

PRESS RELEASE

Levallois, March 29, 2022



Beatrice Rossmanith appointed Managing Director for TAPE Consultancy

International TV formats and scripted experts TAPE Consultancy announces the appointment of Beatrice Rossmanith as new Managing Director of the company. TAPE Consultancy is now a full subsidiary of Glance/ Médiamétrie. Its expertise identifying and analysing content trends across tv & digital is one of the group's key assets.

Keen to build on the company's longstanding expertise in TV and platforms content analysis and audience research, Rossmanith is looking to expand and shape the scope of TAPE's existing services in a fast-evolving international content market. TAPE's existing client roster includes global studios, broadcasters, distributors, and independent producers.

This new step kickstarts a period of transition which will see joint exiting MDs Paul Youngbluth and John Peek leave the company in the summer.

Frédéric Vaulpré, Board member of TAPE Consultancy and Head of International Business Units at Médiamétrie: *"On behalf of Médiamétrie I would like to warmly thank John & Paul for the tremendous work they have done in the last 35 years to create a unique expertise, both in terms of content monitoring and content evaluation. The smooth transition, which we initiated last year, will allow the team to be fully operational and to keep delivering services up to the standards that TAPE's clients have enjoyed for many years"*.

Frédéric adds: *"With an extensive background in distribution spanning formats, lifestyle, high-end factual and drama, Rossmanith will bring her in-depth knowledge of content and players to our clients"*.

For Beatrice Rossmanith, TAPE's Managing Director: *"Our unique perspective on content, analysing it from the perspective of the audience, allows us to identify key drivers in a show and what gives it intrinsic appeal. In a fragmented, multiplatform landscape, being content-focused and platform-blind is a key asset. Adding to the mix the power of Glance's data, we are a one-stop shop for anyone working closely with content and looking to explore their project's potential on the international market. And I see the coming years as an exciting opportunity to work with a growing portfolio of international partners."*

Starting her career in 2008 as Head of Sales at Journeyman Pictures focusing on current affairs documentaries, 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.

Prior to joining TAPE as Client Service Director in September 2021, 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.

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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, Mediametrie 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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