



PRESS RELEASE

Boulogne, 14 November 2017

UK's Channel 4 joins the EBX pan-European alliance

The TF1 group announces the arrival of Channel 4 as the fourth partner in the European Broadcaster Exchange (EBX) digital media sales agency, and the appointment of Chris Le May as CEO.

Channel 4 joins the EBX media sales agency

The UK channel is the latest to join the pan-European alliance launched in June 2017 by the TF1 group, ProsiebenSat.1 and Mediaset Spain & Italy. Each of the four groups will have an equal 25% stake in EBX.

In a globalised and hyper-competitive advertising market, this new partnership strengthens the unique positioning of this international media sales agency.

The formation of EBX by the TF1, ProsiebenSat.1 and Mediaset groups has recently been cleared by the European competition authorities. The arrival of Channel 4 as a shareholder of EBX will also be subject to such clearance.

Chris Le May to head up EBX

Chris Le May has been appointed as CEO of EBX. He is tasked with setting up an automated platform to commercialise digital video inventory, and with hiring a sales team to be operational from 2018.

EBX will be headquartered in London, a perfect location for media agencies specialising in Europe-wide campaigns.

About EBX

EBX aims to offer advertisers programmatic video campaigns – on a European scale – in a 100% brand safe, premium digital environment.

The four media groups will operate an open partnership model with a view to gradually adding more media groups to the alliance.

The programmatic video advertising market in Western Europe is booming, with annual growth of 45%.

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