

ACT ELECTS NEW BOARD, HIRES NEW ACTING DIRECTOR

BRUSSELS, 24 JUNE 2024. The Members of the Association of Commercial Television and Video on Demand Services in Europe (ACT) elected the new ACT Board following the Association’s annual General Assembly that took place in Brussels on 19 June 2024.

The new Board Members are elected for a period of two years. They are:

- Carolina Lorenzon (Mediaset S.p.A.) – Chair of the Board
- Christophe Roy (CANAL+)
- Joanna O’Sullivan (ITV plc)
- Claus Grewenig (RTL Group)
- Jean-Baptiste Amilhat (Sky plc)
- Marie Marzin (TF1 Group)
- Mélanie Amilhat (Paramount)
- Rutger Andrée Wiltens (AMC Networks International)
- Juan Antonio Orgaz Espuela (Atresmedia)
- Mario Rodríguez Valderas (Mediaset España)

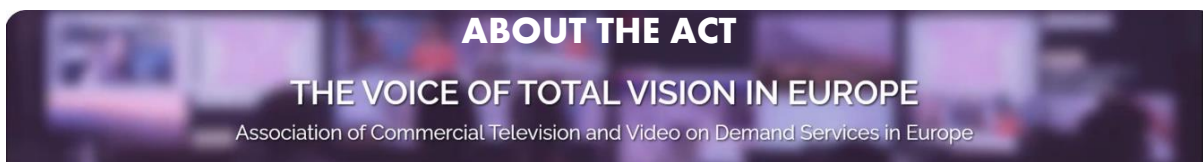
Ms Cécile Frot-Coutaz, CEO of Sky Studios & Chief Content Officer of Sky, is reappointed as ACT President.

In parallel, the ACT announces a new hire. Niklas Lagergren, will start as Advisor (acting Director) to the ACT as of September 2. In this capacity Mr Lagergren will take the lead of the ACT’s Task Force II that focuses on Intellectual Property and Competition policies.

Mr Lagergren is a well-known and experienced figure in the audiovisual public policy landscape. He previously served as Vice President, Global Public Policy (2019-2023) for The Walt Disney Company; was Founder and head of 21 Century Fox’s EU Office (2013-2019); and, served as Director (2002-11) and Vice president (2011-13) of EU Affairs for the Motion Picture Association (MPA) in Brussels.

Following the results of the General Assembly and the appointment of Mr Lagergren, Mr Grégoire Polad, ACT Director General, stated: *“ACT is in a great position to kick off the new EU political mandate. The new Board comprises some of the most senior policy experts in the audiovisual industry across Europe. The appointment of Niklas to lead our IP and COMP Task Force is also a fantastic complement to an already high performing team. No doubt, ACT will continue to excel as the voice for commercial TV and VoD in Brussels”.*

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ACT members are at the heart of Europe’s media landscape; embracing the digital environment and continuously providing new services, formats and content to meet the growing European demand for quality content on various distribution models. ACT member companies finance, produce, promote and distribute content and services benefiting millions of Europeans across all platforms. At ACT we believe that the healthy and sustainable commercial broadcasting & VoD sector has an important role to play in Europe’s economy, society and cultures.