



# PROGRAM MARKETING

## YOUR PASSION

You develop, fine-tune and optimize the TV channels' positioning and program offerings in order to increase brand awareness and make them more attractive, address changes in viewers' expectations, retain subscribers and acquire more customers for pay-TV.

## YOUR SATISFACTION

Successfully anticipating changes in TV demand in order to recommend new directions and projects.

## OTHERS FUNCTIONS

Program marketing manager  
Operational marketing

## YOUR MOTIVATION

You design and recommend new concepts for the channels that address changes in television viewers' behaviors and expectations. You summarize, analyze and disseminate audience and marketing data and survey results as well as the ensuing recommendations, objectives and projects.

Attuned to the market, you monitor audiences, programs and competitors on an ongoing basis.

## YOUR ASSETS

Your expertise in the pay and non-pay TV market and the channels' editorial policy. You are knowledgeable about pay-TV's generic and specific marketing and sales techniques. Your thorough command of programming rules and audience analyses.