

ASSOCIATION OF COMMERCIAL TELEVISION IN EUROPE ANNOUNCES NEW TEAM MEMBERS AND PROMOTION

BRUSSELS, 7 OCTOBER 2019. The Association of Commercial Television in Europe (ACT) has announced the appointments of Małgorzata Szczodrowska and of Dr. Mónika Magyar. In parallel, Johanna Baysse has been promoted as Senior EU Policy Officer in recognition of her outstanding work for the Association and the creative media sector.

Małgorzata Szczodrowska will succeed Agnieszka Horak as ACT's new Director of Legal and Public Affairs. Ms Szczodrowska brings extensive experience of the policy issues facing the creative and cultural sectors in Europe. She joins ACT from the Federation of European Publishers. She previously worked at the Polish Ministry of Justice, the European Court of Justice and in the private sector.

Dr. Mónika Magyar joins the ACT as Senior Legal Advisor. Dr Magyar has extensive experience in the audiovisual field, notably as an advisor to Raleigh studios and CEDA film production.

Grégoire Polad, Director General of the Association, said: *"We are delighted to have renewed the ACT team with recognised experts in the field. This ensures ACT will continue to be an impactful voice for the sector as the EU embarks into a new political cycle."*

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About ACT

The European commercial TV sector is a major success story. We entertain and inform hundreds of millions of EU citizens each week. We are a high growth sector which delivers substantial value to EU citizens, for instance delivering plurality in news provision across the EU and beyond. The Association of Commercial Television in Europe represents the interests of leading commercial broadcasters across Europe. The ACT member companies finance, produce, promote and distribute content and services benefiting millions of Europeans across all platforms. At ACT we believe that a healthy and sustainable commercial broadcasting sector has a primordial role to play in Europe's economy, society and culture.



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