

Press release
Issy-les-Moulineaux, July 26th, 2022

AUDREY BRUGERE APPOINTED EVP LITERARY ADAPTATIONS AT CANAL+ GROUP



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Audrey Brugère has been appointed EVP Literary Adaptations at CANAL+ Group. Since 2017, she has held the position of Director of the Program Units for Foreign and Youth Series. She will start her new position as of September 1, 2022.

Audrey Brugère, who joined CANAL+ Group in 2009, will now be responsible for working on synergies between several of Vivendi's subsidiaries and more particularly to promote the successful library of content from Editis, STUDIOCANAL and CANAL+. She will report to Anna Marsh, CEO of STUDIOCANAL.

Anna Marsh, CEO of STUDIOCANAL, declares: "We are delighted to have Audrey Brugère hold the position of EVP Literary Adaptations at CANAL+ Group and we look forward to commencing this collaboration. Increasing the adaptation of successful literary works into films, series or documentaries is one of STUDIOCANAL's ambitions for the coming years, as proved by the creation of this position. Audrey's experience within the CANAL+ Group, as well as her knowledge of our activities, will be valuable asset in achieving this."

After graduating from HEC, Audrey Brugère began her career as a consultant at Bain & Company, a strategy consulting firm. She joined CANAL+ Group in 2009 as head of strategic marketing where she developed the Création Originale series marketing and participated in the integration of Direct 8 / C8 into the Group. She then overlooked digital activities for the channels, in charge of community growth and the Group's websites traffic. In 2015, she became Director of Offers and Communication within Distribution where she contributed to the launch of new commercial offers, the repositioning of CANALSAT, the relaunch of CANALPLAY and the deployment of new CANAL+ advertising campaigns. She was appointed Director of the CANAL+ Youth Unit in 2017, then Director of the Foreign Series and Youth Programs in January 2020.

CANAL+ Group / STUDIOCANAL

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