

FOR IMMEDIATE RELEASE

Association of Commercial Television Announces new Director General

Brussels, November 2 2015 - After 15 highly successful years at the helm of the Association of Commercial Television in Europe, Director General Ross Biggam has stepped down. Mr Biggam will be succeeded as ACT Director General by Grégoire Polad, a seasoned Brussels advocate and former strategy consultant with McKinsey & Co., as of November 2 2015.

Announcing the change of leadership, Magnus Brooke, Chairman of the board of ACT said:

"Ross has made an enormous contribution to representing the television industry in Brussels and we wish him luck for the future. I am very pleased to welcome Greg as Director General and the ACT Board looks forward to working with him in steering the ACT at a time of quite extraordinary market and policy flux".

Ross Biggam said:

"I've enjoyed this chapter of my working life representing this fascinating and dynamic sector, and am proud to have doubled the membership of the Association in my time here whilst dealing with some complex regulatory issues. After more than fifteen years in this role, I feel it's time to move on. I would particularly like to thank all past and present members of the ACT team for their support".

Grégoire Polad said:

"It's a tremendous honour to take the leadership of the ACT. I salute Ross' legacy and look to further grow the ACT whilst addressing head on the opportunities and challenges facing our industry. Commercial Television is at the heart of Europe's digital future and plays a crucial role in its audiovisual model. I look forward to working hand in hand with industry stakeholders and EU institutions to promote policies that deliver economic growth and sustained creativity benefitting millions of Europeans across all platforms".
