



Paris, december 8, 2015

APPOINTMENT

Gérald-Brice Viret is joining CANAL+ Group as General Manager in charge of Broadcasting, effective December 10, 2015. He reports to Maxime Saada, CEO of CANAL + Group.

Over the last 20 years, Gérald-Brice Viret has directed a number of TV channels, both general-interest and themed, free and paid.

Gérald-Brice Viret holds a Master in Film, Television and New Media from the University Paris 1 Panthéon-Sorbonne. Since 2013, he was Deputy Director of Lagardère Active's TV division (that include Gulli, Gulli Africa, Canal J, Tiji, June, MCM, Mezzo, Mezzo Live, RFM TV, Virgin Radio TV).

Gérald-Brice Viret began his career as a journalist and broadcasting director of a number of local channels (8 Mont Blanc, Télé Lyon Métropole, Antilles Television) before being appointed at France 3 in 1994 as Executive editor of the Continentales TV show. He joined Pathé group in 1996, where he participated in the launch of the Voyage channel, of which he became Broadcasting Director and then Deputy Director. In 2002 he was appointed CEO of the TMC channel, which he launched over DTT in 2005, before joining the NRJ Group in 2006 to head the new channel NRJ 12, create a TV Division and successively launch the NRJ Hits, NRJ Paris and Chérie 25 channels.

Gérald-Brice Viret also chaired the "Groupement TNT" created by eight public and private media groups to successfully launch DTT in France and was Chairman of the trade group Access (An association of TV channels).

Press contacts

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