



Globecast appoints Sylvain Merle as CTO

Paris, France — 15th February 2017 — [Globecast](#), the global solutions provider for media, has announced the appointment of Sylvain Merle to the post of CTO, effective immediately. Sylvain assumes overall responsibility in ensuring that the company's technical and economic approach with clients is aligned with the latest industry developments.

His duties include managing skill centers, developing strategic partnerships and contributing to technological advances such as IT architecture and storage, headends, WAN, LAN and CDN Networks.

Philippe Bernard, CEO at Globecast said, "Globecast is excited to welcome Sylvain as the newest member of our forward-thinking team. He brings a wealth of industry knowledge and leadership skills to his new post including 25 years' experience in broadcast architecture, OTT, nonlinear distribution, transmission, IPTV and IT. With such an impressive background, I know he'll be an incredible asset to our business so we can continue to deliver the high value that our clients have come to expect."

Sylvain joins Globecast from beIN MEDIA GROUP, where he worked as the company's Technical Director for several years. Prior to that, he held several high-level technical positions at major organizations including FOX International Channels, TV5Monde, and Thomson Broadcast Systems. He holds a diploma in electronics engineering and is based in the company's Paris office.

Sylvain said, "I'm delighted to become part of the team at Globecast, which is a company with a broad vision and a strong portfolio. In my new role, I'm committed to helping ensure that our customers are fully aware of the value we offer, and I'm looking forward to engaging with the industry to deliver a strategy that's successful for everyone."

About Globecast

Part of the Orange Group, Globecast provides agile and seamless content acquisition, management and distribution services globally. The company constantly innovates in an evolving IP-centric environment to provide reliable and secure customer solutions. Globecast has created the number one global hybrid fiber and satellite network for video contribution and distribution. This network enables multiplatform delivery including TV Everywhere OTT, Satellite, cable, Video on demand, CDN delivery as well as cloud-enabled media services. The company remains the trusted partner for coverage and international delivery of news, sports, and special events around the globe. Customers enjoy a seamless global experience on the ground from 12 interconnected Globecast owned facilities, including Los Angeles, London, Singapore, Paris, Rome, and Johannesburg. www.globecast.com | [LinkedIn](#) | [Twitter](#)

Press contact:

Bazeli Mbo

bazeli.mbo@globecast.com

Tel: +33 1 5595 2604