



## PRESS RELEASE

Boulogne, 17 November 2017

# STUDIO71

## STUDIO71 FRANCE APPOINTMENTS

Less than a year since Studio71 France was created – the result of an alliance between the TF1 group and the ProSiebenSat.1 group around world no.3 MCN Studio71 – it is moving up a gear and strengthening its management team.

**Nicolas Capuron** is appointed Chief Executive Officer of Studio71 France, and will also retain his role within the TF1 group as Executive Vice President New Digital Services.

Reporting to him will be **Stéphane Bourgouin**, who has been hired as Chief Content Officer of Studio71. His role will be to develop production of new content to attract commercial partners and content distribution platforms.

Operations, talent management and diversifications will continue to be handled by **Virginie Maire** in her role as Chief Operating Officer. She will be supported by **Joshua Roa**, Talent Manager.

***Olivier Abecassis**, Vice President Innovation and Digital at the TF1 group, says: “Studio71 is launching in France under the leadership of Nicolas Capuron, Virginie Maire and Stéphane Bourgouin. All three are well-respected digital and creative industry professionals, who with the support of their colleagues will shape the development of Studio71. Their expertise and dynamism will help Studio71 win over new talents, develop multi-platform formats and devise new advertising offerings that will be managed by Sylvia Tassan Toffola and her teams at TF1 Publicité.”*

**Nicolas Capuron** has an engineering degree from the University of Technology of Compiègne, graduating in 2000. Aged 39, he began his career with the management consultants Accenture. Specialising in media, he worked with various clients including Canal+, where he was involved in projects such as the launch of DTT and mobile TV. In 2008, he moved to the M6 group as Head of Marketing and Business Development for M6Web. In that role he devised the digital strategy and rolled out the group’s data program and the M6 Digital Talent digital content production arm. At the end of 2016 he joined the TF1 group to head up the Digital Transformation, Data and Digital Marketing division. A member of the Management Committee, he is currently Vice President New Digital Services (including Studio71, MinuteBuzz and EBX).

**Stéphane Bourgouin** trained as a journalist. Aged 42, he began his career in 2000 as Project Manager at the Hors Série group, a non-media communications agency. In 2007 he joined the production company Be Aware TV, working as a journalist and production co-ordinator on the shows *La Cauetidienne*, *On nous dit que* and *50 images étonnantes vrai ou faux*. In 2010, he joined Newcast (an agency belonging to the Vivaki-Publicis group) as a TV producer. He then moved to Havas 360 in a similar role, and in 2012 joined Lorenzo Benedetti at Studio Bagel as special events producer. After five years with Studio Bagel/Canal+, Stéphane Bourgouin has now been appointed Chief Content Officer of Studio71.

## Virginie Maire

Aged 39, Virginie spent a number of years in print media at titles including *Le Parisien* and *Marie Claire* before joining M6 Web in 2008 as a Business Developer. In this role, she invested in several start-ups; she was promoted to Head of New Video Services, and also launched the Rose Carpet channel. In 2014, Virginie was one of the founding team at Finder Studios, which has become France's no.2 MCN. At Studio71, she will head up a team of 15 managing over 150 YouTube channels, more than 200 brand campaigns a year, and Get Beauty (the biggest lifestyle exhibition for female YouTubers, which attracts over 10,000 visitors annually).

## Joshua Roa

Joshua Roa, aged 29, has an MBA in E-business & Innovation from the ESG business school. He began his career in the Diversification & New Services division at M6 Web, and then worked for the Rose Carpet MCN. In 2014, he joined Virginie Maire at Finder Studios. He currently heads up the Talent Department at Studio71 France.

## Studio71

*With an impressive inventory of over 400 million video views per month in France, Studio71 has a talent network that already includes the most important French and international influencers. Studio71 offers digital influencers and advertisers international visibility, combined with powerful and unrivalled web/TV synergies thanks to its presence within the TF1 group ecosystem. Studio71 inventory is marketed by TF1 Publicité, which is launching an initial commercial offering under the "Twins" label to help advertisers win over millennials in a premium, brand-safe universe.*

*Studio71 pools talents with strong communities in special interest niches with high potential in terms of audiences and engagement:*

- **Beauty/Lifestyle:** EmmaCakeCup: 1.3m subscribers; Léa, je ne suis pas jolie: 1m
- **Humour/Comedy:** Seb, la frite: 3.3m; Cauet: 2.9m; Pat la real: 1.7m; Lolywood: 1.7m; Jigmé: 1.8m
- **Food/Cooking:** YouCook: 350,000
- **Gaming/E-sport:** Yomax: 800,000

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