



Appointment

Marie Liutkus appointed Communications Director of Médiamétrie



In this role, and against a background of significant transformations, Marie will be responsible for **the company's internal and external communications strategy**. She will rely on all the teams in place, and in particular Natalie Bevan, Nelly Dubner and Isabelle Lellouche Filliau.



I'm delighted to welcome Marie Liutkus as communications director. As a trusted third party in the media ecosystem, Médiamétrie maintains clear and transparent communications, regarding its study results and any changes in its measurements. With media consumption evolving at an ever-increasing pace and our systems and services adapting to meet these market demands, the need for relevant, targeted, informative and impactful communication is more crucial than ever.



Yannick Carriou, Chairperson and CEO of Médiamétrie

Since 2020, Marie Liutkus has been communications director at Arcom, the audiovisual and digital communications regulator. She notably led the communication for the launch of Arcom, which was created by the merger of CSA and Hadopi. She was previously at Radio France, where she successively held the positions of Deputy Director of Group Communications and then Communications Director of Franceinfo, where she piloted the launch communication for Franceinfo global media.

Reporting to Yannick Carriou, Marie Liutkus joins the Médiamétrie Executive Committee and will take office on **28 October**.

About Médiamétrie, a trusted third party for fair and objective measurements

Médiamétrie is committed to providing its customers with joint and sovereign standard audience measurements. As a data leader and media expert, the company applies its know-how to video, audio and cross-media behaviour measurements, as well as advertising effectiveness measurement. Every day, some 800 employees design and produce the right measure for today and tomorrow to support the free decision-making of the company's customers in France and abroad. In 2023, the Médiamétrie Group achieved a turnover of €104.1 million and processed over one billion data every day.

Further information : www.mediametrie.fr



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