



Mediametrie



Glance

Global Audience &
Content Evolution

Press Release

5 September 2024

Appointment

Laura Freydier Dubreul promoted to Regional Sales Director of Glance



To ensure even greater consistency in the service that Glance wishes to offer its clients, **Laura Freydier Dubreul** is taking charge of the commercial direction of Glance in **the Americas, the United Kingdom, and Nordic countries.**

Laura takes responsibility for an expanded geographical area where synergy between territories is crucial, mainly due to the major role played by content production studios, both in the United States and the United Kingdom.

Laura is supported in her new role by **Carol Hugues Hallett**, based in London and responsible for the commercial operations in the UK and Nordic countries, as well as by **Léa Moreau** and **Sixtine Wurtz**, who are responsible for the commercial operations in the Americas.

“ Since joining Glance 4 years ago, Laura has been a prominent ambassador for our solutions, and I congratulate her for that. Our services and offerings on both sides of the English Channel becoming increasingly integrated, I am delighted to be able to provide additional synergy and efficiency in analysing the global television and video markets. This will reinforce our response to our clients’ needs, be it international broadcasters, platforms, production companies, rights holders, and distributors.”

Frédéric Vaulpré, Senior Vice-President of Glance



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biographical details

Graduated from ESSEC and its Media & Digital Chair, Laura Freydier Dubreul joined Glance in 2020 as Sales Manager within the team responsible for American accounts. For 4 years, Laura has been assisting clients – studios, streaming platforms, and talent agencies – with their daily needs in studies and market analysis of global television.

About de Glance

Entité 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  @Glance  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 800 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 2023, the Médiamétrie Group achieved a turnover of €104,1 million and processed over one billion data every day.

More information : www.mediаметrie.fr  @Mediametrie  Mediametrie.official  Médiamétrie

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