



## COMMERCIAL BROADCASTERS STRENGTHEN TEAM AND APPOINT NEW HEAD OF COMMUNICATIONS

Brussels, 11 February 2008 - The Association of Commercial Television in Europe (ACT) is putting greater focus on external relations by establishing a new communications department in its Brussels offices. By appointing Utta Tuttlies as Head of Communications, the association intends to strategically align and coordinate its activities in the field of public affairs and media relations. The newly created function has been a response to the rapidly changing media environment and the challenges facing the sector due to the convergence of media platforms. In line with these developments it has become even more important to explain industry developments to policy-makers, politicians and journalists in Brussels and at the national level.

**Utta Tuttlies**, a German national of 34 years, has broad communication experience, including public affairs and lobbying as well as media relations. For more than five years, Utta worked as a public affairs consultant in Brussels advising different media companies. Furthermore, she was active as a media relations advisor for several years in Germany. Before joining the ACT, Utta worked as Associate Director for the strategic and financial communications company Hering Schuppener Consulting based in Frankfurt.

In parallel, the association announces the appointment of **Simona Popa** as EU Policy Advisor strengthening the ACT's public affairs practice. In her previous career Simona, a Romanian national of 28 years, has been working as a consultant for the Brussels-based consultancies Waggener Edstrom and Weber Shandwick, advising different clients in the ICT sector on EU media policy developments.

**Ross Biggam, Director General ACT, comments:** "I am very happy about Utta and Simona having joined the ACT team. The rapid change of the media – and particularly the audiovisual - industry also requires adaptations from us as an association. With the new appointments we are now best positioned to strengthen our capacities in the field of external communications".

**Nicolas de Tavernost, President of the ACT and CEO M6, adds:** "To ensure that industry models are clearly explained in Brussels is a prerequisite for our daily work. The new functions will ensure a greater coherence of our messages being communicated in and throughout Europe".

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**About ACT:**

The Association of Commercial Television in Europe (ACT) is a trade association representing the interests of the commercial broadcasting sector in Europe. The ACT has twenty seven member companies active in 34 European countries operating over 380 free-to-air and pay-tv channels and distributing 540 channels and 170 new services.

For further information, please see: [www.acte.be](http://www.acte.be)

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