

ACT GENERAL ASSEMBLY ELECTS CECILE FROT-COUTAZ AS NEW PRESIDENT

BRUSSELS, 22 JUNE 2023. Today the Members of the Association of Commercial Television and Video on Demand Services in Europe (ACT) elected Cécile Frot-Coutaz as President of the ACT. Ms Frot-Coutaz is the Chief Executive Officer of Sky Studios, Sky’s scripted original programming arm across Europe, with responsibility for Sky’s News portfolio. She is a recognised leader in media with a breadth and depth of experience across audiovisual and technological industries in Europe and across the globe.

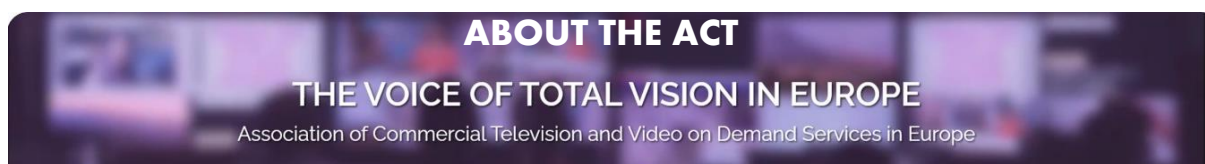
The General Assembly of members welcomes Cécile Frot-Coutaz and expresses its deep gratitude to Guillaume de Posch, outgoing ACT President, for his seven years of commitment and support to the Association. During the Assembly, AV industry representatives discussed current & upcoming EU regulation impacting the sector, notably the European Media Freedom Act, AI, AVMSD, EU competition policy and DSA/DMA implementation, Network Fees and Piracy.

Following the election Ms. Frot-Coutaz stated: *“It’s an honour to be elected as the new President of the ACT. Now more than ever, Europe should stand behind its broadcasting sector to support the industry’s continued growth and success. Commercial broadcasters and VoD service providers play a critical role in driving forward Europe’s TV industry as a creative, cultural and economic powerhouse and I look forward to representing the views of all our members over the coming years. I also want to thank my predecessor Guillaume for having been so committed to our sector and his leadership of the ACT.”*

Mr Guillaume de Posch, departing ACT President, declared: *“It has been an immense pleasure and honour to fulfil the role of ACT President. I’m delighted that the General Assembly has elected Cécile as my successor. Cécile is a recognised leader in our industry and has a remarkable understanding of the specificities of our business and those active in the wider media ecosystem. The ACT is in very good hands and will continue to deliver the strong governance, leadership and public policy presence our sector needs.”*

Cécile Frot-Coutaz becomes ACT President with immediate effect following the ACT ordinary General Assembly of June 22, 2023. The ACT [Board](#) membership remains unchanged in its present composition, with Carolina Lorenzon as Chair of the Board. The next General Assembly will take place in Q2 2024, marking ACT’s 35 years of operations.

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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.