

PRESS RELEASE

Schindellegi (Switzerland), April 3, 2024

Gijs Davelaar is named Chief Revenue Officer at Media Press Group in consolidating its leading position in Europe and speeding international growth strategy.

In a strategic move to fortify its leadership team and drive global revenue growth, Media Press Group, a leading provider of TV and streaming metadata solutions in Europe, is excited to announce the appointment of Gijs Davelaar as its new Chief Revenue Officer. This appointment underscores the company's unwavering commitment to expanding its European footprint and enhancing its innovative service offerings.

Gijs Davelaar brings an impressive track record of driving the international growth at Gracenote. With extensive experience developing and executing global sales strategies, Mr. Davelaar is perfectly positioned to lead Media Press Group's revenue-generating efforts and strengthen its position as a market leader in the metadata industry.



Gijs Davelaar, Chief Revenue Officer, Media Press Group

Luiza Nocuń joins the sales department as General Sales Manager to strengthen Media Press Group's international sales organization, focused on executing the expansion strategy. With more than 20 years of experience in managing big multinational sales teams in Europe and Asia, she will be instrumental in supporting Media Press' expansive ambitions. Louisa Nocuń has extensive experience in developing business across a range of B2B solutions that have led to successful implementation of global expansion strategies.



Luiza Nocuń, General Sales Manager, Media Press Group

Media Press Group is strengthening its sales organization to pursue its global expansion, innovation, and metadata industry leadership.

Magdalena Cechnicka, CEO of Media Press Group, expressed her enthusiasm about Gijs Davelaar joining the team: *"Appointing Gijs as Chief Revenue Officer marks a pivotal moment in our journey towards global expansion. His profound expertise and visionary approach to revenue growth are exactly what we need to propel Media Press Group to new heights. We are confident that our sales team will thrive under Gijs's leadership, driving us closer to our goal of providing unparalleled metadata solutions to TV service providers, streaming services, and broadcasters across Europe and beyond. Luiza Nocuń's great strength is her ability to build effective sales teams, optimise B2B sales processes and establish strong international partnerships. The simultaneous arrival of*

Gijs Davelaar and Luiza Nocuń to our team will allow us to significantly expand the global scale of our group's activities”.

About Media Press Group

With over 35 years of experience in the metadata sector, Media Press Group specializes in providing comprehensive, localized coverage of TV, radio, and streaming metadata. The company boasts a team of 700 professionals across 21 offices in 15 countries, supporting 850 clients. Media Press Group meticulously curates content for over 7,500 linear and non-linear sources, managing over 1 billion data sets in its database. The services provided by the company reach over 120 million European households.

Media Press Group's clients include market-leading TV service providers and broadcasters like Canal+, Orange, Vodafone, Liberty Global, Sky, France Television, ARD, RTL, 4iG, and TV3 Baltics.

Media Press Group proudly stands as a founding member of **The European Metadata Group** (TEM DG). TEM DG serves as a pivotal consortium, uniting key industry suppliers of TV, radio, and streaming metadata. This collaborative effort is dedicated to establishing and upholding the highest standards for metadata across various platforms, which include press, online, and mobile. TEM DG is therefore able to ensure unparalleled metadata coverage and, subsequently, highly sophisticated user experience.

More about TEM DG: <https://theeuropeanmetadatagroup.com>

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