

PRESS RELEASE

Levallois, 10 September 2019



Eurodata TV Worldwide announces the new organisation of its Sales Department

Eurodata TV Worldwide announces the new organisation of its Sales Department. **François Lhomme** has been promoted as the Sales Director for Europe, the Middle East, Africa (EMEA) and the Asia-Pacific region (APAC). In this task, he will be supported by Bo Zhang, Jennifer Aubine, Salomé Fuchs and Siméon Mirzayantz, who will report to him.

The Regional Sales Department for the Americas (North America and Latin America) will be led by **Kunal de Souza**, previously Sales Manager and now Regional Sales Director.

Lhomme and de Souza will report to Frédéric Vaulpré, Vice President of Eurodata TV Worldwide, who provided this comment: *“The international market of programmes and audiences is increasingly complex and globalised, responding to new dynamics connected to the digital medium. This organisation of our sales department will allow us to give our growing client base even more astute expertise to help them make decisions and analyse opportunities.”*

Biographical highlights:

A graduate of the European Business School Paris in International Business (1990), **François Lhomme** held roles in sales across different business sectors in France and Spain.

He entered the media world in 2009 as the Sales Director for EMEA at Rovi Corporation (now TiVo). Having specialised in music and TV metadata, he joined Eurodata TV Worldwide in 2011 as B-Right Service Director, then he became an international Sales Director in charge of Germany, Austria, Switzerland, the Iberian Peninsula and Latin America. He graduated from the IMM Media & Tech Leadership Program in 2019.

Kunal de Souza holds a Bachelor’s in Business/Commerce from Victoria University of Wellington, New Zealand (2001). He also earned a Master’s in Marketing and Distribution for the European Audiovisual Industry from the Institut national de l’audiovisuel (University of Paris Panthéon-Sorbonne) in 2009.

Since 2016, Kunal has been a Sales Manager at Eurodata TV Worldwide, after having worked in international sales and marketing consulting for NDM/Mantarraya, Funny Balloons and Toluna in France, and for Statistics NZ and EPMU based in New Zealand.

PRESS RELEASE

Eurodata TV Worldwide announces the new organisation of its Sales Department



About Eurodata TV Worldwide

Created by Médiamétrie, Eurodata TV Worldwide distributes programming and audience information, based on its partnerships with television audience measurement companies throughout the world. Eurodata TV Worldwide's database includes over 7,000 channels in more than 110 territories and provides exhaustive daily programme information covering content, production, international distribution and audience levels for targeted programmes, all data emanating directly from the relevant authorised institute based in each country. These data provide a range of services which help in the decision-making process of international professionals within the audio-visual world like producers, distributors, broadcasters, copyright organisations, sponsors, etc.

*www.eurodatatv.com
Twitter: @EurodataTV
Facebook: [EurodataTV](https://www.facebook.com/EurodataTV)*

About Médiamétrie

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. Médiamétrie Group generated a turnover of €102.7 million in 2018.

*www.mediametrie.fr
Twitter: @Mediametrie
Facebook: Médiamétrie*

Press contact:

*Isabelle Lellouche Filliau
Tel: +33 (0)1 47 58 97 26
ilellouche-filliau@mediametrie.fr*