market trends. Created in 1985, Médiamétrie is expanding its activities in television, radio, Internet, cinema, mobile phones, tablets and the cross-media sector in France and abroad. Médiamétrie generated a turnover of €93 million in 2017.

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