



Paris, May 24, 2016

## **PRESS RELEASE**

### **APPOINTMENT**

*Serge Nedjar is joining CANAL Group as head of its all-news channel iTélé. Guillaume Zeller and Virginie Chomicki retain their current positions, respectively as Executive Editor and Deputy Manager of the channel.*

*After studying economics, Serge Nedjar began his career in 1984 as advertising manager at the *Matin de Paris* newspaper. From 1984 to 1996, he held various positions at the VSD weekly newspaper: sales manager then director of VSD Paris, director of the newspaper's regional issues and executive editor of special issues. In 1996, he co-founded GS Presse along with Francois and Jean-Dominique Siegel, former head managers of VSD. Appointed Managing director of VSD special issues for Prisma Presse, he was involved in the launch of a number of publications, including *Le Monde 2* magazine. In 2004, he launched in partnership with NRJ radio a teen's magazine before he was hired by the Bolloré Group in 2006 to take part in the launch of Direct 8 channel and the *Direct Matin* free newspaper. He is currently CEO of *Direct Matin* and of the newspaper's digital operations, as well as President of Bolloré Média Régie.*

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