



Mediametrie



Glance

Global Audience &  
Content Evolution

Press Release

31<sup>st</sup> August 2023

## Appointments

### **Florent Carême and Malika Postansque appointed respectively Head of Research and Products and Director of Development at Glance**



In his new role, **Florent Carême** is responsible for producing all the research and analysis carried out by Glance, in coordination with Médiamétrie's London-based subsidiary. He is also responsible for designing and developing the strategic roadmap for the Glance offering, including the development of partnerships.

Florent Carême takes responsibility for the entire Glance Research team, including the people in charge of content expertise and the development of the product and service offering.

As Director of Development, **Malika Postansque** is responsible for the business in France (excluding sport), including the management of the TV Performances business, a daily audience monitoring service for TV producers. At the same time, she carries on with her role in the Partnerships business, which she has been running since joining Glance in 2021. She is also taking part in the strategic review of the development of Glance's offering.

*“ This organisational change, involving the promotion of talent from within the team, will enable us to continue to adapt to the challenges of our industry. And in France, we will be able to draw on recognised expertise to help our customers understand the audiences for their programmes. ”*

**Frédéric Vaulpré**, Senior Vice-President of Glance

Florent Carême and Malika Postansque appointed respectively  
Head of Research and Products and Director of Development at Glance



**biographical  
details**



A graduate of Ecole Polytechnique, **Florent Carême** began his career as a consultant for BBDE Conseil Stratégie Cinéma Télévision.

Florent joined Glance in 2015 as Research Manager before becoming Head of Research in 2017.



**Malika Postansque** holds a degree in Law applied to the media. She began her career as an in-house lawyer at EndemolFrance, before moving on to become Director of International Affairs at EndemolShine France.

At the end of 2021, Malika joined the Glance team as Director of Partner Relations.

**About Glance**

Part of Médiamétrie, Glance is the specialist of international TV markets and leading provider of official TV ratings for over 7000 channels in more than 120 territories and insight analyses based on a global expertise. Glance tracks the latest TV and online contents and trends in nearly 50 territories. With more than 230 flagship clients, Glance is market leader in TV and video market intelligence

More information: [www.glance-mediаметrie.com](http://www.glance-mediаметrie.com)  @Glance Online store

**About Médiamétrie, a trusted third party for fair and objective measurements**

Médiamétrie is committed to providing its customers with joint and sovereign standard audience measurements. As a data leader and media expert, the company applies its know-how to video, audio and cross-media behaviour measurements, as well as advertising effectiveness measurement. Every day, some 1,000 employees design and produce the right measure for today and tomorrow to support the free decision-making of the company's customers in France and abroad. In 2022, the Médiamétrie Group achieved a turnover of €104,2 million and processed over one billion data every day.

More information : [www.mediаметrie.fr](http://www.mediаметrie.fr)  @Mediаметrie  Mediаметrie.official  Médiamétrie

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