

Appointment

Glance strengthens international sales leadership with appointment of François Gioux as Sales Director



Today, the leader in TV and video market intelligence, Glance, announced the appointment of François Gioux as Sales Director.

Reporting to Frédéric Vaulpré, Senior Vice-President at Glance, Gioux will manage Glance sales team across North America, South America, Europe, the UK, Australia, Nordics and Asia. In his new role, he will drive Glance's international commercial strategy and support the company's continued growth across global markets. He will also focus on expanding strategic partnerships with key players in the media and entertainment industry.

With over 17 years experience working in advertising, branding and media, Gioux has fostered expertise in sales management, media strategy and brand communication. He began his career in the advertising sales divisions of leading French media groups RTL and M6 Unlimited, where he promoted audience value, data and insights to advertisers.

Latterly, he was International Sales Director at sonic branding agency Sixième Son, where he played a pivotal role in driving international growth and collaborating closely with broadcasters, producers and studios. Most recently, Gioux was Sales Director at advertising agency Silenzio, partnering with key figures in the entertainment industry and developing the agency's growth strategy and identifying strategic partnerships to support growth.

“François brings a rare combination of deep media expertise and international commercial experience that is perfectly suited to Glance's continued global ambitions. His background across both broadcast and entertainment, combined with a strong track record of building relationships with key industry players, makes him an outstanding new addition to the team. I look forward to seeing him drive high client service and growth across our international markets.”

said **Frédéric Vaulpré**, Senior Vice-President at Glance

“I am delighted to be joining Glance at such an exciting moment in the evolution of the TV and video intelligence market. The depth and breadth of Glance's data offering, and the calibre of its client relationships, are truly impressive. I look forward to working with the team to build on this strong foundation and to developing new opportunities across our key markets.”

said **François Gioux**.

The changes are part of a transformative period at Glance, following the announcement about two key senior appointments to support its ambitious strategic plan and strengthen operational leadership earlier this year. Glance has been making significant advancements in its offerings, deliverables and production methods, with more planned to launch this year.

The new appointment will take place with immediate effect.



Press release

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About Glance

Business unit of Médiamétrie, Glance is the global market leader in TV and video market intelligence.

With offices in Paris and London, Glance partners with over 50 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 100 territories, including SVOD ratings in 28 countries, and tracks content trends across 50 territories. With more than 170 flagship clients, Glance delivers strategic advice on content development and distribution using predictive tools to index audience appeal.

More information: www.glance-mediаметrie.com



Glance

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.

Further information : www.mediаметrie.fr



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