



## **Globecast promotes Sylvain Merle to Chief Operating Officer**

**Paris, 14<sup>th</sup> December 2017** — Globecast, the global solutions provider for media, announces the promotion of Sylvain Merle to Chief Operating Officer, effective immediately. He will replace Philippe Fort, who previously held that role for 16 years before announcing his retirement earlier this year.

Merle joined Globecast in January 2017 as CTO, ensuring that the company's technical and economic approach with clients is aligned with the latest industry developments. He will continue to carry out that role.

In his new post, Merle is responsible for driving operations globally across distribution, contribution and media management to ensure the highest level of service for Globecast customers. He will also ensure the company is correctly structured to provide end-to-end services for customers, continuing to develop Globecast's technical infrastructure and operations to precisely align with customers' requirements.

Philippe Bernard, CEO at Globecast commented, "With Sylvain's extensive experience in broadcast architecture, nonlinear distribution, IPTV and IT — and as Globecast moves further into the world of IP, technology virtualization and cloud-based media management services for media preparation and localization, cloud playout, and VOD logistics — we feel he's the best choice to continue to push us through our next development phase. The technical underpinnings of our industry are changing and this promotion will ensure our customers reap the full benefits. Philippe Fort brought a wealth of knowledge and technical know-how to our organization during his tenure and we'd like to sincerely thank him for that."

Merle added, "It's an honor to assume Philippe Fort's important role at Globecast, especially at a time of such exciting change as broadcasters and others harness the power of IP to deliver linear and non-linear video content to consumers. I'm grateful to Philippe for working so closely with me these past few months to make sure we can continue to deliver the high caliber of service that our clients expect."

Before joining Globecast, Merle was with the 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.

###

#### **About Globecast**

Globecast helps customers to manage content and to deliver it wherever, however and whenever required. The company provides agile and seamless content acquisition, management and distribution services globally, constantly innovating and investing in new technologies to create customer-centric new services. Globecast has created the number one global hybrid fiber and satellite network for video contribution and distribution. It delivers any type of video service including: TV Everywhere OTT, satellite, cable, video-on-demand and CDN delivery using cloud-enabled media solutions. It supplies Content Acquisition, Aggregation and Distribution (CAAD) services to over 110 networks.

#### **Press contacts:**

---

##### **Bazeli Mbo**

bazeli.mbo@globecast.com  
Tel: +33 1 5595 2604

##### **Joss Armitage**

##### **Jump**

joss@jumppr.tv  
Tel: +44 (0)7979 908 547